

Special Sections 2012

Issue	Special Sections	Translated Insert	Deadlines
January-February	Building & Construction Overstock Exports	Chinese	Space: Nov. 11 Materials: Nov. 18
March-April	Industrial Equipment & Supplies Manufacturing	Portuguese	Space: Jan. 20 Materials: Jan. 27
May-June	Exporter of the Year Export Management Companies	Arabic	Space: March 16 Materials: March 23
July-August	Information & Communications Travel & Tourism	French	Space: May 18 Materials: May 25
September-October	Automotive Energy	Korean	Space: July 20 Materials: July 27
November-December	Health & Beauty Medical Equipment	Spanish	Space: Sept. 21 Materials: Sept. 28

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.

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

Showcase ads are available for just \$499.

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 178 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
- Free listing in translated inserts