



International Advertising with FAS!

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 is 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

Low-Cost Advertising There is a minimal fee for each Buyer Alert announcement. Each announcement provides a product description, offer terms and company information.

How To Participate If you have never submitted a Buyer Alert, go to: 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.

The online application for Buyer Alerts is available 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.

After completing the online application, e-mail a .jpg or .gif file of a product photo or company logo to buyeralerts@usda.gov

Contact: For more information, contact Linda Conrad at: Tel.: (202) 690-3421;
E-mail: Buyeralerts@usda.gov
