

# Have You Been Searching For Unique Ways To Reach Human Resource Managers?

## Reach Out and Touch More Than Five Thousand Human Resource Managers

We have created an exceptional marketing opportunity that only a very limited number of background screening firms will be able to take advantage of.

Make sure you are one of the select few firms to get in on this extraordinary chance to showcase your company.

**We guarantee it will get your firm noticed and will give your firm visibility to a wide array of companies you want to reach.**

In March we will be releasing the second edition of our landmark publication, the **Comprehensive Guide for Selecting a Background Screening Firm** that will continue to be the standard for businesses to use to guide them in their quest to select a background screening firm.



Once this booklet is released there will not only be an immediate demand for it, but an on-going use. The content will be invaluable for businesses and they will use it over and over as a reference source. Given the initial impact and long shelf life that this booklet will enjoy, it presents an unprecedented advertising opportunity for you to reach your target market.

We are offering you three exceptional Marketing Opportunities:

✓ **Get Your Message Directly In Front Of Thousands Of Human Resource Managers.**  
 First, we will be conducting a Direct email campaign to over 5,000 Human Resource Managers and we will include your full color logo with a live link to your web site in the cover letter we send to the desk top of these human resource executives.

✓ **Make Sure Your Company's Message Stays in Front of Those Who Make Buying Decisions.**  
 Second, the Direct email will also include a downloadable copy of the **Comprehensive Guide for Selecting a Background Screening Firm** which will feature your company's advertisement on either the inside of the front cover, the center page, inside of the back cover or back cover.

In addition, a downloadable copy will also reside on our industry leading background screening directory web site – [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com)

✓ **Take Advantage of an Exclusive Licensing Opportunity to print an unlimited number of private label copies that only contain your firms advertisement.**  
 Third, we are offering you an innovative way to reach your clients and prospects through a printed version of the **Comprehensive Guide for Selecting a Background Screening Firm** that will feature **only your company's** advertisement. This private label Guide will make an ideal handout for tradeshow.

We have value priced this offer so that you can maximize your marketing dollars. Here are your options with the commensurate pricing:

Advertising Opportunities	Pricing																					
1. Your first opportunity will be to participate in our Direct email campaign to <b>more than 5,000</b> Human Resource Managers. We will include your full color logo with a live link to your web site in the cover email message we send to Human Resource executives.	\$350.00																					
2. Your second opportunity will be to have your company's featured advertisement inside of the <b>Comprehensive Guide for Selecting a Background Screening Firm</b> . Your ad will appear on either the inside of the front cover, center page, inside of the back cover or back cover. <table border="1" data-bbox="332 1255 1065 1524" style="margin: 20px auto;"> <thead> <tr> <th>Ad Size</th> <th>Position</th> <th>Rate</th> </tr> </thead> <tbody> <tr> <td>1/3 page</td> <td>All</td> <td>\$350.00</td> </tr> <tr> <td>1/2 page</td> <td>All</td> <td>\$450.00</td> </tr> <tr> <td>Full page</td> <td>Inside front cover</td> <td>\$750.00</td> </tr> <tr> <td>Full page</td> <td>Center page</td> <td>\$650.00</td> </tr> <tr> <td>Full page</td> <td>Inside back cover</td> <td>\$750.00</td> </tr> <tr> <td>Full page</td> <td>Back cover</td> <td>\$750.00</td> </tr> </tbody> </table>	Ad Size	Position	Rate	1/3 page	All	\$350.00	1/2 page	All	\$450.00	Full page	Inside front cover	\$750.00	Full page	Center page	\$650.00	Full page	Inside back cover	\$750.00	Full page	Back cover	\$750.00	
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Full page	Center page	\$650.00																				
Full page	Inside back cover	\$750.00																				
Full page	Back cover	\$750.00																				
3. In addition to the above options you will also have the opportunity to reach your clients and prospects in an innovative way that will extend the shelf life. We will grant you a license to print a unlimited number of copies of the Guide with only your advertisement. This Private Label version of the Guide will become a powerful advertising tool for your company at trade shows or with other marketing campaigns.	\$699.00																					
Advertisement Set up fee	\$100.00																					

**Best Value!**

While each of the above individual items present an amazing value to you, we have decided to offer you a super value for signing up for the complete advertising package including your logo with the direct email campaign, your ad in the online version of the vendor guide and your private label hardcopy version of the Vendor Guide with your exclusive advertisements.

*With the purchase of all three marketing opportunities we will offer you a fantastic value price:*

- With the selection of a 1/3 page ad the entire package is priced at \$1,250.00 saving you \$249.00 over the individually priced items,
- With the selection of a 1/2 page ad the entire package is priced at \$1,350.00 saving you \$249.00 over the individually priced items,
- With the selection of a full page center ad the entire package is priced at \$1,450.00 saving you \$349.00,
- With the selection of a full page ad this means the entire package is priced at \$1,500.00 saving you \$399.00.

Remember, there will only be ten firms' logos placed in the eDirect Mail cover letter. We will sign firms up on a first come first serve basis with the companies that choose to advertise in the private label Vendor Guide getting first priority.

Additionally, only ten firms' will be permitted to have advertisements in the Vendor Guide that can be downloaded. These ads will appear on the inside of the front cover, the center page, the inside of the back cover and the back cover. An online version of the **Comprehensive Guide for Selecting a Background Screening Firm** will be accessible at several of our websites including our industry leading background screening directory – [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com). This will greatly enhance the visibility your ads. Everyone that downloads the guide will see your company's information and message.

This marketing opportunity is going to go fast. Don't miss out on this very limited opportunity to get your firm's information directly in front of Human Resource Managers. Call today to reserve your space to take advantage of this special opportunity to market your company.

Be a part of the select few companies to take advantage of the opportunity to put your exclusive message in front of human resource management decision makers. This guide will be a valuable reference that is used over and over and every time it is used your firm's information will be right there. Sign up now for your ad in the private brand version of the Vendor Guide.

To reserve your space contact me today at [wbnixon@aol.com](mailto:wbnixon@aol.com).

The initial eDirect Mail Campaign to Human Resource Managers will be distributed in May 2010.

Thank you for your consideration and don't miss out on this fabulous opportunity.

Barry

PS – As an added Bonus the first five firms to sign up for a full page ad will be granted a complimentary license to post a downloadable version of their own private labeled version of the Vendor Guide with only their advertisements in it on their website. Given the content of the Vendor Guide this will attract additional traffic to your website, help your search engine rankings and provide you the opportunity to get new leads.