



2010 Media Guide

The Retail Bakers of America was founded in 1918 as a 501(c)(6) not-for-profit trade association, and represents approximately 1,000 retail bakeries, industry suppliers, universities, students, educators, retired industry professionals and entrepreneurs.

The Retail Bakers of America is committed to the success of the retail baking industry, serving as a business partner connecting buyers and sellers—retailers and suppliers, as well as consumers and retailers—to build profitable bakeries. The Retail Bakers of America offers retail bakeries knowledge and resources to enhance business operations through learning opportunities, shared best practices, networking and industry communication. We strive to improve the operation and profitability of retail bakers.

***Retail Bakers of America
8400 Westpark Drive, 2nd Floor
McLean, VA 22102
www.retailbakersofamerica.org***

RBA offers many advertising, exhibiting and sponsorship opportunities. Please contact Mimi Ruffing at (321) 868-4586 or mruffing@cfl.rr.com to determine which medium best fits your needs.



INTERNATIONAL BAKING INDUSTRY EXPOSITION

September 26-29, 2010

Las Vegas Convention Center, Las Vegas

Join us in Las Vegas, Nevada when thousands of industry professionals unite for the world's largest, most comprehensive Baking Expo™ of the year. More than 700 exhibiting companies will showcase cutting-edge technologies, equipment and new products to help attendees from the grain-based foods industry strengthen their competitive position, uncover new opportunities and maximize profits. Produced by the American Bakers Association (ABA), BEMA and the Retail Bakers of America (RBA), this is where it all comes together.

Take advantage of this cost-effective opportunity to reach new buyers, generate leads, penetrate markets, increase sales, and strengthen your position by selecting your booth location and completing the space contract. **Space is allocated on a first-come, first-served basis. Reserve early for prime exhibit space!** Sponsorship opportunities, including the Baker's Lounge next to the RBA booth and banners, are also available.

For further information on IBIE exhibit and sponsorship opportunities, visit www.IBIE2010.com.

WONDERFUL WEDNESDAY WEBINARS

RBA's Webinars are web conferences, providing members the ability to introduce a live demonstration or presentation over the internet on topics relevant to the baking community. In a web conference, each participant sits at his/her own computer and is connected to the presenter and other participants via the Internet. Audio is available over the internet if the attendee is connected to speakers and a microphone. Attendees may also dial-in to the Webinar using a conference call phone number. Webinars are recorded and posted in RBA's Members-Only area.

Webinar	Description	Rate <i>Offered to RBA members only</i>
Sponsor	Name and logo prominently displayed on each slide and a 30-second promotional commercial read at conclusion of Webinar	\$100
Presenter	Educate members on your product/service and its importance to the industry through a 30-minute Webinar presentation	\$250 <i>RBA Allied GOLD membership includes one free presentation.</i>

For updates to the RBA Webinar calendar, visit www.retailbakersofamerica.org/calendar. Please contact Aleksandra Syska at (703) 610-0241 or asyska@rbanet.com to sponsor the next Webinar.

RBA NEWSBRIEF

Distributed electronically to RBA members, each weekly edition contains articles gathered from an expansive list of sources, including *The Associated Press*, *USA Today*, *The New York Times* and other leading industry publications.

RBA WEBSITE

RBA's website is a principal information resource for members and those involved in the baking industry.

For rates and to advertise in NewsBrief or on RBA's website, please contact Ben Maitland at (972) 402-7025 or bmaitland@multibriefs.com.

THE BUSINESS OWNER

The Business Owner newsletter is distributed six times a year to members-only. It is a 4-color publication delivering basic business advice and know-how for today's small and mid-size business proprietor. Each issue delivers knowledge in the areas of business strategy, profit and cash flow maximization, risk reduction and avoidance, insurance, sales and marketing, advertising and branding. Circulation is 1,000.

Size	1 Issue	3 Issues	6 Issues
¾ page	\$1,000	\$800	\$700

**RBA members in good standing receive a 10% discount off gross rates. Premium placement and exclusivity on the back cover included.*

PUBLICATION SCHEDULE / EDITORIAL CALENDAR

Issue	Topic	Space Reservation	Material Due	Mail Date
September/October	How to Make Sales One of Your Company's Greatest Strengths	July 19	August 2	August 6
November/December	The Keys to Developing a Powerful Marketing Engine	September 17	October 1	October 8
January/February 2011	The New Employee – So Much at Stake for Everyone			

Please contact Aleksandra Syska at (703) 610-0241 or asyska@rbanet.com to place your print advertisement.

BAKER'S RACK

Baker's Rack magazine is the quarterly flagship publication of the Retail Bakers of America, reaching retail baking professionals and the baking industry as a whole. Articles are submitted from industry experts who understand the unique interests and needs of today's retail baker. Distributed to members of the RBA with a special bonus circulation at the fall conference.

	<u>Members</u>	<u>Non-Members</u>
Outside Back Cover	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,500
Inside Front Cover	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,500
Center Spread (2 page)	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$5,000
¼ Page	<input type="checkbox"/> 1x= \$450 <input type="checkbox"/> 2x= \$720 <input type="checkbox"/> 3x= \$945	<input type="checkbox"/> 1x= \$500 <input type="checkbox"/> 2x= \$800 <input type="checkbox"/> 3x= \$1,050
½ Page	<input type="checkbox"/> 1x= \$900 <input type="checkbox"/> 2x= \$1,440 <input type="checkbox"/> 3x= \$1,890	<input type="checkbox"/> 1x= \$1,000 <input type="checkbox"/> 2x= \$1,600 <input type="checkbox"/> 3x= \$2,100
Full Page	<input type="checkbox"/> 1x= \$1,870 <input type="checkbox"/> 2x= \$2,970 <input type="checkbox"/> 3x= \$3,915	<input type="checkbox"/> 1x= \$2,070 <input type="checkbox"/> 2x= \$3,300 <input type="checkbox"/> 3x= \$4,350

FALL CONFERENCE ISSUE		
	<u>Members</u>	<u>Non-Members</u>
Belly Band	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$4,500
Outside Back Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
Inside Front Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
Center Spread (2 page)	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$7,000
¼ Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,000
½ Page	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,500
Full Page	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,000

Size	Width x Depth (in inches)
Trim	8¼ x 10 7/8
full page non-bleed	7 3/4 x 10 3/8
bleed	8 5/8 x 11 1/8
½ page horizontal	7¼ x 4 7/8
½ page vertical	3½ x 10 3/8
¼ page	3½ x 4 7/8

Mechanical Specifications: Keep live image area ¼” from trim, add 1/8” to trim for each side that bleeds. Printing: Sheet fed; Bindery: Saddle Stitch. Acceptable formats: PDF (preferred), EPS, TIF, Quark, InDesign.

Digital Requirements: Please supply all fonts – printer and screen, including any font used by an imported graphic that has not been converted to outlines. Use PostScript Type 1 fonts, no TrueType fonts. Supply all supporting EPS and TIFF files used in your page. Color graphics must be saved CMYK (300 dpi or higher). No RGB, JPEG, or PICT files. The background of a TIF image in QuarkXPress should be set to white or 0% black. Do not include low resolution (FPO) images. Supply only files to be used for high-resolution output.

Publisher is not responsible for errors due to improper file preparation. Additional charges may apply to prepare the ad for print reproduction.

Classified Advertising

Classifieds are placed in “The Market” section of Baker’s Rack. Categories include Bakeries for Sale and Equipment for Sale. Specialized headers may be added with RBA approval.

Classified Ad	1 Issue	2 Issues	3 Issues	4 Issues
Limit 125 words	\$150	\$120	\$100	\$80

** RBA members in good standing receive a 10% discount off gross rates. Rates include 3 month posting per issue on RBA’s Website (RBA members only). Classifieds posted on the Website only are \$75 per month. Equipment for Sale items posted online by RBA members are free of charge; print publication rates still apply.*

PUBLICATION SCHEDULE / EDITORIAL CALENDAR

Issue	Cover Story	Holidays Covered	Space Reservation *	Printer Deadline	Mail Date
FALL <i>Sept/Oct/Nov</i>	In All Thy Bounty: Artisan Breads	Labor Day, Halloween, Thanksgiving	August 1	August 30	September 20 SPECIAL IBIE DISTRIBUTION
WINTER <i>Dec/Jan/Feb</i>	The Business of Baking: Merchandising, Sales Tips	Christmas, Hanukkah, Kwanzaa, New Year’s, Valentine’s Day	October 27	November 17	December 1
SPRING <i>Mar/Apr/May</i>			January 31	February 15	March 1
SUMMER <i>Jun/Jul/Aug</i>			April 25	May 16	June 1
FALL <i>Sept/Oct/Nov</i>			July 25	August 19	September 1
WINTER <i>Dec/Jan/Feb</i>			October 24	November 18	December 1

*Editorial calendar is subject to change. Please contact Aleksandra Syska at (703) 610-0241 or asyska@rbanet.com for updates. *Advertisement material with accompanying insertion order form and articles submissions are due by Space Reservation date.*

MAILING LIST RENTAL

RBA Allied members in good standing may request a complimentary membership list for a one-time use at no charge. Additional list rentals may be requested during the membership year at no additional charge for RBA Allied GOLD members and \$250 per list for Allied members. Non-member fee is \$400 per list rental. Customized lists may be provided at \$0.50 per name and includes company name, primary contact and mailing address.

Contact Howard Cook at (703) 610-0230 or hcook@rbanet.com to request your mailing list.

RBA Advertising Terms and Conditions

An Advertising Insertion Order Form (an "Order Form") must be signed by the Advertiser and on file in the Retail Bakers of America's ("RBA") office before RBA will accept such advertising and grant contract rates. These Terms and Conditions and the Order Form (collectively referred to herein as this "Agreement") set forth the terms and requirements for any display and/or classified advertisement (the "Advertisement") placed in any of RBA's publications.

RBA shall publish the advertising submitted by the Advertiser (as defined in Order Form), in accordance with the Advertiser's written instructions subject to this Agreement and the terms of RBA's rate cards for the calendar year 2009, and any subsequent rate cards becoming effective during the term of this Agreement. RBA reserves the right to refuse to publish advertising at any time for any reason. Advertiser assumes full responsibility for all contents of advertising and any claims that may arise against the RBA related to such advertising.

Advertiser shall be deemed the author and owner of the Advertisement and any graphics thereof and incorporated therein, as well as any and all ancillary Intellectual Property Rights (as hereinafter defined) related to the Advertisement. "Intellectual Property Rights" shall mean rights in: (i) any patent, copyright, trademark, trade dress, domain name and trade name; (ii) related registrations and applications for registration; and (iii) trade secrets, moral rights and goodwill.

Advertiser hereby represents, warrants and covenants that Advertiser, through its Advertisement, shall not infringe, dilute or otherwise violate another person's or entity's Intellectual Property Rights. Advertiser further represents, warrants and covenants that the Advertisement does not contain false or misleading information. In the event RBA is informed that the Advertisement is false or misleading, RBA, in its sole and absolute discretion may: (i) suspend the Advertisement until such time as RBA is completely satisfied that the Advertisement is not false or misleading; or (ii) terminate the Advertisement and this Agreement without incurring further liability.

Advertiser agrees to defend, release, indemnify, and hold RBA, its affiliated companies and licensors, and its and their respective officers, directors, employees, agents, attorneys, authorized representatives, and subcontractors harmless from all liabilities, claims and expenses, including without limitation, attorneys fees and costs, arising from Advertiser's (or any contractor, agent, assignee or representative of Advertiser): (i) Advertisement; and/or (ii) breach of this Agreement or any RBA Policies.

RATES TO BE CHARGED

RBA will notify the Advertiser at least 30 days prior to the closing deadline of any change in rates. Advertiser agrees to keep its account current and fulfill the frequency level set forth in the Order Form. If Advertiser does not fulfill the frequency level, then it will be short rated to the earned rate for the advertising placed during the contract period.

PAYMENT AND COLLECTION

RBA reserves the right to require payment in advance. All invoices are due and payable upon receipt. Charges past due by sixty (60) days will incur a one percent (1%) per month carrying charge in addition to the gross charges due. Should the Advertiser's account fall past due ninety (90) days, further advertising will be declined and the account will be passed to a third party for collection. If it becomes necessary for RBA to refer Advertiser's account to third party for collection, Advertiser agrees to fully reimburse RBA for its attorney's fees and collection and court costs. If payment is not made

pursuant the terms of this Agreement, RBA reserves the right to cancel this Agreement and Advertiser shall be subject to payment for advertising at the one-time rate for all advertising placed. In the event that the Advertiser files for protection under the Bankruptcy Act, this Agreement is immediately voided, and all outstanding amounts shall be due and payable.

CANCELLATION POLICY

Cancellations will not be accepted if received after the applicable advertising space reservation deadline. (Such deadlines are set forth in the RBA 2010 Media Guide). Advertiser shall be responsible for insertion charges even if advertising material is not received by the applicable deadline. All cancellations must be made in writing to RBA, Attn: Advertising, 8400 Westpark Drive, 2nd Floor, McLean, VA 22102.

FREQUENCY DISCOUNTS

Contract or frequency rates are earned within a continuous 12-month period beginning with first insertion month. Contracts not fulfilled within the contracted period will be short rated at the frequency level achieved.

RBA MEMBER DISCOUNT

RBA offers a ten percent (10%) discount to its members in good standing on many advertising and sponsorship products, including American Retail Bakery Exposition exhibit space, display advertising and more. Member discounts do not apply to mailing list rentals, as a member rate is offered.

CHARITABLE FOUNDATIONS

Charitable foundations are eligible to receive a twenty-five percent (25%) discount from the gross rate.

SPECIAL POSITIONS

Selected special positions in the Baker's Rack, including inside front cover, inside back cover, back cover, and center spreads can be reserved with a fifteen percent (15%) premium. Positions are available on a first-come, first-serve basis.

MAILING LIST RENTAL

Mailing List Renter (the "Renter") agrees that in utilizing the RBA mailing list, he/she will not disclose, transfer, duplicate, reproduce or retain any portion of the list in any form. Renter agrees that the mailing list is for one-time use only. RBA has the right to monitor use of the mailing list. Renter shall forward to RBA copies of all material that will be mailed to the names on the obtained list within ten (10) days of receiving the list. RBA has the right to deny rental of the list based on a review of the materials. RBA may not be cited in any promotional materials, unless Renter is a member of the RBA, in which case, the phrase, "Member of" must be clearly displayed on the material.

MODIFICATION

All insertion orders received shall be subject to these Terms and Conditions. This Agreement may be modified, altered or amended by the written agreement of both parties. RBA and Advertiser acknowledge that there are no collateral oral promises, agreements or understandings, except those that are expressly referred to herein.

GOVERNING LAW

This Agreement shall be governed by the laws of the Commonwealth of Virginia. Any and all disputes between the parties in any way relating to this Agreement shall be brought before a court of competent jurisdiction in the Commonwealth of Virginia.



**RETAIL BAKERS OF AMERICA
ADVERTISING INSERTION ORDER FORM**

CONTACT INFORMATION

Date: _____ **RBA Member?** Yes No

Advertiser: _____

Agency Name (if applicable): _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ **Email:** _____

Website: _____

DISPLAY ADVERTISING

- Baker's Rack**
 full page 1/2 page 1/4 page custom
 1 Issue 2 Issues 3 Issues 4 Issues

Custom Details: _____

- Reserved Position:
 inside front inside back back

- The Business Owner**
 1 Issue 3 Issues 6 Issues

CLASSIFIED ADVERTISING

- Baker's Rack "The Market"**
** includes 3 months website posting per issue - RBA Members Only*
 1 Issue 2 Issues 3 Issues 4 Issues

Website Classifieds Section: _____ Months

Category: _____

MEMBERSHIP MAILING LIST RENTAL

List Type	Type	Region	Annual Revenue (Retail Only)	Count
<input type="checkbox"/> Full List				
<input type="checkbox"/> Custom List	<input type="checkbox"/> Allied	_____	<input type="checkbox"/> \$500,000 or less	_____
	<input type="checkbox"/> Retail	_____	<input type="checkbox"/> \$500,001 - \$750,000	_____
	<input type="checkbox"/> School	_____	<input type="checkbox"/> \$750,001 or more	_____
	<input type="checkbox"/> Individual	_____		_____
	<input type="checkbox"/> Student	_____		_____

RATE CALCULATION

Display Advertisement: Rate \$ _____ x Frequency _____ = \$ _____

Classified Advertisement: Rate \$ _____ x Frequency _____ = \$ _____

Membership Mailing List: _____ = \$ _____

TOTAL AMOUNT DUE:

PAYMENT INFORMATION

Check #: _____

VISA MasterCard American Express

Credit Card #: _____

CVV #: _____ Expiration: _____

Name on Card: _____

AUTHORIZATION

The Retail Bakers of America is authorized to process our payment for insertion of our advertisement according to the specifications listed. We agree to the RBA Advertising Terms and Conditions.

Signature _____