



Retail Bakers of America

A Passion for Baking Since 1918

2009
Media Guide

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, 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.

For more information, visit us online at www.rbanet.com.

PUBLICATIONS AND RESOURCES

- Exhibit & Sponsorship Opportunities

2009 American Retail Bakery Exposition (ARBE)

- Sponsorship Opportunities

Webinars and Educational DVDs

- Advertising Opportunities

Baker's Rack, RBA Website, The Business Owner, RBA Update

"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 course schedule is now full!"

– Julie Bashore, Instructor

School of Cake Decorating and Confectionary Arts

Ephrata, Penn.

*The Retail Bakers of America staff can help you determine which medium will fit your needs.
Contact Aleksandra Syska, Director of Member Relations & Communications,
at (703) 610-0241 or asyska@rbanet.com.*

EXHIBIT OPPORTUNITIES



American Retail Bakery Exposition (ARBE)
October 18-20, 2009
Charlotte Convention Center, Charlotte, N.C.
www.rbanet.com/ARBE2009

The RBA will bring together over 3,000 attendees and 350 exhibitors for seminars, exhibits, demonstrations, and hands on training during the 2009 American Retail Bakery Exposition. We are excited about all the new opportunities 2009 has to offer and hope you are able to participate this year.

The 2009 show is packed-full of action including three demonstration areas in the exhibit hall; several hands-on sessions; 2nd Annual Cake & Bread Extravaganza Contest; and RBA's Creative Decorating Competition, where cake decorators from the around the country will compete for the Pillsbury Grand Champion title. The exhibit hall and education program are designed to attract the widest audience possible.

Goal and Objectives

The Retail Bakers of America's mission is to improve the operation and profitability of retail bakeries through education, information and other services. The Professional Bakers Education Program and exhibit hall fulfill this mission. The exhibits, professional baker education program, exhibit floor demonstrations, and all other portions of the program and exposition are designed to:

- Present concepts for improving management practices.
- Demonstrate products and production techniques which increase sales and/or reduce costs
- Provide a forum for the exchange of ideas and peer-to-peer networking
- Inform and train new and aspiring bakery owners
- Include and involve the baking industry's ethnically diverse businesses

Program Agenda

Sunday, October 18, 2009

7:00 am – 5:00 pm	Registration
8:00 am – 10:30 am	Bakery Tours
11:00 am – 5:30 pm	Exhibit Hours
11:00 am – 4:50 pm	Cake Decorating, Baking and Vendor Demonstrations

Tuesday, October 20, 2009

7:00 am – 5:00 pm	Registration
8:00 am – 12:00 pm	Hands-On Sessions
12:00 pm – 1:00 pm	Baker-to-Baker Luncheon
1:00 pm – 3:00 pm	Business Related Sessions

Monday, October 19, 2009

7:00 am – 5:00 pm	Registration
9:00 am – 10:30 am	General Session & Annual Membership Meeting
11:00 am – 5:30 pm	Exhibit Hours
11:00 am – 4:50 pm	Cake Decorating, Baking and Vendor Demonstrations
6:30 pm – 9:30 pm	RBA Awards Reception & Banquet

*For further information on ARBE exhibiting and sponsorship opportunities,
contact Elizabeth Bear, Meetings Manager, at (703) 245-8034 or ebear@meetingsmanagementgroup.com.*

SPONSORSHIP OPPORTUNITIES



American Retail Bakery Exposition (ARBE)
October 18-20, 2009
Charlotte Convention Center, Charlotte, N.C.
www.rbanet.com/ARBE2009

Your sponsorship advantages include:

- Obtain sales leads and resources from sponsored event networking
- Your organization's name in the convention program and proceedings
- Prominent signage at your sponsored event
- One insert into the conference bags for all sponsorships
- All sponsors logo or company name displayed on conference web page

Demonstrations: \$1,000 per session

Signage at the demonstration area; recognition on the master events signage; recognition in the conference program and on marketing materials; opportunity to introduce the demonstrators.

Morning Sessions: \$1,000 per session

Signage at the session location; recognition on the master events signage; recognition in the conference program and on marketing materials; opportunity to introduce the speakers.

Cake Decorating Competition (CDC): \$5,000

Signage at CDC area; recognition on the master events signage; recognition in the conference program and on marketing materials.

Relaxation Station: \$7,000

Signage in the RBA booth at the relaxation stations, which are seated massages; recognition in the conference program and on marketing materials.

Tote Bags: \$10,000

You logo recognition with RBA's logo on tote bags; recognition in the conference program and on marketing materials.

Lanyards: \$10,000

Logo or name recognition on lanyards; recognition in the conference program and on marketing materials.

Baker-to-Baker Luncheon: \$10,000

Signage at the reception; opportunities to welcome attendees to the conference; recognition in the conference program and in marketing materials.

Banquet: \$15,000

Signage at the banquet; opportunity to welcome attendees to the banquet and give a brief presentation on company; opportunity to have promotional materials distributed; recognition in the conference program and on marketing materials.

General Session Speaker: \$20,000

Recognition as sponsor of the general session in conference program; opportunity to welcome attendees to the general session, give a brief presentation on company and to introduce the speaker; recognition as a sponsor on the entrance to the general session; opportunity to provide promotional material to be handed out at general session.

Premier Level: \$30,000

Recognition as sponsor of the conference in conference program and marketing materials; recognition as a sponsor on the entrance unit along with RBA; recognition on all directional signage; opportunity to provide promotional material to be handed out with registration materials; free ad in conference program.

SPONSORSHIP OPPORTUNITIES – WEBINARS AND DVDS

Wonderful Wednesday Webinars: \$100 (RBA Members Only)

RBA's Webinars are web conferences, providing retail members the ability to introduce a live demonstration/presentation over the internet. 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.

Offered each Wednesday, Webinars are presented by industry professionals on topics relevant to the baking community, including customer service and HR. Webinar sponsors have their company's name and logo displayed prominently on the headline slide and a 30-second promotional commercial to be read by an RBA staff member at the end of the presentation.

For updates to the RBA Webinar calendar, visit www.rbanet.com/events.html.

4th Wonderful Wednesday Webinars: \$250 (RBA Members Only)

The fourth Wednesday of each month is an opportunity for RBA Allied members to educate members on their product and/or service and its importance to the industry through a 30-minute or 1-hour presentation. Webinars take place from 3:00 pm - 4:00 pm EST, and are limited to 14 participants. Webinars are recorded and posted in RBA's Members-Only area. Allied GOLD members receive one FREE Webinar presentation.

To sponsor RBA's next Webinar, contact Aleksandra Syska at (703) 610-0241 or asyska@rbanet.com.

RBA Educational DVDs: \$7,000

RBA's DVDs range from educational presentations, decorating demonstrations and bakery tours. Sponsors receive their company name and logo prominently displayed on the cover of the DVD as well as in the video itself. DVDs are distributed to RBA members and at the American Retail Bakery Exposition.

*To sponsor the production and distribution of RBA's next educational DVD, please contact **Rich Reinwald** at (631) 424-4034 or rcreinwald@yahoo.com.*

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. Its circulation is 1,500 (bonus circulation of 1,750 at the American Retail Bakery Expo), and is distributed to RBA member bakeries, students, educators, school and industry suppliers in the United States, Canada, Columbia, Japan, Mexico, Saudi Arabia, Virgin Islands and the West Indies.

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. 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 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 distributed six times a year and is a member-only 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, 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 news. Available to members and non members and posted on RBA's Website.

RBA NewsBrief

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

RBA Website

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

Over 5,000 visitors browse RBA's Website each month. Contact RBA for a monthly report.

PUBLICATION SCHEDULE

Issue	Space Reservation	Materials Due to Creative	Mail Date
<i>* Material to Printer</i>			
<i>Baker's Rack</i>			
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 <i>(December/January/February)</i>	October 19, 2009	October 27, 2009 <i>* November 17, 2008</i>	December 7, 2009
Spring 2010 <i>(March/April/May)</i>	January 19, 2010	January 26, 2010 <i>* February 16, 2010</i>	March 8, 2010
<i>The Business Owner</i>			
March/April	February 12, 2009	February 12, 2009	February 16, 2009
May/June	March 17, 2009	March 17, 2009	March 26, 2009
July/August	May 13, 2009	May 13, 2009	May 19, 2009
September/October	July 15, 2009	July 15, 2009	July 21, 2009
November/December	September 16, 2009	September 16, 2009	September 22, 2009
<i>RBA Update</i>			
January	January 13, 2009	January 20, 2009	January 26, 2009
February	February 13, 2009	February 20, 2009	February 25, 2009
March	March 13, 2009	March 20, 2009	March 25, 2009
April	April 13, 2009	April 20, 2009	April 24, 2009
May	May 13, 2009	May 20, 2009	May 25, 2009
June	June 12, 2009	June 19, 2009	June 25, 2009
July	July 13, 2009	July 20, 2009	July 24, 2009
August	August 13, 2009	August 20, 2009	August 25, 2009
September	September 14, 2009	September 21, 2009	September 25, 2009
October	October 13, 2009	October 20, 2009	October 26, 2009
November	November 13, 2009	November 20, 2009	November 25, 2009
December	December 7, 2009	December 14, 2009	December 18, 2009

EDITORIAL CALENDAR: BAKER'S RACK

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

(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

EDITORIAL CALENDAR: THE BUSINESS OWNER

January/February 2009

Cover Story: Organizational Analysis -- Assess and Re-organizing to Eliminate Waste

March/April 2009

Cover Story: Peer Benchmarking - Compare Your Company to Others to Determine What's Possible, Set Goals

May/June 2009

Cover Story: Internal Benchmarking -- Utilize Historical Performance Data to Enhancing Profit

July/August 2009

Cover Story: Productivity Analysis - Assess Organization-wide Productivity to Maximize Profit

September/October 2009

Cover Story: Work Sampling: An Inexpensive Means for Assessing Employee Productivity and Set Job Productivity Standards

November/December 2009

Cover Story: Where to Look First to Lower Costs in Your Organization

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

CONTINUOUS COLUMNS: *BAKER'S RACK*

- President's Message
- Publisher's / Editor's Note
- Letters to the Editor
- Best and Worst Ideas/Practices
- School News
- Conferences and Events
- Certification and Education
- Retail Baking Industry Foundation News
- Membership News
- Affiliate Corner
- Baker's Brag
- For the New Owner
- Step-by-Step Guide
- Formula Spotlight
- Cake Decorating
- Question & Answer
- Ingredients
- Tidbits
- Health Habits
- RBA Store
- Member Profile
- International Heritage
- Economy Watch
- Marketing Your Business
- Events Calendar
- Marketplace
- Cooling Rack/In the Next Issue of *Baker's Rack*...

Continuous columns are subject to change. For more information on these sections, contact Aleksandra Syska at (703) 610-0241, by e-mail at asyska@rbanet.com or visit us on the web at www.rbanet.com for updates.

ADVERTISING RATES

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

Baker's Rack

Size	1 Issue	2 Issues	3 Issues	4 Issues
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

Size	1 Issue	3 Issues	6 Issues
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. Section 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.

Size	1-3 Months	4-6 Months	7-9 Months	10-12 Months
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 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 \$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

Size	Width x Depth
Trim	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

- Text and high-resolution logos and/or photos should be provided for positioning by the designer (3/4 page advertisement size only).

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.

*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, or visit us on the web at www.rbanet.com.*

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 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, 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 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: