

# *Have You Been Searching For an Exclusive Way to Get Your Firm's Information in front of Prospects?*

*Search No More, We have the Solution!*

## **eDirect Campaigns**

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

We will distribute a maximum of two eDirect Campaigns a month. Each campaign will include your exclusive advertising message along with timely and relevant information 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. See the specifications and rates at the end of this description.

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 want to 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 will include up to 400 words. Please see the rates and specifications listed at the end of this description for more details.

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

Contact me to take advantage of this great opportunity to promote your company and to put your message directly in front of the target audience you want to reach. You can email me at [wbnixon@aol.com](mailto:wbnixon@aol.com) or call me at 949-770-5264.

Thanks,

Barry

## **eDirect Campaigns**

<b>Ad Size</b>	<b>Dimensions</b>	<b>Format</b>	<b>Rates</b>
1/3 horizontal page	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte	\$650.00
1/2 horizontal page	675 pixels width x 345 pixels height	JPG or GIF format under 75 kilobyte	\$800.00
3/4 horizontal page	675 pixels width x 495 pixels height	JPG or GIF format under 80 kilobyte	\$1,000.00
Full Vertical page	675 pixels width x 660 pixels height	JPG or GIF format under 80 kilobyte	\$1,300.00

## **Sponsored ePromotional Announcements or Releases**

<b># of Words</b>	<b>Text Format</b>	<b>Logo</b>	<b>Rates</b>
Up to 400 words	PDF	JPG or GIF format	\$450.00
More than 400 words	PDF	JPG or GIF format	\$450.00 plus \$1.00 per word over 400 words