

Baking & Snack Directory & Buyers Guide

As the only complete source of information on grain-based food producers and industry suppliers, this issue offers executives the convenience of both a directory and buyers guide. The **Directory** section offers a comprehensive listing of all major producers of grain-based foods categorized by products and includes both headquarters and plant locations not available anywhere else. The **Buyers Guide** lists all key industry suppliers indexed by the products and services commonly used by grain-based food producers.

- The top resource for purchasing decisions when compared with in-person events, search engines and trade shows.¹
- As an annual special issue, the *Directory & Buyers Guide* is used time and again by industry executives throughout the year.
- Organized and designed for easy navigation.

Combined Circulation

Your single advertisement in the *Directory & Buyers Guide* will give you exposure to both *Baking & Snack* and *Milling & Baking News* subscribers as the issue offers combined circulation to an expanded user base. This insures your advertisement will be delivered to all levels of decision makers.

2019 Ad Rates

Ad Rates	One Time ²	Sosland Advertiser ³	Program Advertiser ⁴
Page	\$8,400	\$8,150	\$6,850
1/2 H	\$5,025	\$4,575	\$4,000
1/2 V	\$5,025	\$4,575	\$4,000
1/3 H	\$3,775	\$3,400	\$3,000
1/3 V	\$3,775	\$3,400	\$3,000

Note: Increased frequency rates may be earned in combination with other Sosland publications.

¹Cypress Research, 2015

²One Time

This rate applies to advertisers participating in only a single annual issue

³Sosland Advertiser

This rate applies to any current advertiser, regardless of frequency or size.

⁴Program Advertiser

This applies to advertisers committed to a set advertising plan for the year.

⁵Regular Advertiser

Applies to advertisers maintaining a monthly schedule in at least one Sosland publication.

AD CLOSE & MATERIALS DUE DECEMBER 14

Visit sosland.com/bakingandsnackadvertising for more information.