

WEBSITE/WEBPAGE PRODUCTION



ELIGIBLE EXPENSES

- Website design, temporary labor expense and content updates
- Web pages within a larger site must be focused on international audiences (approved country market in application)
- Web page(s) can either be located on your main website (clearly marked for a foreign audience) or on a non-U.S. domain (UK, CA, etc.)
- All website services need to be performed by a third-party vendor.
- The website must be developed bilingually or in a non-English language, unless English is an official language in that country
- If website consists of multiple pages in different languages, a valid U.S. origin statement must be present on each page

INELIGIBLE EXPENSES

- Website that targets only U.S. audiences
- Website promoting unapproved products or brands
- e-Marketing slotting fees on e-commerce platform (Ex: Amazon, Ebay, Alibaba, Rabuten, Facebook, etc.)
- Online product listing fees or any other costs associated with placing a product for sale online
- Hosting fees
- Domain purchasing fees
- Copyrighting and licensing fees
- Online ads posted on your company website
- Ad server fees
- Online activity measuring or reporting fees
- Advertisement campaigns tied to a product purchase
- Advertising associated with a coupon or price discount or reduction for an approved product
- Any costs associated with your company's domestic website
- Sponsorships
- QR Codes cost and related fees
- General company advertising that does not include the product promotion information and valid U.S. origin statement
- Customer research/market analysis

WEBSITE/WEBPAGE PRODUCTION

Claim Documentation

- Invoice
- Proof of payment
- A printed page of the website/web page showing the full URL address and date of the printout/screenshot
 - Must display your **brand name** and valid **U.S. origin statement** (pg. 6) in a manner easily observed/readable.
- Proof of publish/launch date/"go live" date
- Documentation of the website development showing it clearly targets a foreign audience
- Agreement and contract for website production/design
- English translation needed for above items if in foreign language

