

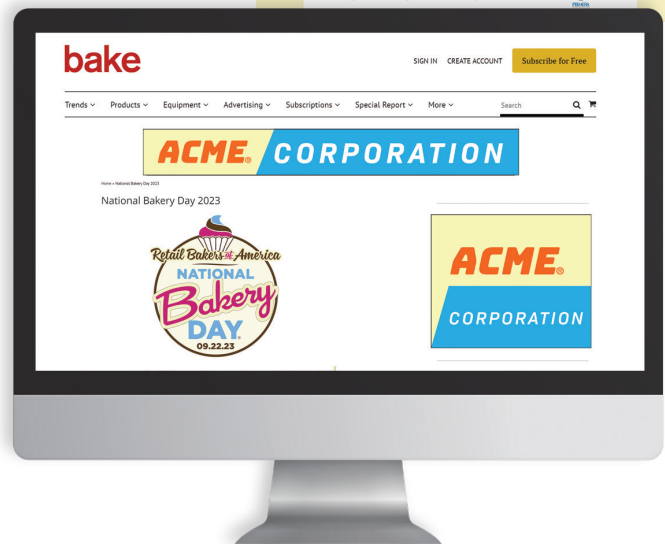
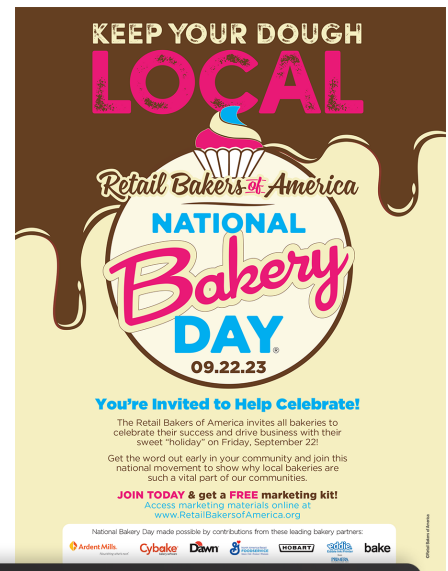
## NATIONAL BAKERY DAY – 09.20.24

### CELEBRATE LOCAL BAKERIES WITH THE 8TH ANNUAL NATIONAL BAKERY DAY

The 8th Annual National Bakery Day, made possible by Retail Bakers of America and participating sponsors, will take place on September 20, 2024. This is a special day designed to help independent bakeries across America celebrate with their local communities through live events, special promotions and signature treats.

#### Gold Sponsorship — \$6500

- Media plan June – September
- Company logo on National Bakery Day full page ad in June and August issues of *bake* magazine
- Company logo on National Bakery Day targeted emails sent 1x in July, 1x in August, and 1x in September to all RBA members and *bake*'s digital audience of 20,000
- Logo on *retailbakersofamerica.org* website June – September
- Slide Show: Great Promo Ideas for National Bakery Day (late July)—includes logo recognition in Slide Show
- 3 weeks 300x250 medium rectangle ad on RBA *News You Knead* newsletter on TBD weeks during June – September
- 4 months 300x250 medium rectangle 2 ad on *bakemag.com* June – September. (est. 12,000 impressions)
- 728x90 leaderboard ad and 300x250 medium rectangle ad on National Bakery Day Promo Material Landing page on *bakemag.com* June – September
- Full page ad in May/June *bake* issue
- Social media sponsorship mentions on Facebook and Instagram in June, July and August, *bakemag.com* website update articles and post-National Bakery Day coverage in September



### QUESTIONS?

For more information on any Sosland Publishing products, please contact a Sosland Publishing sales representative at (816) 756-1000 or (800) 338-6201.

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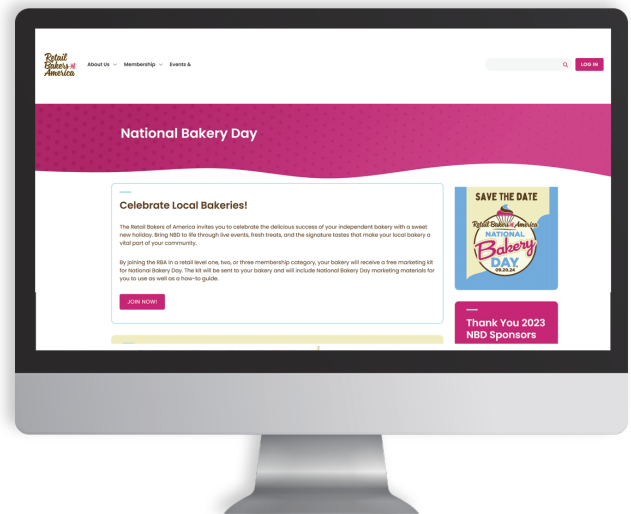
### Silver Sponsorship — \$3500

- Media plan June – September
- Company logo on National Bakery Day full page ad in June and August issues of *bake* magazine
- Company logo on National Bakery Day targeted emails sent 1x in July, 1x in August, and 1x in September to all RBA members and *bake*'s digital audience of 20,000
- Logo on *retailbakersofamerica.org* website June - September
- 1 week 300x250 medium rectangle ad on RBA *News You Knead* newsletter on TBD week during June - September
- 1 month 300x250 medium rectangle 2 ad on *bakemag.com* July (est. 3,000 impressions)
- 728x90 leaderboard ad and 300x250 medium rectangle ad on National Bakery Day Promo Material Landing page on *bakemag.com* June - September
- ½ page ad in May/June *bake* issue
- Social media sponsorship mentions on Facebook and Instagram in June, July and August, *bakemag.com* website update articles and post-National Bakery Day coverage in September



### Bronze Sponsorship — \$1500

- Media plan June – September
- Company logo on National Bakery Day full page ad in June and August issues of *bake* magazine
- Company logo on National Bakery Day targeted emails sent 1x in July, 1x in August, and 1x in September to all RBA members and *bake*'s digital audience of 20,000
- Logo on *retailbakersofamerica.org* website June - September
- Social media sponsorship mentions on Facebook and Instagram in June, July and August, *bakemag.com* website update articles and post-National Bakery Day coverage in September



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