



PROFESSIONAL BACKGROUND
SCREENING ASSOCIATION

2024 ADVERTISING OPPORTUNITIES

Visibility in front of background screening
professionals around the world

Our Vision is to be the trusted global
authority for the screening profession.





THURSDAY LETTER

ADVERTISE IN THE WEEKLY E-NEWSLETTER

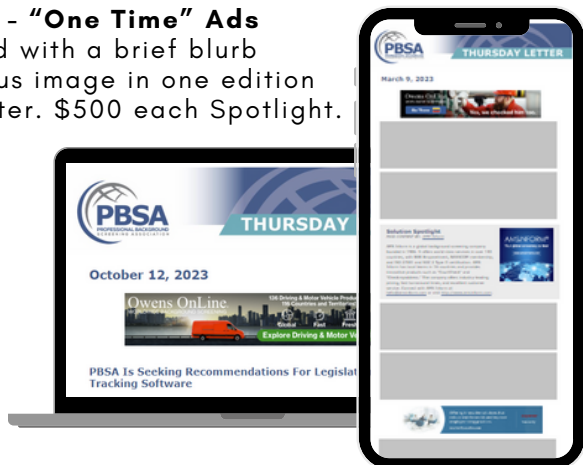
This mobile-friendly e-newsletter is your chance to showcase your company to screening professionals each week. Packed with the latest global news in an easy-to-read format, it's a go-to resource for PBSA members. Distributed to around 7,000 background screening professionals, the Thursday Letter is a high-impact placement.

Weekly Ads	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 2)	\$7,956	\$2,340

Solution Spotlight - "One Time" Ads

Special featured ad with a brief blurb (up to 60 words) plus image in one edition of the Thursday Letter. \$500 each Spotlight.

*Full-Year Rate reflects a 15% discount for full-year (up to 48 issues) of weekly advertising. Thursday Letter ads are limited to PBSA members. All fees are listed in U.S. Dollars.





JOURNAL E-MAGAZINE

ADVERTISE IN THE PBSA JOURNAL

This e-magazine provides an opportunity for advertisers to present their company in a larger, visual 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. The Journal is sent to the PBSA member contact list of approx. 8,000 background screening professionals.

	Per Issue	Full-Year*	Per Issue (Non-Member)	Full-Year* (Non-Member)
Page 2 Ad	\$1,140	\$5,814	(members only)	(members only)
Page 5 Ad	\$1,000	\$5,100	(members only)	(members only)
Full-Page	\$900	\$4,590	\$1,200	\$6,120
Half-Page	\$450	\$2,295	\$600	\$3,060
One-third- page	\$300	\$1,530	\$400	\$2,040



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



EUROPE COUNCIL E-MAGAZINE

ADVERTISE IN THE EUROPE E-MAGAZINE

Advertising in the PBSA Europe Council newsletter provides opportunities for you to increase your visibility and engage with members in the Europe region. This e-magazine features educational items, important industry updates, Europe Council insider news, and more. On average, the Europe newsletter is distributed to approximately 350 PBSA member contacts that have opted-in to Europe communications.

	Per Issue	Per Issue (Non-Member)
Page 2 Ad	\$250	\$330
Full-Page	\$200	\$265
Half-Page	\$150	\$200
One-third-Page	\$100	\$130

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





EUROPE COUNCIL BI-WEEKLY INSIDER

ADVERTISE IN THE EUROPE E-NEWSLETTER

The PBSA Europe Council Bi-Weekly Insider advertising provides the opportunity to promote your company to your target audience of PBSA members in the Europe region. The Bi-Weekly Insider e-newsletter is distributed to approximately 350 PBSA member contacts who have opted-in to Europe communications. (Schedules may vary during holidays.)

Position	Full-Year Rate*	Quarterly Rate
Top Banner	\$1,326	\$390
Middle Banner	\$1,020	\$300
Lower Banner	\$918	\$270

*All fees are listed in U.S. Dollars. Full-Year Rate reflects a 15% discount for purchase of full-year. Non-Member fees are double the listed price.



DIGITAL SPECIFICATIONS

THURSDAY LETTER E-NEWSLETTER, EUROPE BI-WEEKLY INSIDER

- TOP POSITION BANNER - 500 X 100 pixels
- MIDDLE BANNER - 500 X 100 pixels
- LOWER BANNER - 500 X 100 pixels
- NEWS BLOCKS (Thursday Letter only) - 250 x 125 pixels
- SPOTLIGHT IMAGE (Thursday Letter only) - 200 X 200 pixels, plus 60 words of text

JOURNAL E-MAGAZINE, EUROPE QUARTERLY E-MAGAZINE

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, make 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 inches
- 1/2 PAGE (horizontal) - 7.5 x 4.5 inches
- 1/3 PAGE (horizontal) - 7.5 x 3.25 inches

HYPERLINKS

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.

CONTENT DEADLINES

- All ads published in Q1 (January through March): DUE December 15
- All ads published in Q2 (April through June): DUE March 15
- All ads published in Q3 (July through September): DUE August 15
- All ads published in Q4 (October through December): DUE September 15

ADVERTISING POLICIES

2024 PUBLICATIONS ADVERTISING POLICIES

- Advertisers purchasing at the PBSA member rate must maintain current PBSA membership. If the advertiser does not renew their PBSA membership for the 2023 year, at the time of membership lapse they will be invoiced the difference between the member and non-member ad rates.
- Advertisers must not be delinquent in any payments to PBSA.
- Advertiser is responsible for submitting content by the deadline.
- Ads must be submitted in appropriate format & dimensions and must not require altering or editing. Any unsuitable ads will be returned to the advertiser.
- 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.

If an advertiser would like to reschedule their placement, advertiser must request to reschedule prior to the advertising deadline for that publication. Reschedule requests will be considered based on availability and at the editor's discretion.

Ad Change-Outs: All ad change-outs must be submitted prior to the appropriate deadline (see Deadlines section). The ad from the previous issue will be used if an update is not received by the advertising deadline. For weekly Thursday Letter ads and Europe Bi-Weekly Insider ads, advertisers receive one complimentary ad change-out per month. Any additional changes to the ad will incur a fee of \$25 USD* each, which will be invoiced at time of change-out and due immediately upon receipt. Journal and Europe quarterly e-magazine advertisers may update the ad with each issue as long as advertising deadlines are met.

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. Advertising will be released if full payment is not received within 30 days, or prior to start of advertising period, whichever comes first.

Full-Year Discount: In order to qualify for the 15% percent discount for a Full-Year of advertising for Journal e-magazine and Thursday Letter weekly ads, the Full-Year contract and payment must be submitted no later than the applicable deadline and all issues must fall in 2024.

Ad Placement: Exact ad placement will vary throughout the year. Ad placement is determined by the publications editor based on the best fit for the content of each issue. The only exception is "Page 2" or "Page 5" (Journal only) advertisements, which will always appear on the specified page.

Award System for Advertising: Ad spaces for 2024 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. 2024 ads will be based on points earned 2022-2023). 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 publications 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 1 December 2023, at which point advertising will open to all members on a first come first served basis.

ADVERTISING POINTS

Thursday Letter

Top Banner - 2.875 per quarter, 115 points full year
Middle Banner - 25.25 per quarter, 101 points full year
Lower Banner - 25.25 per quarter, 101 points full year
News Block - 23.5 per quarter, 94 points full year
Solution Spotlight - 5 points per Spotlight

Europe Council Quarterly Newsletter

Page 2 Ad - 2.5 points per ad
Full-page - 2.0 points per ad
Half-page - 1.5 points per ad
One-third-page - 1 point per ad

Journal

Full-page - 9 points per ad, 54 points full year
Half-page - 4.5 points per ad, 27 points full year
One-third-page - 3 points per ad, 18 points full year
Page 5 Ad - 10 points per ad, 60 points full year
Page 2 Ad - 11.5 points per ad, 68.5 points full year

Europe Council Bi-Weekly Insider

Top Banner - 3.9 points per quarter, 15.6 points full year
Middle Banner - 3 points per quarter, 12 points full year
Lower Banner - 2.7 points per quarter, 10.8 points full year

2024 CONTRACT

PBSA Publications Advertising



Customer Information

Name: _____ Company: _____

Email: _____ Phone: _____

Thursday Letter e-newsletter

Weekly Ads

Position	Q1 Jan 4 - March 21	Q2 March 28 - June 13	Q3 June 20-Sept 12	Q4 Sept 19-Dec 12
Top Banner	X	X	X	X
Middle Banner	X	X	X	X
Lower Banner	X	X	X	X
News Block - Left side	X	X	X	X
News Block - Right side	X	X	X	X

Solution Spotlight (One-time Ads)

X	January
X	February
X	March

X	April
X	May
X	June

X	July
X	August
X	September

X	October
X	November
X	December

Journal e-Magazine

	Jan-Feb	Mar-Apr	May-June	July-Aug	Sept-Oct	Nov-Dec
Page 2 Ad	X	X	X	X	X	X
Page 5 Ad	X	X	X	X		
Full-Page	X	X	X			
Full-Page	X	X	X	X	X	X
Half-Page	X	X	X			
Half-Page	X	X	X	X	X	X
One-third-page	X	X	X	X	X	X

Europe e-Magazine

	Issue #1	Issue #2	Issue #3
Page 2 Ad	X	X	X
Full-Page			
Half-Page			
One-third-Page			

Europe Bi-Weekly Insider e-newsletter

Position	Q1	Q2	Q3	Q4
Top Banner	X	X	X	X
Middle Banner				
Lower Banner				

Please email your completed form to communications@thepbsa.org to receive an invoice to pay online through your PBSA account.

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: _____ Item(s): _____