



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 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](http://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



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



# 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

leaderboard


[www.RetailBakersofAmerica.org](http://www.RetailBakersofAmerica.org)



**Seasonal Sweets at a New York Bakery**  
An impressive seasonal menu of half moon cookies, jolly buns, and much more keeps the crowds rolling into Holland Farms Bakery & Deli.



**El Bolillo Bakery shares the love on Share Day**  
The Houston bakery had a special offer for customers on Thursday, September 27.



**Churros on the rise on menus**  
According to Datassential, churros are a hot item with foodservice operators.

Med  
Rec  
1

Product Spotlight

**Hurts Donut brings back evil clown delivery service**  
The donut shop announced the return of its popular promotion inspired by the movie IT.

**Tampa Bay bakery celebrates 106th birthday**  
Alessi Bakery has been a staple of the Tampa community since 1912.

Med  
Rec  
2

**get connected**  
RBA Connect plugs you into the latest activities in retail baking  
Current RBA members have access to Baker2Baker, RBA Connect. A virtual place where you can collaborate and network with other professionals in the baking industry. This wealth of knowledge is just waiting for your contributions and discussions.

**featured event**  
Leading with Zing! Exclusive ZingTrain for Bakeries - March 18-19, 2019  
RBA is excited to be partnering with ZingTrain to offer a very special edition of a 2-day Leading with Zing! Seminar – one designed exclusively for bakeries! The seminar is offered by ZingTrain, the training business that is part of the nationally recognized Zingerman's Community of Businesses, and will dive deep into Servant Leadership – an effective and engaging approach to leadership that is one of Zingerman's keys to success.

Subscribe to Bake Magazine and get both Print or Digital access today!
FREE MAGAZINE SUBSCRIPTION

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

Troy Ashby, Publisher - [tashby@sosland.com](mailto:tashby@sosland.com)  
James Boddicker, National Sales Manager - [jboddicker@sosland.com](mailto:jboddicker@sosland.com)  
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)

