

2021 PBSA Journal Advertising

If you're looking to make a **big splash with an engaged audience**, then the PBSA Journal is for you.

This e-magazine features exclusive content for PBSA members only and provides an opportunity for advertisers to present their company in a larger format. Focusing on educational items, important industry updates, and insider association news, the Journal is an important read for both those new to the screening industry and seasoned experts. [Take a tour of this interactive publication.](#)

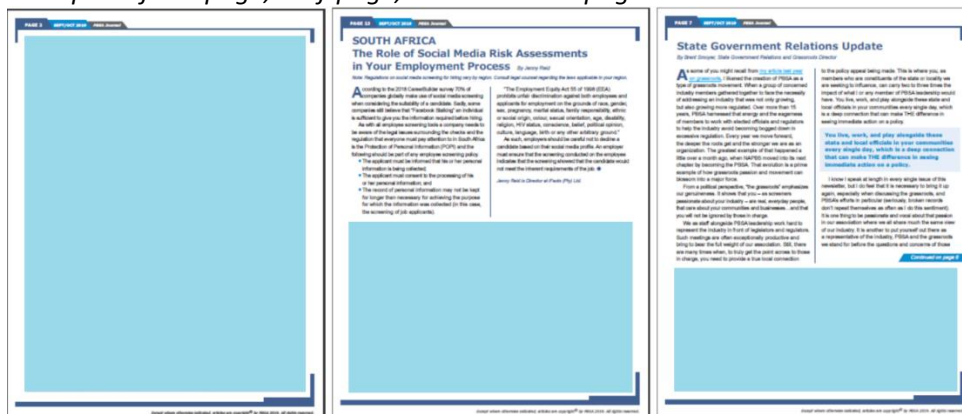
What's the impact?

- Sent to the PBSA member contact list of approx. 5,800 background screening professionals all over the world
- Average open rate of 23.85% for the distribution email with an average click rate to read the Journal of 17.88% (Jan-August 2020)
- Members spent an average time of 46 seconds per page reading the Journal (Jan-August 2020)
- Members viewed over 7,500 pages of the Journal (Jan-August 2020)
- Each edition of the Journal is featured on the PBSA website for easy access long after publication

Select your desired visibility level

Journal advertising comes in a variety of sizes and options to fit your budget and desired visibility. Full page, Half-Page, and One-third-page ad sizes are available for full-year purchase or a la carte. With the ad you will receive a complimentary hyperlink to your website.

Examples of Full page, Half-page, and One-third-page ads:



Ad rates:

	Per Issue	Per Issue (Non-Member)	Full-Year*	Full-Year* (Non-Member)
Page 2 Ad	\$1,140	(members only)	\$5,814	(members only)
Full-Page	\$900	\$1,200	\$4,590	\$6,120
Half-Page	\$450	\$600	\$2,295	\$3,060
One-third-page	\$300	\$400	\$1,530	\$2,040

***Full-year pricing reflects a 15% discount applied for the full-year purchase. All fees are in U.S. Dollars.**

Targeted, Regional Advertising with Council Newsletters

Are you looking to narrow your advertising focus to a specific geographic region? PBSA also offers advertising in the APAC Council and Europe Council newsletters. **To secure advertising in the APAC or Europe Council newsletters, contact programs@thepbsa.org.**

PBSA Journal Digital Specifications

EPS or high resolution PDF file format is required. PDF is preferred. Very large files should be compressed. All fonts must be outlined (EPS) or properly embedded (PDF). Make sure your file requires NO fonts. Ads must be ready to use (require no editing, cropping, etc.).

Application Files Accepted

Adobe Acrobat (PDF embed fonts), Adobe Photoshop, Adobe Illustrator (outline fonts).

Adobe Photoshop:

Pixel base. Best source for color (RGB) and black and white (GRAYSCALE) photos. 300 dpi, high resolution PDF.

Adobe Acrobat:

PDF files, makes sure any images used to create the file are in RGB (if color) or GRAYSCALE (if black and white) and at 300 dpi. Make sure fonts are properly embedded if not previously outlined.

Basic Settings:

Resolution: 2400 ppi

Compression: Color images 300 ppi, Grayscale images 300 dpi, Monochrome images 1200 ppi. Please keep image to ad size: no crop marks, color bars or targets.

Adobe Illustrator:

Vector Base, no resolution settings required. Make sure any images placed and embedded in file are RGB (if color) or GRAYSCALE (if black and white) and at 300 dpi. Outline fonts.

Images

All color images must be RGB mode at 300 dpi. Black and white images in GRAYSCALE mode at 300 dpi. Line art images in BITMAP mode at 1200 ppi. Vector images created in Adobe Illustrator require no resolution settings.

Dimensions

All values are given in inches with horizontal value first.

- FULL PAGE – 7.5 x 9.5
- 1/2 PAGE (horizontal) – 7.5 x 4.5
- 1/3 PAGE (horizontal) – 7.5 x 3.25

Hyperlink

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

PBSA *Journal* Advertising Policies

- All content is subject to review. PBSA reserves the right to refuse an ad or return an ad for editing at its sole discretion.
- Advertiser is responsible for submitting content by the deadlines.
- Advertisers must not be delinquent in any payments to PBSA.
- Advertisers purchasing at the PBSA member rate must maintain current PBSA membership. If the advertiser does not renew their PBSA membership for the 2021 year, at the time of membership lapse they will be invoiced the difference between the member and non-member ad rates.

Refund Policy

All advertising sales are final. No refunds will be issued for advertiser cancellation.

Invoicing and Payment

All fees are listed in U.S. Dollars. 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.

In order to qualify for the 15% percent discount for a Full-Year (6 issues) of advertising, the Full-Year contract and payment must be submitted no later than the applicable deadline and all 6 issues must fall in the 2021 calendar year. **Full payment for advertising is due at time of contract.**

Ad Placement

Exact ad placement will vary throughout the year. Ad placement is determined by the Journal editor based on the best fit for the content of each issue. The only exception is "Page 2" advertisements, which will always appear on page 2 of an issue. Preference is given to advertisers with a Full-Year (6 issues) advertising contract.

Advertisers may update the ad with each issue as long as advertising deadlines are met. The ad from the previous *Journal* issue will be used if an update is not received by the advertising deadline.

Award System for *Journal* Advertising

Ad placement for 2021 will be awarded based on advertising points accumulated (Thursday Letter, Journal, and webinars combined). Only the points for the previous two years will count towards ad placement for the upcoming year (e.g. 2021 ads will be based on points earned 2019-2020). 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 Journal 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 14 December 2020, at which point advertising will open to all members on a first come first served basis.

Journal advertising points are accumulated as follows:

Full-page – 9 points per ad purchased, or 54 points for full year
Half-page – 4.5 points per ad purchased, or 27 points for full year
One-third-page – 3 points per ad purchased, or 18 points for full year
Page 2 Ad – 11.5 points per ad purchased, or 68.5 points for full year



2021 PBSA Journal Advertising Contract

Name: _____ Company: _____

Street Address: _____

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

Zip/Postal Code: _____ Country: _____

Phone: _____ Email: _____

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Initial your selection below (indicate desired issues, or select full-year ads):

	Jan-Feb	Mar-Apr	May-June	July-Aug	Sept-Oct	Nov-Dec	FULL-YEAR
Page 2 Ad							
Full-Page							
Half-Page							
One-third-page							

Advertising Deadlines

Jan-Feb	25 January 2021	July-Aug	14 July 2021
March-April	8 March 2021	Sept-Oct	29 September 2021
May-June	3 May 2021	Nov-Dec	1 November 2021

Payment

- **Please email your completed form to rachel@thepbsa.org.**
- To pay by credit card: Request 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 pay by check: Please notify rachel@thepbsa.org you intend to pay by check. Make check payable to PBSA and enclose a copy of the completed form with your check. Mail to:
PBSA, 110 Horizon Drive, Ste. 210, Raleigh, NC 27615 UNITED STATES

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

Name: _____ DATE: _____