



FITA.org, the official website of FITA - the Federation of International Trade Associations, is a leading portal to trade leads, country profiles, market information, and business resources that inform and promote international trade. FITA's innovative eNewsletter, [Really Useful Sites for International Trade Professionals](#), enjoys growing popularity with a worldwide audience.

FITA members include 460 international trade associations in the USA, Canada, and Mexico that represent more than 400,000 individuals and companies engaged in global commerce.

Audience Facts

Web Visitors & Subscribers represent:

- Global corporations
- Exporters and importers
- International trade brokers
- Banks
- Insurance underwriters and brokers
- Shipping companies and airlines
- Customs brokers and freight forwarders
- Port authorities
- Federal, state, and local government offices

Web Visitors to FITA.org

- 90,000 unique visits per month
- Every visitor returns 1.76 times during a month
- 142,000 visits per month (not including search engine robots)
- 270,000 total page views per month
- Average visitor views more than 3 pages
- 40% originate outside the U.S.
- International law and accounting firms
- International government officials

FITA web visitors are more likely to purchase online than average users and go online daily seeking international business opportunities, transport, and finance solutions.

• Subscribers to FITA's eNewsletter

- 100,000 subscribers of which 80,000 are opt-in
- 25% are CEOs/Presidents
- 22% are Managers
- 82% are involved with product/service acquisition
- 82% hold Bachelor degrees
- 33% earned a Master's degree
- 45% originate outside the U.S.
- 50% are 45 years or older
- 37% earn more than \$100,000 annually; 70% earn more than \$50,000 annually

"You folks do a great job. I always look forward to your emails on international issues."

John Konkel

Wisconsin Dept. of Commerce – International Division

"I am really impressed! Your newsletter is saturated with good website addresses and very useful information."

Thank you."

Ed Sohi

President, Reyco Int'l Trading Inc., Vancouver, Canada

"Your site and newsletter are my favorites. I always find something useful. Keep up the great work!"

Lisa Zaslow

Celtic Music Festival Tours, Ltd., Asheville, NC



Web Advertising on FITA.org

Banner Advertising

Reach decision makers in international trade by positioning your brand with FITA.org! Run-of-site, rectangle banners receive premium placement in the top four positions within the right column.
Specs

- Ad Size: 120 x 60 pixels
- Format: GIF
- File Size: < 15K
- Animation accepted
- Link directly to your website

Rates.....\$300 per banner per month

Jobs at FITA Career Headquarters

Looking to hire? Advertise your job opportunity at the [FITA Career Headquarters](http://FITA.org) at FITA.org and access 1,700+ resumes of professionals with global experience and focus.

Then upgrade your job posting with a Featured Job hotlink in our email newsletter Really Useful Sites for International Trade Professionals. Employers average 350+ click-throughs per issue!

Rates & Packages

Normal listing.....\$250 per job posting

Featured Job in eNewsletter.....
\$600 additional for 2 issues

eNewsletter Advertising

Tap the credibility and loyalty FITA enjoys from 100,000 subscribers with an advertorial in [Really Useful Sites for International Trade Professionals!](http://Really Useful Sites for International Trade Professionals)

This popular, bi-weekly eNewsletter enjoys positive word-of-mouth and a growing subscriber base. Our email newsletter profiles four to five websites useful for international trade, a few fun sites to enliven your business day, plus one international job opportunity with a link to the FITA Career Headquarters. One advertorial, presented in a brief feature article format, is integrated within the FITA editorial content.

Specs

- Ad Size: 200 words
 - May include up to three hyperlinks to your website
 - FITA provides email addresses of all click-throughs
 - Deadline: Copy and logo art must be received at least 4 business days prior to release.
- Rate\$800 per issue

eDirect Mail Advertising

Gain direct access to a loyal pool of readers interested in international trade! Your email message will be distributed to 80,000 opt-in subscribers of the popular Really Useful Sites for International Trade Professionals electronic newsletter.

Content can be designed in HTML by you and supplied to us for distribution. We add a brief introductory message from FITA, and a concluding tag notice of conformance to the CAN-SPAM Act with an opportunity to opt-out of future email advertising.

Specs

- Format: HTML
 - Animation accepted
 - FITA provides email addresses of all click-throughs
 - Deadline: File must be received at least 4 business days prior
- Rates.....\$2500 per email

Terms

Volume discounts considered for multiple format purchases. Agency discounts up to 15% accepted. Payment is due with space reservation.