



Boosting Businesses Owned by Foreign Service and Eligible Family Members

In 2019, AFSA introduced a new initiative that aims to boost the visibility of small and medium enterprises owned by members of the Foreign Service and their Eligible Family Members (EFM).

We present two separate opportunities:

- (1) *The Foreign Service Journal* continues to provide big discounts on their 4-color quarter-page ads solely to FS- and EFM-owned small and medium enterprises. The regular rate for such a placement is \$1,530. Qualified advertisers, however, will be offered the highly reduced rate of \$250 for a **one-time** placement. These ads are accepted on a first-come-first-served basis and at the discretion of FSJ staff based on space availability in any given issue. For more information about this opportunity, please contact Advertising Manager-Molly Long at long@afsa.org or (202) 719-9706. *Note: The business owner or spouse/parent of the owner must be an AFSA member; the company must also be a new advertiser in the magazine.*

- (2) The AFSA Website for FS- and EFM-Owned Businesses features listings of any business owned by a member of the Foreign Service and EFMs. Please send the following information to lau@afsa.org to get your business listed:
 1. Name of business
 2. Website
 3. A high-res version of the company's logo (if any)
 4. Email/telephone/other contact information
 5. Physical address (if any)
 6. One-paragraph description of the services/products offered
 7. Category under which the business falls (e.g., education, counseling, real estate, financial).

We hope these opportunities will help FS- and EFM-owned businesses reach a larger audience and new potential customers.

Thank you and we look forward to hearing from you.