

Advertising Information

		1x	3x	6x
Display Ads: Color				
Full Page	8.25" x 10.75" (Full Bleed)	7800	7410	7020
2/3 Page	4.375" x 9.25" (V), 6.75" x 6.125" (H)	5760	5475	5185
1/2 Page	(Special Sections Only) 3.3125" x 9.25" (V), 6.625" x 4.625" (H)	4890	4650	4405
4/9 Page	4.375" x 6.125"	4020	3820	3620
1/3 Page	2.125" x 9.25" (V), 6.625" x 3" (H)	3150	2995	2840
2/9 Page	2.125" x 6.125" (V), 4.375" x 3" (H)	2180	2065	1950
1/9 Page	2.125" x 3"	1605	1490	1375

Display Ads: Black & White				
Full Page	8.25" x 10.75" (Full Bleed)	6420	5930	5620
2/3 Page	4.375" x 9.25" (V), 6.75" x 6.125" (H)	5040	4790	4540
4/9 Page	4.375" x 6.125"	3300	3140	2970
1/3 Page	2.125" x 9.25" (V), 6.625" x 3" (H)	2430	2310	2190
2/9 Page	2.125" x 6.125" (V), 4.375" x 3" (H)	1950	1835	1720
1/9 Page	2.125" x 3"	1375	1260	1145

Listing Ads: Color				
2/9 Page	2.125" x 6.125" (V), 4.375" x 3" (H)	1595	1495	1395
1/9 Page	2.125" x 3"	1095	995	895
1/12 Page	2.125" x 2.22"	499	479	449

Listing Ads: Black & White				
2/9 Page	2.125" x 6.125" (V), 4.375" x 3" (H)	1395	1295	1195
1/9 Page	2.125" x 3"	895	795	695

Web Banner Ad: \$495/Month (200 x 100 Pixels)

Closing Deadline: 60 days prior to publication

Materials Deadline: One week after closing

Advertising Production Charge: \$495

Covers: Call for Rates



Sell Your Products in 178 Countries Worldwide with **Commercial News USA**

Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is published bimonthly and distributed to more than a quarter-million readers in 178 countries worldwide. Online, the magazine reaches more than 23,000 unique visitors per month.

The magazine is an economical way to reach buyers worldwide.

Commercial News USA features more than 600 ads per year in print and online from U.S. exporters in every industry sector. Commercial News USA facilitates millions of dollars per year in export sales from the U.S.

An ad in the magazine has the potential to generate dozens of leads

and web visits. Advertising in Commercial News USA also helps bring buyers from around the world to a U.S. exporter's website. Many American companies use the magazine to test potential new markets for their products.

Commercial News USA is distributed directly—via direct mail, through U.S. Embassies and Consulates, and through other third-party multipliers—to overseas buyers, representatives, distributors, government sourcing and purchasing agents, government officials, and potential joint venture partners.

The World Is Waiting For You. What Are You Waiting For?™

Call (800) 581-8533 x802 or e-mail uscs@thinkglobal.us

export.gov/cnusa



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Official Magazine



“The average guy looking to export thinks it’s going to be a big, expensive headache. It’s not as hard a road to go down as you think. Commercial News USA is an affordable way to get started, with worldwide visibility and leads that can often lead to deals without even having to travel. The magazine is a great tool for companies that want to expand into new markets, and the reality is: Who can afford not to be active in the international marketplace?”

— Robert Freeman
President
First Priority Emergency Vehicles

“During the past three years, we have signed one distributor per year thanks to our presence in Commercial News USA. This is a great ratio as no other single promotional source has returned this kind of results. For the price, the reach, and the results, this is one of our best promotional tools. In terms of ROI, Commercial News USA delivers. One sale will pay for a full year’s worth of advertising. If you’re looking for an economical way to gain exposure worldwide, Commercial News USA is an excellent starting point.”

— Alberto Rodriguez-Baez
Vice President, International Marketing & Sales
Rainbow Play Systems

Free Online Listing

Every advertiser in the print edition of Commercial News USA receives a free listing online.

Free Translation

Each issue of Commercial News USA is published online in both English and another language. A different language is featured with each issue. The featured languages are Chinese, Portuguese, Arabic, French, Korean, and Spanish.

Inexpensive Product Showcase Listings

Promote your products in 178 countries worldwide for as little as \$449 per issue in the USA Product Showcase section.

Special 2-for-1 Offer

U.S. exporters can take advantage of a special offer: Buy two ads and get the third ad for free (Based on one-time rates; does not include Showcase section).

Worldwide Exposure with One Ad

Reach more than a quarter-million readers in print and more than 23,000 visitors a month online.

For more information about Commercial News USA, call (800) 581-8533 x802, visit export.gov/cnusa, or e-mail uscsc@thinkglobal.us.