



***RBA Insight* Media Guide and Advertising Planner**

The Retail Bakers of America has been pursuing its passion for baking since 1918. The organization, a non-profit trade association of more than 1,200 retail bakeries, allied suppliers and other industry members, is dedicated 100% to the success of the retail baking industry.

RBA Insight, the flagship bi-monthly publication of RBA is a leading source of information and news for and about the retail baking industry. RBA members look forward to receiving each issue of ***RBA Insight***, and the knowledge and opportunities it provides. Articles come 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.

RBA Insight is your direct connection to retail baking professionals and the baking industry as a whole. Virtually every reader of ***RBA Insight*** either recommends, specifies, or approves purchases at the nation's retail bakeries.

Regular Columns—Timely, Practical, and Always a Step Ahead

President's Message

RBA's President discusses goals, industry developments, and key national issues that RBA faces in its mission to continually serve the industry.

Member Profile

An insider's view of retail bakeries' operations and procedures as well as cutting edge allied suppliers, revealing the strategies that lead to their success.

RBA News

The latest reporting on RBA activities, programs, products and services, this column is an industry mainstay.

Formula Spotlight

This column highlights exciting industry formulas and features step-by-step photos.

Business & Regulatory Update

Guest writers cover recent trends and developments in small business ownership as well as applicable state and federal laws and regulations.

Last Word

RBA's Executive Vice President discusses important industry issues and how RBA is working to help the industry succeed.

Editorial Focus

Issue	Feature	Sub-Feature
May/June	Technology & Your Retail Bakery	Midwest Professional Bakers Conference Recap
July/August	Health & Dietary Issues	American Bakery Expo Preview
September/October	Holiday Season Preparation	Real Estate Issues
November/December	End of Year Small Business Preparation	American Bakery Expo Recap

Deadline and Bonus Distribution Information

Issue	Closing Date	Materials Due	Bonus Distribution
May/June	May 5, 2006	May 10, 2006	Skills USA
July/August	July 7, 2006	July 12, 2006	
September/October	September 8, 2006	September 13, 2006	American Bakery Expo
November/December	November 8, 2006	November 13, 2006	

Printing Specifications

Trim Size: 8 1/4" x 10 7/8"; Keep live image area 1/4" from trim, add 1/8" to trim for each side that bleeds.

Color: 4-color

Printing: Sheet fed

Bindery: Saddle-Stitch

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 TIFF image in QuarkXPress should be set to white or 0% of black. Do not include low-resolution (FPO) images. Supply only files to be used for high-resolution output.

Display Ad Sizes

All dimensions are width by height in inches

	Live Area	With Bleed	Rate
Full Page	7 3/4" x 10 3/8"	8 1/2" x 11 1/8"	\$1,000 (min. 10% membership discount)
1/2 Horizontal	7 1/4" x 4 7/8"	8 1/2" x 5 3/8"	\$500 (min. 10% membership discount)
1/2 Vertical	3 1/2" x 10 3/8"	4 1/4" x 11 1/8"	\$500 (min. 10% membership discount)
1/4 Vertical	3 1/2" x 4 7/8"	not available	\$250 (min. 10% membership discount)
Classified (300 characters, including spaces, maximum)			\$75 (min. 10% membership discount)

Premium Placement

(back cover & inside cover) – add \$250

Contract & Copy Regulations

Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher expressly reserves the right not to publish any advertisement that, in the opinion of the publisher, is in bad taste, could be misleading, is unsupported by facts of record, and/or does not conform to the standards and style of *RBA Insight*. Advertisers and their agencies assume full responsibility for all contents of advertisements and any claims arising from the ad made against the publisher. RBA accepts advertising upon the representation of the advertiser or agency that each has been authorized to publish the entire contents of the advertisement and that each is fully authorized to use the entire contents and material submitted for publication. The advertiser and its agency agree to relieve *RBA Insight* and its employees of responsibility from any and all claims or suits arising out of the advertisement's publication. All advertising contracts and copy must be submitted in writing. An insertion order or cover letter with signature must be included with copy. All advertising cancellations and copy changes, including rerun orders, must be submitted in writing. All advertising cancellations and copy changes, including rerun orders, must be submitted by the closing date. The word advertisement will be placed with copy that, in the publisher's opinion, resembles editorial matter. Publisher shall have no liability for errors for which written notification is received from advertiser later than 30 days after the issue date. The publisher's liability for any error shall not exceed the cost of space occupied by the error.



Insertion Order

_____ Company Name		_____ Contact Name	
_____ Address			
_____ City		_____ State	_____ Zip
_____ Phone		_____ E-Mail	
_____ Issue Date		_____ Ad Size	
_____ Rate			
_____ Signature of Advertiser Representative		_____ Date	

Fax this form to
RBA Insight • (703) 610-9005

Material Shipment

Mark Gedris
RBA Insight
8201 Greensboro Drive
Suite 300
McLean, VA 22102

For More Information

Mark Gedris
(703) 245-8093
mgedris@rbanet.com

Terms and Conditions:

Invoices are due net 30. Interest of 1.5% per month will be added to all past due balances.

Cancellations: No cancellations will be accepted after the space closing date. All cancellations must be in writing and will not be considered accepted until confirmed by the *RBA Insight* representative. Publisher reserves the right to repeat previous ad if cancellation or material is not received on time.