



# Tools for Export Marketing



## Print and Online Marketing Tools To Help U.S. Companies Sell Worldwide

Whether your company's export strategy is to open many new markets worldwide or to target specific markets, The U.S. Commercial Service has print and online marketing tools that will facilitate immediate export.

Commercial News USA, the official export promotion magazine of the U.S. Commerce Department, reaches 400,000 readers in 145 countries.

Featured U.S. Exporters (FUSE), an on-line directory of U.S. products, features company profiles on the websites of U.S. Commercial Services offices around the world.

FUSE and Commercial News USA offer U.S. exporters two economical ways to reach buyers, representatives and distributors.



### Featured U.S. Exporters

FUSE gives your company an opportunity to target specific country markets—including China, Germany, Japan and many others—in the local language of business.

Qualified U.S. exporters can request listings in any of 12 languages covering over 30 international markets.

A nominal participation fee (minimum \$25) is based on the number of markets selected and translation requirements.

To register for FUSE, visit [www.buyusa.gov/home/fuse.html](http://www.buyusa.gov/home/fuse.html)



### Commercial News USA

Commercial News USA is distributed for free to 400,000 readers in 145 countries, and is available online at [www.export.gov/cnusa](http://www.export.gov/cnusa)

Whether you seek representation, distribution, direct sales, licensing or joint-venture partners, one ad in Commercial News USA will deliver your message directly to potential customers in 145 export markets worldwide.

Advertising in the magazine can produce a substantial return on your investment. In 2003, the magazine led to 872 export successes with an average Return on Investment of \$120,000 per deal.

Space in the magazine can be reserved by calling 1-800-581-8533