

# Commercial News<sup>®</sup>

## Where Exporting Begins<sup>®</sup> USA

### Special Sections 2010

Issue	Special Sections	Translated Insert	Deadlines
January-February	Building & Construction	None	Space: Nov. 13 Materials: Nov. 20
March-April	Franchising Green Europe Industrial Equipment & Supplies	Spanish	Space: Jan. 15 Materials: Jan. 22
May-June	Business Services Exporter of the Year Safety & Security	Chinese	Space: March 12 Materials: March 19
July-August	American Food Showcase Consumer Products Information & Communications	Portuguese	Space: May 14 Materials: May 21
September-October	Automotive Sports & Recreation	Arabic	Space: July 9 Materials: July 16
November-December	Health & Beauty Medical Equipment	French	Space: Sept. 10 Materials: Sept. 17

#### Advertising Options

Placing an ad in a Special Section includes a special 2-for-1 offer for full and half page ads. For every full or half page ad, advertisers receive a free full or half page for an advertorial. Rates for this special offer are net.

Color listing ads are available at black & white rates for as little as \$595.

All advertisers in a special section are eligible for a 50% discount on one-time net rates in the next issue.

#### Value-Added Benefits

Value-added benefits available for special section advertisers include:

- Worldwide promotion through the U.S. Commerce Department's Commercial Service offices in 176 countries worldwide
- Free online listings on the Commercial News USA Web site and in the Commercial News USA U.S. Exporter's Directory
- Specially discounted advertising rates



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