



## International Advertising with FAS!

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**What Are Buyer Alerts?** **FAS Buyer Alerts** inform foreign buyers about U.S. products and the companies that offer them. This biweekly newsletter is distributed by FAS directly via e-mail to international buyers and promotes announcements to be read by over 15,000 buyers in more than 100 countries. Buyer Alerts are available in English, Spanish and Portuguese.

Whether a company has a new product or is new to FAS services, Buyer Alerts are well worth investigating: \$30 million in sales were attributed to this service in the last two years. View an example at: [www.usdabuyeralerts.com](http://www.usdabuyeralerts.com)

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### Free Advertising!

Normally there is a \$15 fee per Buyer Alert announcement. Each announcement provides a product description, offer terms and company information. However, **AgExporter** subscribers are eligible to submit three **free** Buyer Alerts. This special invitation expires Dec. 31, 2004.

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### How To Participate:

If you have never submitted a Buyer Alert, go to: [www.fas.usda.gov/agexport/bainfo.html](http://www.fas.usda.gov/agexport/bainfo.html). Please follow all the instructions carefully, so that we can display your information exactly as you want it to appear in the announcement.

To take advantage of the invitation, visit the online application for Buyer Alerts at: [www.fas.usda.gov/scripts/Agexport/BuyerAlertForm.asp](http://www.fas.usda.gov/scripts/Agexport/BuyerAlertForm.asp)

On the form, please include as **much** information about your product as possible. Recommended information includes: any trade shows you plan to attend, specials, new products, name of certifier and awards received.

After completing the online application, e-mail a .jpg or .gif file of a product photo or company logo to: [buyeralerts@usda.gov](mailto:buyeralerts@usda.gov). Include the code "AgExporter04" in the text of your e-mail message to be eligible for the fee waiver. Do **not** send payment.

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### Contact:

For more information, contact Linda Conrad at: Tel.: (202) 690-3421;  
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