

RBA NEWS BRIEF

REACH 1,600

RETAIL BAKERS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

A



Great Tasting Chocolate Created For You.

NewsBrief

A weekly news and information resource from the Retail Bakers of America www.rba-bakers.com/america.org

B

The more things stay the same
Baking Management Share [f](#) [t](#) [l](#) [i](#) [d](#)

Gluten-free, low-carb, vegan, whole grain, all natural: Muffins are facing a glut of health-food buzzwords as consumers seek that elusive guiltless indulgence. And although they are far from shy in voicing their stated preference for healthier baked products, consumers' actual purchasing decisions demonstrate that they aren't so quick to change. [MORE](#)



Use Your Unifiller Equipment To Its Full Potential

D

Unifiller Pie Depositor with Wand
PRODUCT SHOWCASE

From hand depositing nozzles and pie wands to powerlift and table top depositors, Unifiller has solutions for all your pie production needs. Accurately portion or deposit chunky or smooth fillings and fill directly to the oven or bakers rack. For more information, 1-888-733-8444. For more info visit www.unifiller.com.

C

Is it a boy or a girl? Cut the cake
San Jose Mercury News Share [f](#) [t](#) [l](#) [i](#) [d](#)

Last month, Sarah and Nathan Regodon thought it would be fun to find out the gender of their baby with their entire extended family present. Because the Pleasant Hill couple couldn't invite their relatives into the room for the five-month ultrasound, they did the next best thing: hired a baker and threw a "gender cake" party. [MORE](#)

Liberty Mutual Responsibility. What's your policy?®

Magnolia Bakery unveils MAMMA MIA! cupcake
Broadway World Share [f](#) [t](#) [l](#) [i](#) [d](#)

New York City's iconic Magnolia Bakery takes center stage as it unveils the official cupcake of MAMMA MIA!, toasting the smash hit musical becoming the 10th longest running show in Broadway history in its landmark 10th anniversary year. Magnolia Bakery's "Mamma Mia! Cupcake" is available in vanilla or chocolate, topped with blue sparkling icing. [MORE](#)

C1

BC-10 Baking Contrast Meter
PRODUCT SHOWCASE

Kenice Winke Serrano's BC-10 Baking Contrast Meter measures the color of baked, fried, and processed foods, as well as ingredients, in various environments to ensure consistency in appearance. The BC-10 measures color in most bakery and snack food products, block yeast, brown sugar, calcium propionate, and flour blending. [MORE](#)

Wausau Paper's Eco Select-innovative packaging and handling product
Baking Management Share [f](#) [t](#) [l](#) [i](#) [d](#)

A clear sign of forward thinking is the development of products to both meet current demands and anticipate future industry needs. Wausau Paper, Mosinee, Wis., accomplished both with its Eco Select® baking pan liner, having seen the writing on the wall with sustainability and social responsibility in food. [MORE](#)

NewMarket bakery does only 3 confections
Wichita Eagle Share [f](#) [t](#) [l](#) [i](#) [d](#)

There's a new bakery opening in a couple of months at NewMarket Square, though that's not how co-owner Jana Morris thinks to describe her new J. Rae's Wichita. "It's funny because I don't think of us as a bakery," Morris says. "I guess technically we are." Morris, whose middle name is Rae, opened J. Rae's Fort Worth in Texas four years ago to exclusively sell cupcakes, cheesecakes and cookies. [MORE](#)

C1



Ahwatukee Foothills, Ariz., resident launches bakery business, searches for local storefront
Ahwatukee Foothills News Share [f](#) [t](#) [l](#) [i](#) [d](#)

Ryan Blanton, also known as Rya, is a pastry chef, avid foodie and owner of the local Sugar Snap Bakery, which focuses on using local and wholesome ingredients for its one-of-a-kind treats. According to its website, whenever you taste Sugar Snap Bakery's cupcakes, you'll know it at first bite. [MORE](#)

E

Pivot **Pivot3 Transforms How to Invest in Storage.**

Pivot3 was founded in 2003 on the idea that a revolutionary scale-out architecture would deliver large-scale, high-bandwidth storage using off-the-shelf hardware components combined with specialized software [More info](#)

Smell that? It's a new bakery with New York roots
Charlotte Observer Share [f](#) [t](#) [l](#) [i](#) [d](#)

There is nothing like the smell of a bakery - it is like an aroma unlike anything else. The scrumptious scent of sweet homemade pastries, creamy icing on warm cupcakes and bread baked fresh from the oven can make anyone's mouth water. Can you smell it yet? Well now you can taste it as well: Many of these homemade baked goods are available daily at a new bake shop appropriately called Dough. [MORE](#)

RBA NewsBrief
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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 1,600 Retail Bakers (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor
Lorem ipsum dolor
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adipiscing elit, sed
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incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE RBA NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS IN THE RETAIL BAKING INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of owners and operators of retail bakeries nationwide, RBA News Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

RBA NEWS BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN RBA NEWS BRIEF:



CREDIBLE SOURCE

For over 90 years, our members have turned to the association as the informational authority of the industry. Advertising in RBA News Brief solidifies your place among weekly information provided to ISEE members.



TARGETED DISTRIBUTION

Advertising in RBA News Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to RBA News Brief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, RBA News Brief ensures your ad will be seen every week by our 1,600 subscribers.



AFFORDABLE

Advertising in RBA News Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of RBA News Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in RBA News Brief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.