



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](http://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 across 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](http://retailbakersofamerica.org)

### ANNUAL RATES

#### LEADERBOARD

**Placement:** Run-of-site Top & Bottom

Cost: \$4,950

Size: 728 x 90

#### WIDE SKYSCRAPER

**Placement:** Run-of-site

Cost: \$1,850

Size: 160 x 600

#### HALF SKYSCRAPER

**Placement:** Run-of-site

Cost: \$1,250

Size: 160 x 300



Visit the Retail Bakers of America website at [www.retailbakersofamerica.org](http://www.retailbakersofamerica.org).



# BAKERY INSIDER

## RATES

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: \$1,250/month

Size: 728 x 90

### MEDIUM RECTANGLE 1

Cost: \$1,050/month

Size: 300 x 250

### MEDIUM RECTANGLE 2

Cost: \$875/month

Size: 300 x 250

### VIDEO POD

Cost: \$925/per video

### PRODUCT SPOTLIGHT

Cost: \$350/per spotlight

The screenshot displays the 'Bakery INSIDER' newsletter interface. At the top, there's a header with the title and a row of colorful cupcakes. Below this is a 'LEADERBOARD AD' section. The main content area features several articles with images, such as 'The Rise of Specialty Bakeries' and '24 business review sites to help monitor your online reputation'. To the right of the main content, there are three distinct ad spots: 'MEDIUM RECTANGLE 1 AD', 'VIDEO POD', and 'MEDIUM RECTANGLE 1 AD'. At the bottom, there's a 'Featured Event' section for 'National Bakery Day' and a 'Product Spotlight' for 'RBA's 18th Annual Pillsbury Baker's Plus Grand Champion Creative Decorating Competition'. The footer includes a 'forward | subscribe | unsubscribe' link and contact information for Sosland Publishing Company.

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

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Phone 816-756-1000 • 800-338-6201 • Fax 816-756-0494

For additional mechanical specs, visit [www.sosland.com/bakemagadvertising](http://www.sosland.com/bakemagadvertising)

