

2022 Thursday Letter Advertising

Looking for consistent, high-impact visibility in front of the screening community? The Thursday Letter provides the opportunity to promote your company and engage your target audience of screening professionals each week.

This mobile-friendly email newsletter features the latest association and industry news from across the globe in an easy to digest format, making it a valuable resource for all PBSA members. The Thursday Letter is sent weekly to the PBSA member contact list of approx. 5,200 background screening professionals. Each edition of the Thursday Letter is featured on the [PBSA website Publications page](#) for easy access long after publication. [Take a tour of this e-newsletter.](#)

Select your preferred visibility level

Weekly Advertising

Use **visual storytelling** to highlight your company with ad space in this weekly newsletter. Each ad is hyperlinked to **drive traffic to your website** and the complimentary monthly ad change-out means you can keep the face of your company fresh and inviting.

Position	Full-Year Rate*	Quarterly Rate
Top Banner	\$9,792	\$2,880
Middle Banner	\$8,568	\$2,520
Lower Banner	\$8,568	\$2,520
News Block (1 of 3)	\$7,344	\$2,160

**Rate reflects a 15% discount for full-year (up to 48 issues) advertising. All fees are listed in U.S. Dollars.*

Monthly "Solution Spotlight"

The Solution Spotlight offers the opportunity to present your products or services with a small blurb (up to 60 words) and ad image hyperlinked to your website in [one edition](#) of the Thursday Letter.

Each purchased Spotlight is a [one-time](#) promotion in the Thursday Letter during the specified month (e.g. Thursday, 20 January 2022). [See a recent example of the Solution Spotlight.](#) **Solution Spotlight Rate: \$500 per spotlight (max 3 per company per year)**

****The Thursday Letter visual at right is for example only. Exact placement of ad content may vary due to the needs of the publication and is at the Thursday Letter editor's discretion.***

PBSA Thursday Letter

10 October 2020

SEE YOUR AD HERE

click to learn more

TOP

First article

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Second article

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Solution Spotlight

PAID CONTENT BY: COMPANY NAME

solution spotlight

YOUR AD HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Additional articles as needed

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SEE YOUR AD HERE

click to learn more

MIDDLE

This week in the Community

Recent posts in the PBSA Community Forum include:

- PBSA Submits Comments on MA Privacy Act
- PBSA Comments during PACER Hearing
- Arkansas Litigation Update: PBSA vs. Jones

Join in the discussion today. You'll find access to the Community under the Resources tab on the PBSA website.

SEE YOUR AD HERE

click to learn more

LOWER

Live webinars

Fine, You Win! Let's Talk About California.

Oct. 23, 2019, 3-4 p.m. ET

Presenter: Scott Paler, DeWitt LLP

Track: Business

Register now

this webinar sponsored by Berg

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industry news

apac

Galderma Korea ran background checks on unionized workers

europe

U.K. - Thousands of Police Officers and Staff 'Not Properly Vetted'

united states

The Ninth Circuit Demands Simplicity

news blocks

YOUR AD HERE

YOUR AD HERE

YOUR AD HERE

Digital Specifications

Ad must be submitted in .JPG or .PNG format and must not require altering or editing. Any unsuitable ads will be returned to the advertiser.

Please submit ad artwork in the following dimensions:

TOP POSITION BANNER – 500 X 100 pixels

MIDDLE BANNER – 500 X 100 pixels

LOWER BANNER – 500 X 100 pixels

NEWS BLOCKS – 200 X 200 pixels

SPOTLIGHT IMAGE – 200 X 200 pixels

**Dimensions listed are the ideal proportions for the ad space. Display size varies.*

A website hyperlink is complimentary with any ad purchase. To take advantage of this benefit, advertisers must submit a hyperlink prior to the advertising deadlines. If no URL is provided, the ad will not be hyperlinked.

Ad artwork and URL are due no later than 2 weeks prior to the ad start date.

PBSA Thursday Letter Advertising Policies

- Thursday Letter advertisements are limited to PBSA members. Advertisers must maintain current PBSA membership.
- Advertisers must not be delinquent in any payments to PBSA.
- Advertiser is responsible for submitting content by the deadline.
- All content is subject to review. PBSA reserves the right to refuse content or return content for editing at its sole discretion.
- All advertising sales are final. No refunds will be issued for advertiser cancellation or late submission of content.

For the monthly Solution Spotlight ad, if an advertiser would like to reschedule their Spotlight to another month, advertiser must request to reschedule prior to the first of the scheduled month (e.g. if February Solution Spotlight selected, advertiser must request to reschedule prior to 1 February 2022). Reschedule requests will be approved based on availability and at the editor's discretion.

Ad Change-Outs

For weekly ads, advertisers receive one complimentary ad change-out per month. Additional ad change-outs are **\$25 each**, which will be invoiced at time of change-out and due immediately upon receipt. Ads must be submitted no later than 5 p.m. ET one week prior to specified issue. *(Example: Ad scheduled for 13 January 2022. Artwork due before 5 p.m. ET on 6 January 2022.)*

Ad "change-out" is defined as any time an ad's appearance changes in the Thursday Letter. Example:

6 January 2022 – Advertisement A

13 January 2022 – Advertisement B (\$25 change-out)

20 January 2022 – Advertisement A (\$25 change-out)

27 January 2022 – Advertisement A

Invoicing and Payment

Companies selecting advertising must follow the deadlines provided by PBSA staff in order to guarantee the advertising position. **Full payment for advertising is due at time of contract.** No partial payments are permitted. Advertising will be released if full payment is not received within 30 days, or prior to start of advertising period, whichever comes first.

Award System for Thursday Letter Advertising

- Ad spaces will be awarded based on advertising points accumulated (Thursday Letter, Journal, Europe newsletter, and webinar sponsorships combined). Only the points for the previous two years will count towards ad placement (e.g. 2022 ads will be based on points earned 2020-2021). The company with the highest number of ad points has the first selection; the company with the second highest number of points has the second selection, and so forth. In the event of a “tie,” the Thursday Letter editor will make final placement decisions.
- When advertising opens, each company will have a specified timeframe to secure their selection with completed contract and payment (a minimum of 2 business days will be provided). If an advertiser doesn’t secure an ad space during their appointed time they may select advertising during the open period.
- Ads will be awarded by points until 9 November 2022, at which point advertising will open to all members on a first come first served basis.

Thursday Letter advertising points are accumulated as follows:

Position	Quarter	Full-Year
Top Banner	28.75	115
Middle Banner	25.25	101
Lower Banner	25.25	101
News Block	21.5	86

Solution Spotlight – 5 points per Spotlight, max 15 points per year

2022 PBSA Thursday Letter Advertising Contract

Name: _____ Company: _____

Street Address: _____

City/Town/Locality/District: _____ State/Province/Territory: _____

Zip/Postal Code: _____ Country: _____

Phone: _____ Email: _____

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2022 Main Content Ad Position (initial your selection):

Position	Q1 Jan 6-March 24	Q2 March 31-June 16	Q3 June 23-Sept 8	Q4 Sept 15-Dec 8
Top Banner				
Middle Banner				
Lower Banner				
News Block – Left side				
News Block – Middle				
News Block – Right side				

2022 Solution Spotlight feature (limit 3 per company, \$500 each):

January	July
February	August
March	September
April	October
May	November
June	December

Payment

Please email your completed form to rachel@thepbsa.org to receive an invoice to pay online through your PBSA account. Or call the PBSA office +1 919 459 2082 to provide your credit card information.

To secure advertising, this form must be completed and payment received. Full payment for advertising is due at time of contract. No partial payments are permitted. Advertising will be released if full payment is not received within 30 days, or prior to start of advertising period, whichever comes first.

By signing this contract, you are agreeing to the PBSA advertising policies.

Name: _____ DATE: _____