

# Retail Bakers of America

*A Passion for Baking Since 1918*

**2016 MEDIA PLANNER**



# A Fresh Perspective

The Retail Bakers of America (RBA) and Sosland Publishing have joined forces to capitalize on nearly 200 years of industry knowledge. This collaboration has created the ultimate information source for the baking universe. The RBA website and *Bakery Insider* e-newsletter offer a complete marketing resource. This new media package provides the best understanding of key issues within the baking community.



The RBA's media highlights the latest news, features content from an insider's perspective and presents a unique ability to deliver your message to buyers, sellers, consumers and decision makers. The RBA website and *Bakery Insider* e-newsletter successfully engage an active audience across the entire baking industry. Get the superior results you need from your marketing in a timely, highly visible and cost effective way with the 2016 Retail Bakers of America media.

# RBA WEBSITE

retailbakersofamerica.org

## ANNUAL RATES

### LEADERBOARD

Placement: Run-of-site Top & Bottom

Cost: \$4,800

Size: 728 x 90

### WIDE SKYSCRAPER

Placement: Run-of-site

Cost: \$1,800

Size: 160 x 600

### HALF SKYSCRAPER

Placement: Run-of-site

Cost: \$1,200

Size: 160 x 300



# RBA E-NEWSLETTER DISTRIBUTION

27,519 PROFESSIONAL BAKERS



Bakery Insider places your advertisement in front of the audience that matters most to your company. Ensure your marketing message reaches the subscribers that set the trends and make the industry decisions.

# BAKERY INSIDER

## MONTHLY RATES

### LEADERBOARD

Cost: \$1,200

Size: 728 x 90

### MEDIUM RECTANGLE 1

Cost: \$1,000

Size: 300 x 250

### MEDIUM RECTANGLE 2

Cost: \$850

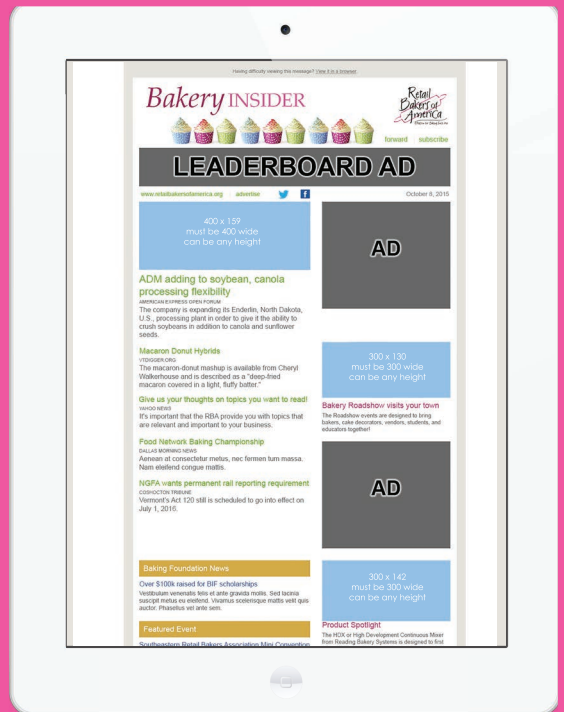
Size: 300 x 250

### VIDEO POD

Cost: \$900

### PRODUCT SPOTLIGHT

Cost: \$350



RBA's Bakery Insider e-newsletter launches on October 12th, 2015. This weekly e-newsletter reaches retail foodservice bakers. Each Monday, Bakery Insider delivers industry news, tips and techniques related to bakery production and education. Ad positions are available on a monthly basis.

## *esource* COMING SOON

A revolutionary, dynamic search engine and web-based buyers guide. *esource* will be a hub for all companies, products, services, trade groups and anyone who does business in the retail baking industry. By maximizing traffic *esource* becomes the go-to destination for executives and decision makers looking for products and information. More information will be released regarding this exciting new offering in the coming months. If you are a supplier and want to confirm your listing or upgrade for greater visibility on the site, contact your Sosland representative.