



# 2021 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.

## What's the impact?

- Sent weekly to the PBSA member contact list of approx. 5,800 background screening professionals
- Average open rate of 19.44% (Jan-Sept 2020)
- Average click-through rate of 13.91% (Jan-Sept 2020)
- Each edition of the Thursday Letter is featured on the PBSA Publications page for easy access long after publication

## 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.

Options:	Full-Year rate*
<b>Top Banner</b>	\$9,792
<b>Middle Banner</b>	\$8,568
<b>Lower Banner</b>	\$8,568
<b>News Block</b> (1 of 3)	\$7,344

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

### Monthly "Solution Spotlight"

Don't miss this brand-new opportunity for a Spotlight in the Thursday Letter! 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.

**Solution Spotlight: \$500 per spotlight (max 2 per company per year)**

Each purchased Spotlight is a one-time promotion in the Thursday Letter during the specified month (e.g. Thursday, 21 January 2021). There only will be 12 Solution Spotlights in 2021 (one per month).

## 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.*

**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.**

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.

## PBSA Thursday Letter Advertising Policies

- Thursday Letter advertisements are limited to PBSA members.
- Advertisers must not be delinquent in any payments to PBSA.
- Advertisers must maintain current PBSA membership.
- 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.

### Refund Policy

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

### 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

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

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spotlight

YOUR  
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**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**

<p><small>Fine, You Win! Let's Talk About California. Oct. 23, 2019, 3-4 p.m. ET Presenter: Scott Paier, DeWitt LLP Track: Business Register now <small>this webinar sponsored by Berg</small></small></p>	<p><small>Fine, You Win! Let's Talk About California. Oct. 23, 2019, 3-4 p.m. ET Presenter: Scott Paier, DeWitt LLP Track: Business Register now <small>this webinar sponsored by Berg</small></small></p>
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industry news

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**europa**

[U.K. - 'Thousands of Police Officers and Staff' 'Not Properly Vetted'](#)

**united states**

[The Ninth Circuit Demands Simplicity](#)

[Ride-hail Drivers Failing Checks in Massachusetts](#)

news blocks

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PBSA | [thepbsa.org](http://thepbsa.org)

must be submitted no later than 5 p.m. (ET) one week prior to specified issue. *(Example: Ad scheduled for 14 January 2021. Artwork due before 5 p.m. (ET) on 7 January 2021.)*

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

- 7 January 2021 – Advertisement A
- 14 January 2021 – Advertisement B (\$25 change-out)
- 21 January 2021 – Advertisement A (\$25 change-out)
- 28 January 2021 – Advertisement A

For the monthly Solution Spotlight ad, if 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 May Solution Spotlight selected, advertiser must request to reschedule prior to 1 May 2020). Reschedule requests will be approved based on availability.

### **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 60 days of receipt of form.

### **Award System for Thursday Letter Advertising**

- Ad spaces 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 (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 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 14 December 2020, at which point advertising will open to all members on a first come first served basis.

### **Thursday Letter advertising points are accumulated as follows:**

Top Banner – 98 points per year

Middle Banner – 86 points per year

Lower Banner – 86 points per year

News Block – 73 points per year

Solution Spotlight – 5 points per Spotlight, max 10 points per year

## 2021 PBSA Thursday Letter Advertising Contract

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/Town/Locality/District: \_\_\_\_\_ State/Province/Territory: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

**2021 Main Content Ad Position** (initial your selection):

	Position	Full-year Rate*	Quarterly Rate**
<b>SOLD</b>	Top Banner	\$9,792	N/A
<b>SOLD</b>	Middle Banner	\$8,568	N/A
	Lower Banner	\$8,568	\$2,520
<b>SOLD</b>	News Block – Left side	\$7,344	N/A
<b>SOLD</b>	News Block – Middle	\$7,344	N/A
	News Block – Right side	\$7,344	\$2,160

\*Rate reflects a 15% discount for full-year (up to 48 issues) advertising.

\*\*Rate for one quarter of advertising (12 consecutive issues).

**2021 Solution Spotlight feature** (limit 2 per company, \$500 each):

X	January	<del>July</del>
	February	<del>August</del>
	March	<del>September</del>
	April	October
	May	November
	June	December

**Payment**

- **Please email your completed form to [rachel@thepbsa.org](mailto: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](mailto: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: \_\_\_\_\_