



# Retail Bakers of America

*A Passion for Baking Since 1918*

## 2008 Media Guide

Who We Are / Readership  
Publications and Resources  
Exhibit and Sponsorship Opportunities at the American Bakery Expo  
Targeted Print and Online Marketing Opportunities  
Deadlines  
Editorial Calendar  
Advertising Rates

## **WHO WE ARE**

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, allied 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.

## **PUBLICATIONS AND RESOURCES**

- Baker's Rack
- Bakery Postings
- The Business Owner
- RBA Update E-Newsletter
- American Bakery Expo 2008

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*The Retail Bakers of America staff can help you determine which medium will fit your needs. Contact Aleksandra Syska at (703) 610-0241, by e-mail at [asyska@rbanet.com](mailto:asyska@rbanet.com) or visit us on the web at [www.rbanet.com](http://www.rbanet.com).*

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***“I trust the judgment of the RBA advertising staff to place my course offerings in their publications in the place where they see fits best. Thanks to RBA advertising, my August course is now full!”***

***– Julie Bashore, House of Clarendon***

## EXHIBIT & SPONSORSHIP OPPORTUNITIES

American Bakery Exposition 2008  
September 21-23, 2008  
Atlantic City Convention Center

The ABE will provide a great amount of exposure for your company! Packed-full of action, the show includes two live competitions – **RBA's 8<sup>th</sup> Annual Creative Decorating Competition**, where the winning cake decorators from around the country compete for the Pillsbury Grand Champion title and the **3rd National Bread & Pastry Team Championship**, designed to bring together the country's best bakers to compete for the title of National Champion. There is also the **Cake & Bread Extravaganza** and an **education program** full of seminars and demonstrations – all designed to attract the widest audience possible!

To further expand our reach, the **Retail Bakers of America**, along with the **New Jersey Bakers Board of Trade** and the **New York State Association of Manufacturing Retail Bakers** has partnered with **Sigep USA 2008** (formerly the Frozen Desserts Expo). Primarily focused on building the booming world-wide frozen desserts market, Sigep USA is committed to introducing the retail baker to this new trend. We believe frozen desserts can meet the need for new profit centers in existing bakeries; in the same way, we believe their audience can benefit from your bakery products. Together we are bringing the best artisans in the country, in both baking and frozen desserts, to one place, at one time.

Over the years, the "Atlantic City Show", as its known to many bakers, has become the buying show for their upcoming year. The trade show is the retail baker's one opportunity to **see, touch and taste the newest products available** and **learn about new trends** coming to the marketplace. The American Bakery Expo is your chance to **meet face-to-face with the decision makers** providing baked goods to the most populated segment of the U.S.

There are many ways to expand your company's exposure at the show; from the added value of participation in the exclusive **Sponsors Village** to the numerous sponsorship opportunities within the show – **Lanyards, Tote Bags, Relaxation Station, Demonstrations, Session Recognition, Receptions and Banquets**, or sponsor our **General Session Speaker!**

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*If you are interested in finding an opportunity specifically designed to meet your company's needs, please give us a call. We are here to help you get the most out of your participation in the show. Contact **Susan Nicolais** at (703) 610-0272, by e-mail at [snicolais@rbanet.com](mailto:snicolais@rbanet.com) or visit us on the web at [www.abe2008.com](http://www.abe2008.com).*

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## **PRINT ADVERTISING**

*See publication deadlines Page 4; editorial calendar Page 5; rates and specifications Page 7*

### ***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. Virtually every reader recommends, specifies, or approves purchases at the nation's retail bakeries. Written specifically for members of the RBA, its circulation is approximately 1,500.

Baker's Rack is a leading source of information and news for and about the retail baking industry. Articles are submitted from industry experts who understand the unique interests and needs of today's retail baker. Other regular coverage includes detailed information on strategies for small business owners, marketing and sales tips, new industry technology, business opportunities and industry news and insights.

### ***Custom Advertising Opportunities in the Baker's Rack***

Wrap your message around an issue of the Baker's Rack with a belly-band to truly stand out! Other custom advertising opportunities are available.

### ***Classified Advertising in the Baker's Rack***

Promote your industry product or service or find new talent with baking industry interest and experience, with a classified display advertisement in the "The Market" section of the Baker's Rack. Categories include: Bakeries for Sale, Equipment for Sale and Employment. Other specialized headers may be added!

### ***The Business Owner***

The Business Owner newsletter is a bi-monthly, member-only publication that delivers 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, sales and marketing, advertising and branding, insurance and much more. This advertising opportunity allows for premium placement and exclusivity on the back cover page with a ¾ page ad. Circulation is approximately 1,000 retail bakeries and allied members.

## **ONLINE ADVERTISING**

### ***RBA Update***

The RBA Update is a monthly e-mail newsletter, keeping members up-to-date on the latest RBA and baking industry news. Sent to all members of the RBA, its circulation is approximately 1,000.

### ***RBA Website***

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

**PUBLICATION SCHEDULE**

Issue	Space Reservation	Materials Due to Creative	Mail Date
<b><i>* Material to Printer</i></b>			
<b><i>Baker's Rack</i></b>			
Summer Supplement 2008 <i>(May/June/July/August)</i>		May 20, 2008 <i>* June 10, 2008</i>	July 1, 2008
Fall 2008 <i>(September/October/November)</i>	July 21, 2008	July 29, 2008 <i>* August 19, 2008</i>	September 8, 2008
Winter 2008-2009 <i>(December/January/February)</i>	October 20, 2008	October 28, 2008 <i>* November 18, 2008</i>	December 8, 2008
Spring 2009 <i>(March/April/May)</i>	January 19, 2009	January 27, 2009 <i>* February 17, 2009</i>	March 9, 2009
Summer 2009 <i>(June/July/August)</i>	April 20, 2009	April 28, 2009 <i>* May 19, 2009</i>	June 8, 2009
Fall 2009 <i>(September/October/November)</i>	July 20, 2009	July 28, 2009 <i>* August 18, 2008</i>	September 7, 2009
Winter 2009-2010 <i>(December/January/February)</i>	October 19, 2009	October 27, 2009 <i>* November 17, 2008</i>	December 7, 2009
<b><i>The Business Owner</i></b>			
July/August	May 5, 2008	May 12, 2008	May 16, 2008
September/October	July 3, 2008	July 10, 2008	July 19, 2008
November/December	September 5, 2008	September 12, 2008	September 26, 2008
<b><i>RBA Update</i></b>			
May	May 12, 2008	May 16, 2008	May 23, 2008
June	June 9, 2008	June 13, 2008	June 20, 2008
July	July 7, 2008	July 11, 2008	July 18, 2008
August	August 11, 2008	August 15, 2008	August 22, 2008
September	September 8, 2008	September 12, 2008	September 19, 2008
October	October 6, 2008	October 10, 2008	October 17, 2008
November	November 10, 2008	November 14, 2008	November 21, 2008
December	December 8, 2008	December 12, 2008	December 19, 2008

## **EDITORIAL CALENDAR: BAKER'S RACK**

### **Summer Supplement 2008**

*(May/June/July/August)*

**Cover Story:** American Bakery Expo 2008

**Special Feature:** Wheat Prices Impacting Farmers

**Bonus Circulation:** RBA Regional Workshop, Huntington, NY; Greater Southwest Retail Bakers Association (GSRBA) Expo

**Creative materials due:** May 20, 2008

**Material to printer:** June 10, 2008

**Mail date:** July 1, 2008

### **Fall 2008**

*(September/October/November)*

**Cover Story:** RBA: Celebrating 90 years of bringing bakers together

**Special Features:** Halloween, Thanksgiving, Incorporating chocolates into your bakery

**Bonus Circulation:** American Bakery Expo 2008

**Ad space reservation:** July 21, 2008

**Creative materials due:** July 29, 2008

**Material to printer:** August 19, 2008

**Mail date:** September 8, 2008

### **Winter 2008-2009**

*(December/January/February)*

**Cover Story:** Wrapping style (specialty boxes) and adding gift baskets to your business

**Special Features:** Christmas, Hanukkah, New Year's, Valentine's Day, 2008 ABE Highlights

**Ad space reservation:** October 20, 2008

**Creative materials due:** October 28, 2008

**Material to printer:** November 18, 2008

**Mail date:** December 8, 2008

### **Spring 2009**

*(March/April/May)*

**Cover Story:** A Decorator's Delight: Innovative Design Techniques & Tips

**Special Features:** Easter, Mother's Day, Graduation Day, Wedding Cakes

**Ad space reservation:** January 19, 2009

**Creative materials due:** January 27, 2009

**Material to printer:** February 17, 2008

**Mail date:** March 9, 2009

### **Summer 2009**

*(June/July/August)*

**Cover Story:** Specialty Bakeries (featuring cupcakes, pet treats, and more!)

**Special Features:** Father's Day, Independence Day, Back-to-School

**Ad space reservation:** April 20, 2009

**Creative materials due:** April 28, 2009

**Material to printer:** May 19, 2008

**Mail date:** June 8, 2009

### **Fall 2009**

*(September/October/November)*

**Cover Story:** In All Thy Bounty - Artisan Breads/Bagels

**Special Features:** Halloween, Thanksgiving

**Bonus Circulation:** American Bakery Expo 2009

**Ad space reservation:** July 20, 2009

**Creative materials due:** July 28, 2009

**Material to printer:** August 18, 2008

**Mail date:** September 7, 2009

### **Winter 2009-2010**

*(December/January/February)*

**Cover Story:** Trends: Recap of 2009 and Forward Thinking into 2010

**Special Features:** Christmas, Hanukkah, New Year's, Valentine's Day

**Ad space reservation:** October 19, 2009

**Creative materials due:** October 27, 2009

**Material to printer:** November 17, 2008

**Mail date:** December 7, 2009

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*Editorial calendar is subject to change. Contact Aleksandra Syska at (703) 610-0241, by e-mail at [asyska@rbanet.com](mailto:asyska@rbanet.com) or visit us on the web at [www.rbanet.com](http://www.rbanet.com) for updates.*

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**CONTINUOUS COLUMNS: BAKER'S RACK**

*Each issue of the Baker's Rack includes the following columns:*

- President's Message
- Publisher's / Editor's Note
- Letters to the Editor
- School News
- Affiliate Associations
- Certification/Education
- Retail Baking Industry Foundation News
- Conference and Event Highlights
- Membership News
- Baker's Brag
- Best and Worst Ideas/Practices
- International Heritage
- Economy Watch
- Tidbits
- For the New Owner
- Cake Decorating
- Formula Spotlight
- Step-by-Step Guides
- Marketing Your Bakery
- The Business of Baking
- Question & Answer
- Glossary/Baking Terms
- Member Profile
- Events Calendar
- RBA Store
- Health Habits
- Classifieds
- Member Congrats
- In the Next Issue of *Baker's Rack*...

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*Continuous columns are subject to change. Contact **Aleksandra Syska** at (703) 610-0241, by e-mail at [asyska@rbanet.com](mailto:asyska@rbanet.com) or visit us on the web at [www.rbanet.com](http://www.rbanet.com) for updates.*

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## ADVERTISING RATES

Rates shown are a gross rate. ½ page rates apply to horizontal and vertical advertisements.

### *Baker's Rack*

<b>Size</b>	<b>1 Issue</b>	<b>2 Issues</b>	<b>3 Issues</b>	<b>4 Issues</b>
full page	\$2,075	\$1,650	\$1,450	\$1,250
½ page	\$1,000	\$800	\$700	\$600
¼ page	\$500	\$400	\$350	\$300

### *The Business Owner*

<b>Size</b>	<b>1 Issue</b>	<b>3 Issues</b>	<b>6 Issues</b>
¾ page	\$1,000	\$800	\$700

### *Classifieds & Banner Advertisements*

Classified advertisements may be placed in *Baker's Rack*, the RBA Update and/or RBA's Website. Classifieds are limited to 125 words. Prepared online banner advertisements may be placed in the RBA Update and/or RBA's Website. Web page availability (subject to change): Home, News, Events, Classifieds, Member Login, Education/Certification, Foundation, and Find a Bakery. Rates below are per month, per media vehicle. For web pages, rates are also per page.

<b>Size</b>	<b>1-3 Months</b>	<b>4-6 Months</b>	<b>7-9 Months</b>	<b>10-12 Months</b>
See mechanical specifications, next page	\$75	\$60	\$52.50	\$45

### **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 not 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 \$1.00 per name. Information provided includes company name, primary contact and mailing address.

### **Special Discounts and Premiums**

RBA Members in good standing receive a 10% discount off advertising costs. Guaranteed cover or special positions can be reserved for a 15% premium charge. Charitable foundations are eligible to receive a 25% discount from the gross rate. Discounts do not apply to mailing list rental.

## **MECHANICAL SPECIFICATIONS**

### ***Baker's Rack***

<b>Size</b>	<b>Width x Depth</b>
<b>Trim</b>	8 1/4" x 10 7/8"
full page non-bleed	7 3/4" x 10 3/8"
bleed	8 5/8" x 11 1/8"
1/2 page horizontal	7 1/4" x 4 7/8"
1/2 page vertical	3 1/2" x 10 3/8"
1/4 page	3 1/2" x 4 7/8"

Keep live image area 1/4" 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.

### ***The Business Owner***

<b>Size</b>	<b>Width x Depth</b>
3/4 page	

### ***RBA Update and Website***

All banner advertisements are placed on the home page. Button should be supplied as a .gif or .jpg with 72 dpi resolution. Animated buttons are acceptable and must be supplied as an animated .gif. Buttons and company web address should be e-mailed with your insertion order. Unit sizes in pixels: 468 x 60; 120 x 600; 120 x 240; 120 x 90.

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

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*Submitting creative material or have questions about the information listed above? Contact Aleksandra Syska at (703) 610-0241, by e-mail at [asyska@rbanet.com](mailto:asyska@rbanet.com), or visit us on the web at [www.rbanet.com](http://www.rbanet.com).*

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## 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 2008, 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 are subject to change upon written notice from RBA. Rate cards which are or become effective during the contract period are incorporated herein by reference. Either party may terminate this Agreement at any time by giving the other party 30 days written notice. If terminated by Advertiser before fulfilling contracted insertions, prior insertions will have an invoice re-issued at the earned frequency rate.

### 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 2008 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, 8201 Greensboro Drive, Suite 300, 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     center     inside back     back

- The Business Owner**  
 3/4 page     1 Issue     3 Issues     6 Issues

**CLASSIFIED ADVERTISING**

- Baker's Rack**  
 1 Issue     2 Issues     3 Issues     4 Issues

- RBA Update**     \_\_\_\_\_ Months

- RBA Website**     \_\_\_\_\_ Months

**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 \_\_\_\_\_

**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 \$75.00 x Frequency \_\_\_\_\_ = \$ \_\_\_\_\_

**Membership Mailing List:**    = \$ \_\_\_\_\_

**Reserved Position Charge:**    15% Premium Charge = \$ \_\_\_\_\_

**Discount:**    10% Member or Charitable Foundation = \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:** \_\_\_\_\_