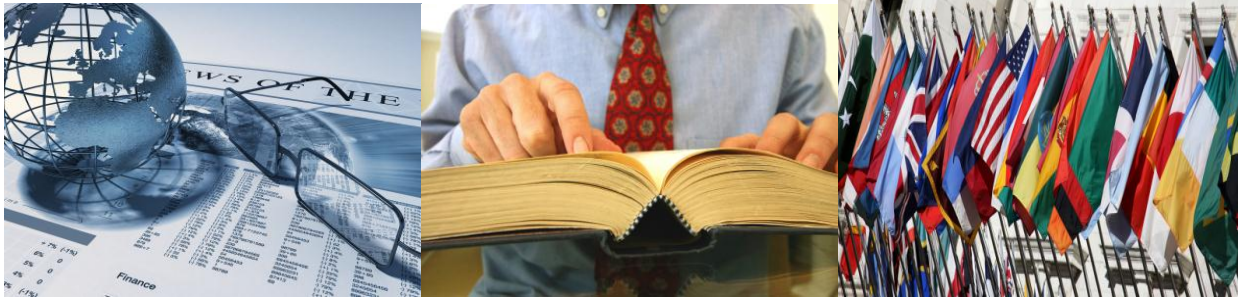


The International Legal Challenge

Advertising Rate Sheet



Why Should You Sponsor The International Legal Challenge?

Your goal is too maximize the number of views of your advertisement to stimulate interest in your service and products, and **The International Legal Challenge** delivers this in two powerful ways:

- First, **The International Legal Challenge** has been the most clicked on and viewed item in *The Background Buzz* since it was introduced.
- Second, **The Legal Challenge** will give your advertisement multiple views because your ad appears on the question page as well as on each page with each answer. This means that when someone selects an incorrect answer they will see your ad as well as when they select the correct answer. At minimum, a person that clicks on **The International Legal Challenge** will see your advertisement twice or in some cases even more if they keep choosing the wrong answer.
- Third, your ad in **The International Legal Challenge** column will appears in the 3rd position which is a prime placement that will maximize readership and visibility.

The Legal Challenge delivers multiple views for your advertisement to maximize your value and increase your sales opportunities.

Description

The International Legal Challenge column will appear regularly in *The Background Buzz* and will pose a legal question to challenge readers' knowledge of international background screening practices. Questions will be multiple choice or true/false. When a reader chooses a response that is correct they are congratulated or if they choose an incorrect answer they are prompted to try again.

Advertisement Size:

Ad Size	Dimensions	Format
1/3 page (Horizontal)	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte
1/2 page (Horizontal)	675 pixels width x 345 pixels height	JPG or GIF format under 75 kilobyte

Sponsorship Rate:

- \$450.00 per edition for 1/3 page ad and \$650.00 for 1/2 page ad
- Minimum advertising campaign must be for at least 3 editions
- Only advertisers choosing a block of 12 editions will retain automatic renewal rights

To Place Your Order to Sponsor **The International Legal Challenge** in the next edition of *The Background Buzz* contact Barry Nixon at wbnixon@aol.com or on 949-770-5264.