



International Advertising With FAS

What Are Buyer Alerts? The **FAS Buyer Alert** service informs foreign buyers about U.S. products and the companies that offer them. This biweekly newsletter—distributed by FAS directly via e-mail to international buyers—allows ads to be read by over 21,000 buyers in more than 120 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

Free Advertising: Normally there is a \$15 fee per Buyer Alert announcement. Each ad provides a product description, offer terms and company information. However, **AgExporter** subscribers are eligible to try three **free** Buyer Alerts. This special offer runs through December 2004.

How To Participate: If you have never done a Buyer Alert, go to: www.fas.usda.gov/agexport/bainfo.html. Please follow the instructions carefully, so that we can include your information exactly as you want it to appear.

To take advantage of the offer, visit the online application for Buyer Alerts at: 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. Some good examples of ads can be found at:

www.fas.usda.gov/agx/organics/Buyer_Alert_Expo_West_03.htm

After completing the online form, e-mail a .jpg or .gif file of a product or company logo to 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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