



The annual REDBOOK is your opportunity to reach readers of *bake*, *instore*, *Baking & Snack* and *Milling & Baking News* magazines with a single highly visible ad, seen in print and online year-round.

PRINT

Bakery Listings

The 37th Annual REDBOOK will include rankings of the top 75 instore bakeries and top 25 multi-unit retailers, in addition to plant statistics for major wholesale bakery companies, and intermediate wholesale bakeries in the U.S., Puerto Rico and Canada. All contact information and analysis of companies is organized geographically and alphabetically.

Supplier Listings

REDBOOK is an easy-to-use sourcebook of distributors of bakery equipment, supplies and services, and ingredients.

Ad Enhancements

Make your ad come alive! *bake* offers a menu of enhancements to make your ad stand out from the rest. To the right are a few examples of how to enhance your print/digital ad. For more information, please speak with your representative.

Ad Rates

Spread	\$12,375
1/2 Spread	\$7,850
Page	\$6,950
2/3 Page	\$5,775
1/2 Page	\$4,625
1/3 Page	\$3,700
1/4 Page	\$3,400

Ad Enhancements

- Ad Page Video
- Audio Clip
- Cover Bellyband
- Page Bellyband
- Blow-in Card
- Ad Tab
- Animated Ad (creative/development extra)

DIGITAL

In addition to the printed version the REDBOOK is available on www.bakemag.com. The digital edition is easy to access and is simple to flip through advertising and editorial pages. Your advertisement appears just as it does in the print version, plus e-mail and web addresses in the ads are live links.

REDBOOK Digital Sponsorship:

The digital edition sponsorship grants you an exclusive landing page video, a skyscraper ad that appears next to each page of the digital edition and a banner ad in the digital alert email.

REDBOOK Digital Sponsorship Rate: \$6,450

AD CLOSE & MATERIALS DUE IN JULY

Please contact John Sonderegger or Troy Ashby to receive more detailed information about the Annual RedBook issue at jsonderegger@sosland.com or tashby@sosland.com, (816) 756-1000 or visit the online *bake* media kit at sosland.com/bakemagadvertising.

REDBOOK 2018

S O S L A N D P U B L I S H I N G

PRINT AD POSITIONS & SPECS

Full Page Standard Non-bleed: 7" x 10" Trim Size: 8" x 10.75" Bleed Size: 8.25" x 11"	1/2 Vertical Standard Non-bleed: 3.375" x 10" Trim Size: 4" x 10.75" Bleed Size: 4.25" x 11"	1/2 Horizontal Standard Non-bleed: 7" x 4.875" Trim Size: 8" x 5.375" Bleed Size: 8.25" x 5.625"	1/3 Vertical Standard Non-bleed: 2.125" x 10" Trim Size: 2.75" x 10.75" Bleed Size: 3" x 11"	1/3 Horizontal Standard Non-bleed: 7" x 3.25" Trim Size: 8" x 3.75" Bleed Size: 8.25" x 4"
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Printing and binding: Saddle stitched
Publication trim size: 8" x 10.75" (203mm x 273mm)
Live area: Minimum .375" from trim on all sides
Paper: Cover - 80-lb enamel; body - 45-lb enamel
Inserts: Contact publisher for specifications

Colors Available: Publication prints standard 4-color process. Metallic and PMS colors are printed at additional cost. At publisher's discretion, PMS colors may be manufactured from process colors.

4-Color Density Specifications: Density: Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

Material Required: PDF/X-1a 2001. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images minimum resolution, 300 dpi/CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi or vector.

Preferred Media: Email. PDF/X-1a 2001 files can be e-mailed to preflight@sosland.com. or FTP. Large files may need to be submitted via FTP. Contact Preflight Department for Assistance.

Creative Services: At advertiser's request, publisher may perform a specialized range of design, digital and media services in-house. Services may include the creation of advertisements, layout, ad alterations, etc. The advertiser will be billed \$125 per hour.

e-mail: preflight@sosland.com

Classifieds

Live Area 1:
2.25" x 1"

See classified ad specs page for more information.



CONTACT US

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