



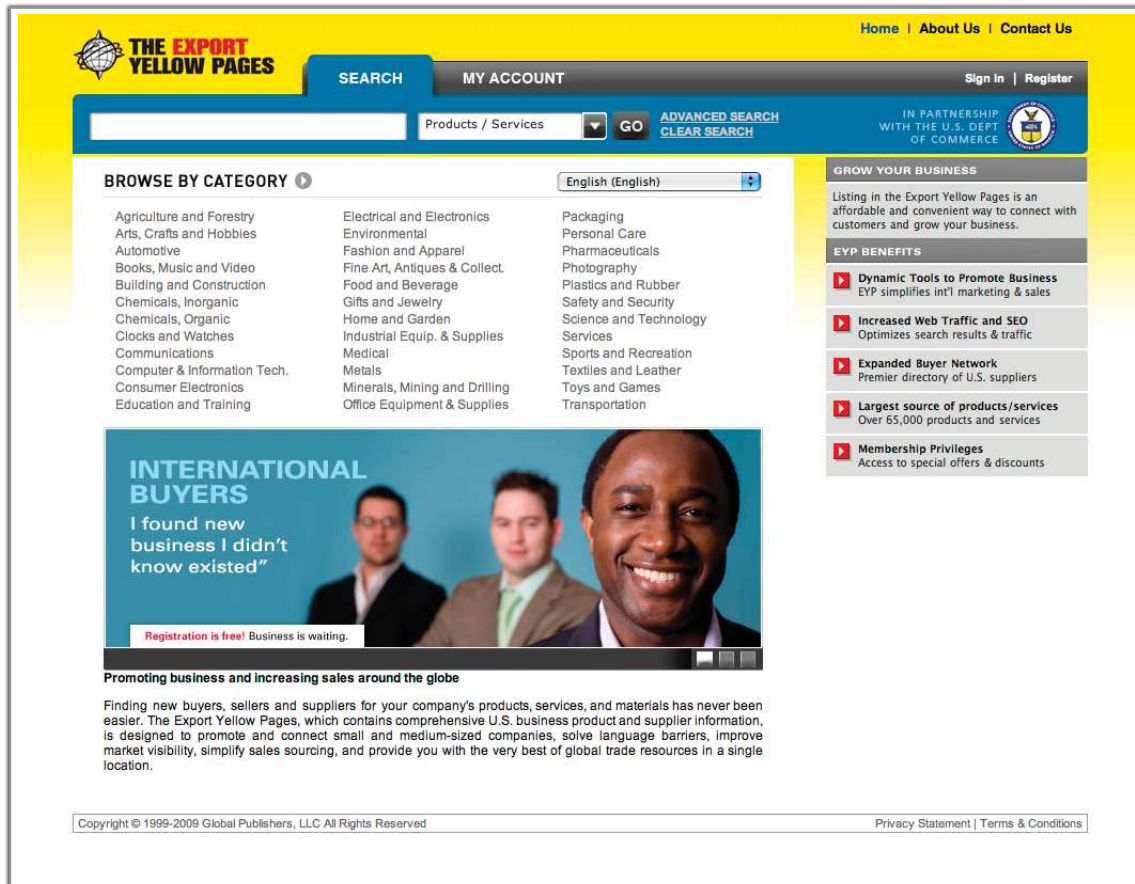
Bringing U.S. Products to the World™

2010 Media Kit and Advertising Information

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The screenshot shows the homepage of The Export Yellow Pages. At the top, there is a navigation bar with links for Home, About Us, and Contact Us. Below this is a search bar with a dropdown menu for 'Products / Services' and buttons for 'GO', 'ADVANCED SEARCH', and 'CLEAR SEARCH'. A 'MY ACCOUNT' section includes 'Sign In' and 'Register' links. The main content area is divided into several sections: 'BROWSE BY CATEGORY' with a list of product categories, a language selector set to 'English (English)', and a 'GROW YOUR BUSINESS' section with four bullet points highlighting benefits like dynamic tools, increased web traffic, an expanded buyer network, and membership privileges. A large banner for 'INTERNATIONAL BUYERS' features a quote from a user and a call to action: 'Registration is free! Business is waiting.' Below the banner is a paragraph describing the platform's mission to connect U.S. businesses with international buyers and suppliers. At the bottom, there is a copyright notice for 1999-2009 Global Publishers, LLC and links to the Privacy Statement and Terms & Conditions.

PROMOTE YOUR BUSINESS TO THE WORLD

- Promote your business in over 80 countries and have a powerful online marketing strategy that effectively reaches international buyers.
- Finding new buyers for your products and services has never been easier.
- The Export Yellow Pages is the most comprehensive source of U.S. product and supplier information in the world and is the premier search destination for foreign buyers.
- The Export Yellow Pages is specially designed to connect small- and mid-sized companies, improve market visibility, simplify sales sourcing, and provide you with the very best of global trade resources in a single location.
- Search for trade assistance in our directory of export service providers.

SEARCH ENGINES

Foreign buyers of U.S. export products/services will “organically” find The Export Yellow Pages among the top five search results (out of 40,000,000+) using the following search terms:

- US exporters (*Google #1*)
- US export directory (*Google #1*)
- US export products (*Google #2*)
- US export products (*Google #2*)
- Exporters (*Google #5*)

In addition, The Export Yellow Pages has a Google page rank of 6, has more than 80,000 unique visitors per month, and is “linked from” highly ranked sites such as export.gov, buyusa.gov, foreign Commercial Service sites, state, local, and non-profit export development firms.

EXPORT COMMUNITY REFERRAL NETWORK

The Export Yellow Pages Internet and Print Directory is the Official export resource directory for trade intermediaries and domestic and foreign export development agencies. The Export Yellow Pages is distributed in print and referenced online:

- In more than 180 domestic and foreign-based U.S. Commercial Service offices
- By more than 1700 trade specialists in 150 foreign posts in 80 countries
- At more than 50 trade shows visited by more than 100,000 trading partners
- In U.S. embassies, consulates, and foreign trade offices

TRADE ASSISTANCE DIRECTORY

US Exporters find valuable support resources in the Trade Assistance Directory (release March 2010) where more than three dozen specialized export categories are searchable by geographic location and specialty. Sample categories include:

- Freight forwarders
- Funding sources
- Marketing services
- Translators
- Trade Intermediaries
- Legal services

Our Partnership



**THE EXPORT
YELLOW PAGES®**



The Secretary of Commerce
Washington, DC 20230



Dear International Executive:

It gives me great pleasure to introduce the U.S. Department of Commerce's 2008 edition of *The Export Yellow Pages®*. This multimedia buyers guide provides visibility to thousands of U.S. companies that seek trade contacts and new export business. The publication also provides export assistance by highlighting federal export programs and export service providers, such as those that provide market research, matchmaking services, and trade missions. It also provides trade assistance by focusing on export trading companies, export management firms, freight forwarders, and other professionals devoted to assisting companies with international trade.

The print directory is available through the Department of Commerce's domestic U.S. Export Assistance Centers and overseas American embassies and consulates. The online directory is accessible at www.exportyellowpages.com and includes additional company and product details about many of the U.S. registrants. U.S. firms may register online. I am also pleased to announce that the company profiles of American registrants are now accessible through a syndicated network of international online directories, giving U.S. registrants value-added promotional exposure.

Exports play a pivotal role in the U.S. economy, accounting for 40 percent of U.S. GDP growth in 2007. The Department of Commerce is deeply committed to helping American companies participate in the global economy through our many export assistance programs and services, such as The Export Yellow Pages®. This publication will help you connect with U.S. firms seeking to export.

Sincerely,

Carlos M. Gutierrez

Circulation Map



PROMOTING U.S. PRODUCTS TO THE WORLD™

Distributed to over 80 countries through our partnership with the U.S. Department of Commerce.

KEY EXPORT MARKETS

East Asia, Pacific (19 countries)

- Australia
- China
- Hong Kong
- Indonesia
- Japan
- Korea
- Malaysia
- Philippines
- Singapore
- Thailand
- Vietnam

Europe (45 countries)

- Albania
- Belgium
- Croatia
- Czech Republic
- Denmark
- France
- Germany
- Greece
- Italy
- Netherlands
- Poland
- Russia
- Switzerland
- Spain
- Ukraine
- United Kingdom

Africa, Middle East (54 countries)

- Abu Dhabi, UAE
- Egypt
- India
- Israel
- Kenya
- Kuwait
- Saudi Arabia
- Zimbabwe
- South Africa

North & South America (30 countries)

- Argentina
- Brazil
- Canada
- Chile
- Guatemala
- Honduras
- Mexico
- Peru
- Venezuela

Member Testimonials



"Preiser Scientific has invested heavily in Internet search engine optimization (SEO) strategies over the last couple of years including an Elite membership in The Export Yellow Pages. This has significantly improved our sales outreach programs which allow us to promote brands, products, and markets more fully to overseas buyers and trade partners. Without the Export Yellow Pages, we could not effectively reach these markets."

- Alvin Preiser

President and CEO of Preiser Scientific

"The U.S. Commercial Service in Chennai commends the publisher of The Export Yellow Pages, a repository of wealth of information on U.S. suppliers, for the continued excellent job. The Export Yellow Pages commands a very high premium among Commercial Service Chennai's channel partners and trade multipliers. The membership of local trade associations uses The Export Yellow Pages extensively to source U.S. products and technologies. Commercial Service Chennai looks forward to working with you and sharing this valuable resource among our clients."

- Mala Venkat

U.S. Commercial Service, American Consulate,
Chennai India

"When you talk about the ROI when using the Export Yellow Pages, I'd have to say it is over 1000% based on the opportunities we've been engaged in. Recently, we have been contacted by four importers from three different countries from Central America to Asia."

"The Export Yellow Page enables us to cost effectively reach foreign decision makers without having to take part in much more expensive mediums or marketing activities that don't have the kind of return that we have experienced with the Export Yellow Pages."

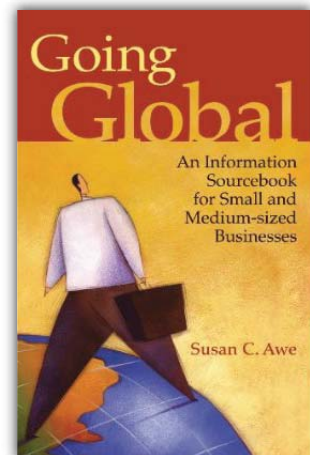
- Asim Khan

Managing Director of the Khanstallation Group
and author of the book, *Profitable Exporting for Small Business*

"The good news about being in the Export Yellow Pages is that it is listed and referenced on so many government-sponsored and private sites devoted to international trade - increasing your odds of making a business connection. The site is a comprehensive reference tool for foreign buyers. Also, export intermediaries such as freight forwarders, sales agents, and other trade intermediaries can register in the U.S. Trade Assistance Directory."

- Susan Awe

Author of the book
Going Global: An Information Sourcebook for Small and Medium-Sized Businesses



Listing Plan Comparison



Enhance your business profile in the global marketplace with powerful plan options that allow the ability to promote your business with priority placement, enhanced graphics, email connectivity, detailed business and product descriptions, brochures, additional keyword search terms and product categorizations, and much more...

For a complete feature comparison visit – www.exporthyellowpages.com/registration/compareplans.aspx

FEATURES	Business BASIC			
Cost	FREE	\$95 / year	\$30 / month or \$288 / year*	\$60 / month or \$576 / year*
Print & Online Listing	✓	✓	✓	✓
Detailed Profile Page		✓	✓	✓
Company Website Link		✓	✓	✓
Business Logo		✓	✓	✓
SEO Indexing		✓	✓	✓
Products		5 products	25 products	100 products
Product Catalog Page			✓	✓
Video				✓
1/6 Page Print Display Ad				✓
Advanced Search Inclusion	Limited	Majority	All	All
Listing Description	30 characters	50 characters	100 characters	100 characters
Profile Description	100 characters	500 characters	750 characters	1000 characters
Business Profile Keywords		5 keywords	10 keywords	15 keywords
Product-specific Keywords		3 keywords	3 keywords	3 keywords
Total Keywords		20 keywords	85 keywords	315 keywords
Full-Color Profile Photo(s)			1 photo	2 photos
Linked Brochure			1 brochure	2 brochures

* Pay annually and Save 20% over monthly rate

Online Listing Packages

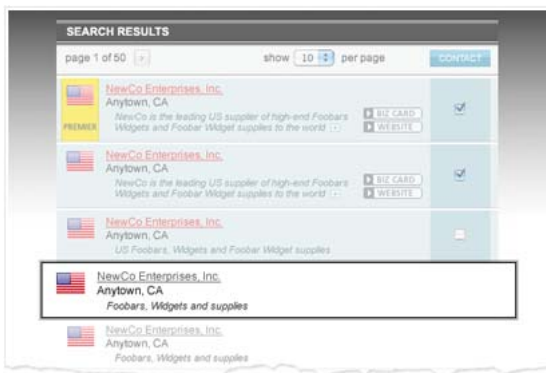


The Export Yellow Pages represents a powerful way to connect with business customers around the world. Thousands of unique users visit our directory per day and many of them come online to find U.S. companies that can provide them with the products and/or services they need.

There are four member plans to choose from. Below is a summary view of the Basic Plan and the Business Plus Plan. The following two pages illustrate the Business Pro and Business Elite options.

Business **BASIC**

FREE



Business **Basic** plans include:

ONLINE LISTING FEATURES:

- » Company name, address, city and state
- » Contact name and phone
- » Summary profile description

PRINT LISTING INCLUDES: (SEE PG. 9)

- » Basic print listing

Business **Plus**

\$95.00 / yr.



Business **Plus** plans include all of the features of the Business **Basic** plan plus:

- » Plus plans always appear above Basic plans in each search result
- » 20 keyword combinations to promote your profile

1 ADDITIONAL ONLINE LISTING FEATURES:

- » Generous summary description
- » Enhanced listing styling
- » Instant direct inquiry selection for buyers

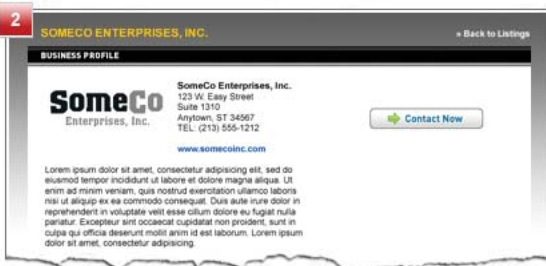
2 ADDITIONAL COMPANY PROFILE FEATURES:

- » Company logo and contact photo
- » Direct website link
- » Product showcase

3 PRINT LISTING & DISPLAY AD:

SEE PG. 9

- » Bold print listing



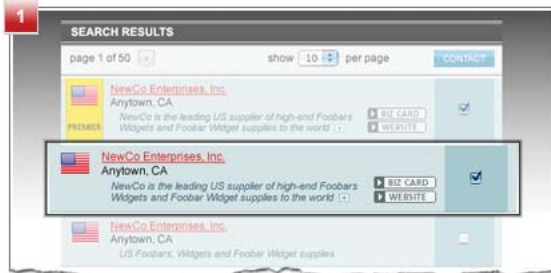
Online Listing Packages



BUSINESS PRO

Business Pro

\$30.00 / mo. or \$288 / yr. (20% off)



Business Pro plans include all of the features of the Business Plus plan plus:

- » Pro plans always appear above Plus and Basic plans in each search result
- » 4 times more likely to appear in search result than basic plans
- » Over 65 additional keyword combinations

1 ADDITIONAL ONLINE LISTING FEATURES:

- » Multi-line summary and expandable profile description
- » Virtual business card & direct website link
- » 5 additional keywords

2 ADDITIONAL COMPANY PROFILE FEATURES:

- » Dedicated product catalog (25 products)
- » Profile photo and brochure link
- » Current and desired markets listed
- » Additional 250 characters for company description

3 PRINT LISTING & DISPLAY AD:

SEE PG. 9

- » Enhanced print listing

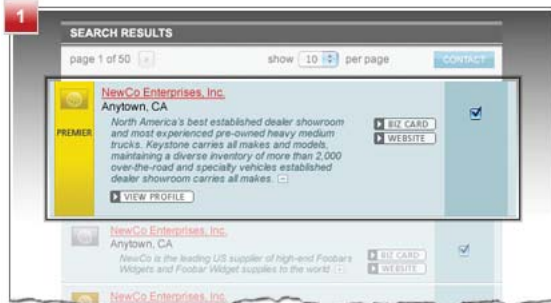
Online Listing Packages



BUSINESS ELITE

Business Elite

\$60.00 / mo. or \$576 / yr. (20% off)



Business Elite plans include all of the features of the Business Pro plan plus:

- » Elite plans always appear at the top of Pro, Plus and Basic plans in each search result
- » 7 times more likely to appear in search result than basic plans
- » Over 225 additional keyword combinations to promote your profile, products and services

1 ADDITIONAL ONLINE LISTING FEATURES:

- » Premium placement and styling in search results
- » Company name emphasized in larger bold font
- » Additional 250 characters in expandable profile description
- » Maximum keywords (15 keywords)

2 ADDITIONAL COMPANY PROFILE FEATURES:

- » Full product catalog (100 products)
- » Additional profile photo and brochure
- » Online video support
- » Maximum profile description (1,000 characters)

3 PRINT LISTING & DISPLAY AD:

SEE PG. 9

- » Featured print listing & 1/6 page display ad
- » Optional [Larger ad size](#) available. Please [contact client services](#) for assistance.

Companion Display Ads



**THE EXPORT
YELLOW PAGES®**

Each online listing plan includes a print listing in The Export Yellow Pages. Below is a comparison of each plan.

AGRICULTURE & FORESTRY
12 > AGRICULTURAL EQUIPMENT

Business *BASIC* PRINT LISTING

GANDY COMPANY
OWATONNA, MN
JERRY GANNFIELD
TEL: 507-451-5430 FAX: 507-451-2857

- fertilizer spreaders
- counting devices, land measurement wheels

GLOBAL MACHINERY & PARTS TRADING COMPANY, INC.
CAMDEN TON, MO
WALTER WINDSOR
TEL: 573-873-9494 FAX: 253-369-6013

- agricultural equipment & repair parts

GREEN MOUNTAIN, INC.
LANDER, WY
EDWARD LEE
TEL: 307-332-4649 FAX: 307-335-9718

- the collarum-humane, canine-specific trap
- related products

GULF COAST EXPORTS, INC.
FORT WORTH, TX
DINO KALFINTZOS
TEL: 817-443-3990 FAX: 775-306-5350

- john deere cotton pickers & strippers

Business *PLUS* PRINT LISTING

J. FOCKLER & CO.
HENDERSONVILLE, TN
JOHN FOCKLER
TEL: 615-264-8539 FAX: 615-826-2335

- used farm equipment
- used equipment all types

K. A. WORLD MANAGEMENT AND DEVELOPMENT SYSTEMS, INC
WASHINGTON, DC
KOH AGYAPONG
TEL: 301-593-0957 FAX: 301-593-0576

- health and telecommunications
- food and computers

LANDA INC.
CAMAS, WA
KATIE ODEM
TEL: 360-833-9100 FAX: 360-833-9200

- pressure washers
- wash-water treatment and recycling equipment

LEINBACH MACHINERY CO
WINSTON SALEM, NC
JANET BATES, president
TEL: 336-924-4115 FAX: 336-924-6847

- machinery
- chemicals & plastics

LELM IMPLEMENT INC.
HARVEY, ND
JAMES LELM
TEL: 701-324-2255

- new and used farm machinery,
- new aluminum trailers

M & M IRRIGATION INC
MONROEVILLE, PA
DAVID MANN
TEL: 412-373-4984 FAX: 412-373-7622

- sprinkler irrigation equipments
- pumps

MALAK AUTO SALE INC
TAMPA, FL
KEBIR ELMOH
TEL: 813-300-4125 FAX: 813-632-2032

- used tires, machinery
- used clothing, used tennis shoes

MATERIAL STORAGE SYSTEMS
GADSDEN, AL
BARNEY LEACH
TEL: 256-543-2467 FAX: 256-547-6725

- lemanco modular galvanize bin systems
- lemanco welded silos

MEEKS TRACTOR CO.
TENNILLE, GA
JAIME RIVAS
TEL: 305-594-9300 FAX: 305-594-9232

- john deere farm equipment , implements, parts
- tractors, harvesters, planters , tillage

Business *ELITE* PRINT LISTING

HORNER APG
59 SOUTH STATE AVENUE
INDIANAPOLIS, IN 46201
TEL: 317-916-4274 FAX: 317-639-4279

CONTACT
KEN JANNOTTA, SR

PRODUCTS AND SERVICES

- all-in-one controllers, plc
- hmi, operator interfaces - quarter din to 12"
- remote and expansion i/o
- ethernet, telephone, radio, cellular modems
- plant monitoring, parts, equipment

WEB: www.hornerocs.com
E-MAIL: kensr.jannotta@heapg.com

SEE OUR AD ON THIS PAGE

Business *PRO* PRINT LISTING

NASH EQUIPMENT SERVICES INCORPORATED
1081 NATURES HAMMOCK RD. S. TEL: 904-287-0081
JACKSONVILLE, FL 32259 FAX: 704-843-5822

CONTACT
WAYNE NASH

PRODUCTS AND SERVICES

- farm tractors and harvesting equipment
- heavy construction equipment
- utility tractors

WEB: www.nesinternational.com
E-MAIL: rwnash@nesinternational.com

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- ethernet, telephone, radio, cellular modems
- plant monitoring, parts, equipment

WEB: www.hornerocs.com
E-MAIL: kensr.jannotta@heapg.com

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JACKSONVILLE, FL 32259 FAX: 704-843-5822

CONTACT
WAYNE NASH

PRODUCTS AND SERVICES

- farm tractors and harvesting equipment
- heavy construction equipment
- utility tractors

WEB: www.nesinternational.com
E-MAIL: rwnash@nesinternational.com

Business *ELITE* PRINT LISTING

HORNER APG
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TEL: 317-916-4274 FAX: 317-639-4279

CONTACT
KEN JANNOTTA, SR

PRODUCTS AND SERVICES

- all-in-one controllers, plc
- hmi, operator interfaces - quarter din to 12"
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