

The Quick and Easy Way to Put Your Marketing Message Directly in Front of Your Clients and Prospects



eDirect Mail Campaigns

An eDirect Mail Campaign will put your company's advertising message directly on the desk top of more than 1,600 firms in the background screening industry. Your eDirect Mail Campaign is delivered directly to your target market. Each eDirect Mail Campaign will only include one advertisement which means you will have an exclusive audience with our readership. No competing ads or messages.

Each campaign will include your exclusive advertising message along with one article that will be of interest to our readers. This is a tremendous opportunity to promote your services and to get maximum promotional value.

You choose the size of your display advertisement which will be hyper-linked to your website.

Please note that eDirect Mail Campaigns are not available during the last week of the month since this is when *The Background Buzz* is distributed and we strictly honor our commitment to not inundate our readers with emails. The exception to this rule may be pre-conference announcements.

After each campaign we will provide you with a report that identifies the click through rate to your web site.

ePromotional Announcements and Releases

An ePromotional Announcement or Release to the 1,600 plus firms in the background screening industry in our database will deliver your important message directly to the target audience you want to reach when you want to reach them. You no longer have to hope that they see your message in a Google Alert, media release or monthly publication.

Our standard announcement includes up to 400 words. Please see the rates and specifications listed at the end of this description for more details.

We provide you with a report that identifies the click through rate to your web site.

Contact Barry at 1-949-770-5264 or email him at wbnixon@preemploymentdirectory.com to get started with this great opportunity to put your message directly in front of your target audience.

eDirect Campaigns

Ad Size	Dimensions	Format	Rates
1/3 horizontal page	675 x 245 pixels	JPG under 60 kilobyte	Single e-blast \$650.00
			Three e-blast bundle @ \$500.00 per
1/2 horizontal page	675 x 345 pixels	JPG under 75 kilobyte	Single e-blast \$800.00
			Three e-blast bundle @ \$650.00 per