

Capitalizing on nearly 200 years of industry knowledge, Retail Bakers of America (RBA) and Sosland Publishing Company have joined forces to create the ultimate business information package for baking professionals: RBA's website (www.retailbakersofamerica.org) and Bakery Insider e-newsletter. This media package provides advertisers with a broad reach of bakers who identify closely with their industry association.

The RBA website and *Bakery Insider* e-newsletter successfully engage an active audience throughout the entire baking industry from artisans to specialty wholesale and bakery cafe operators. Get the results you need from your advertising in a timely, highly-visible and cost-effective way with the Retail Bakers of America media products.

RBA WEBSITE

retailbakersofamerica.org

ANNUAL RATES

LEADERBOARD

Cost: \$4,800/year Size: 728 x 90

WIDE SKYSCRAPER

Cost: \$3,000/year Size: 160 x 600

HALF SKYSCRAPER

Cost: \$1,800/year Size: 160 x 300





BAKERY INSIDER

RBA's *Bakery Insider* is a weekly e-newsletter reaching retail foodservice bakers. Each Monday, *Bakery Insider* delivers industry news, tips and techniques related to bakery production and education.

BAKERY INSIDER DISTRIBUTION OVER 25,000 PROFESSIONAL BAKERS

LEADERBOARD

Cost: \$1,300/month

Size: 728 x 90

MEDIUM RECTANGLE 1

Cost: \$1,300/month

Size: 300 x 250

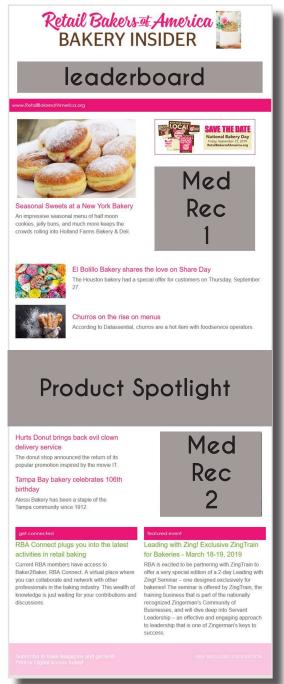
MEDIUM RECTANGLE 2

Cost: \$900/month

Size: 300 x 250

PRODUCT SPOTLIGHT

Cost: \$350/per spotlight



For more information on the RBA website, *Bakery Insider* or to reserve an ad space please contact:

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