

**Create Awareness**

**Increase Engagement**

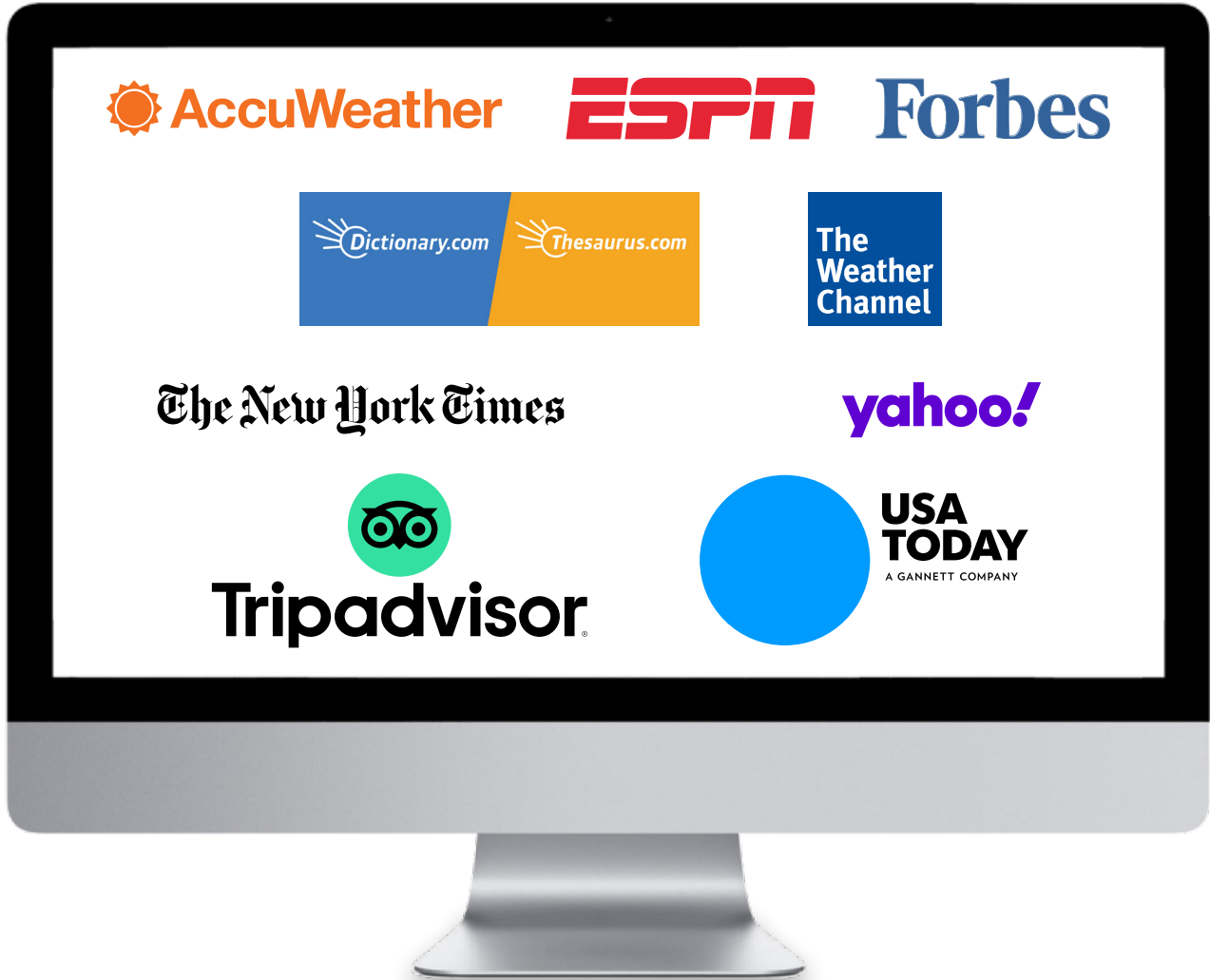
**Make an Impact**

With the Qualified  
Decision Makers in the  
Retail Baking Industry



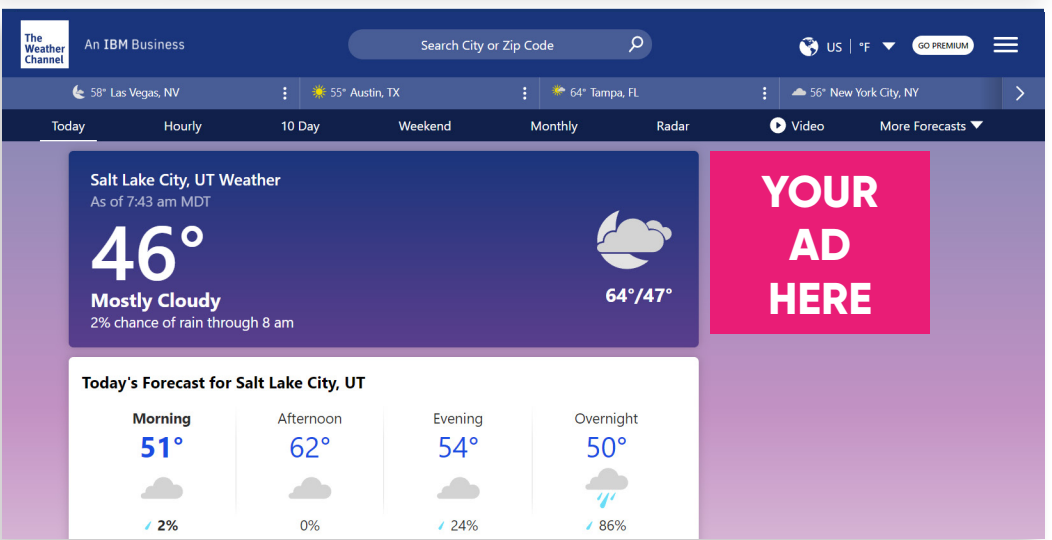
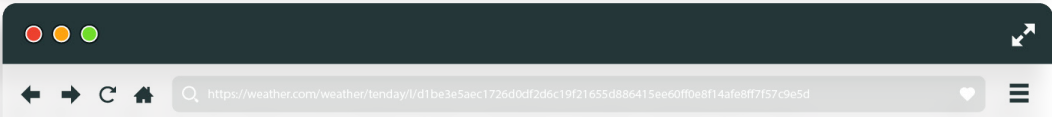
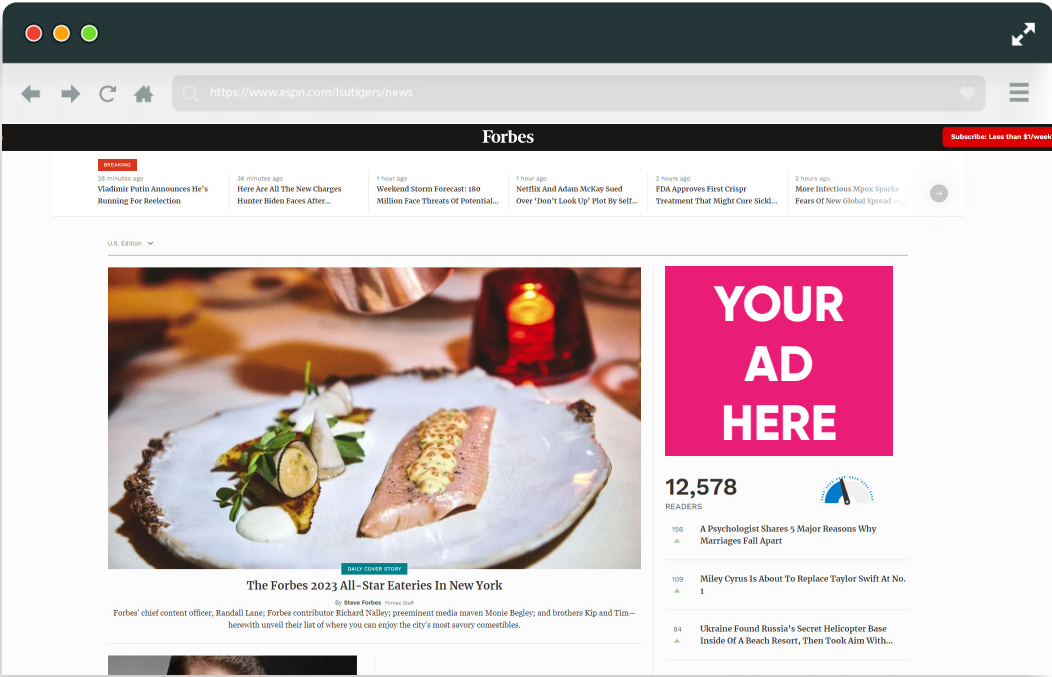
- **\$7.73 BILLION:**  
Retail bakery sales grew to \$7.73 Billion in 2022 and are expected to grow to \$10.32 Billion by 2027
- **Top Independent US Bakeries:**  
RBA Members are the Top independent US bakeries dedicated to education, certification, and advocacy for all retail bakers
- **\$1 MILLION:**  
Estimated amount RBA Member Bakeries spend annually on products and services to run their individual bakeries

# Websites Showing Banners for RBA Retargeting



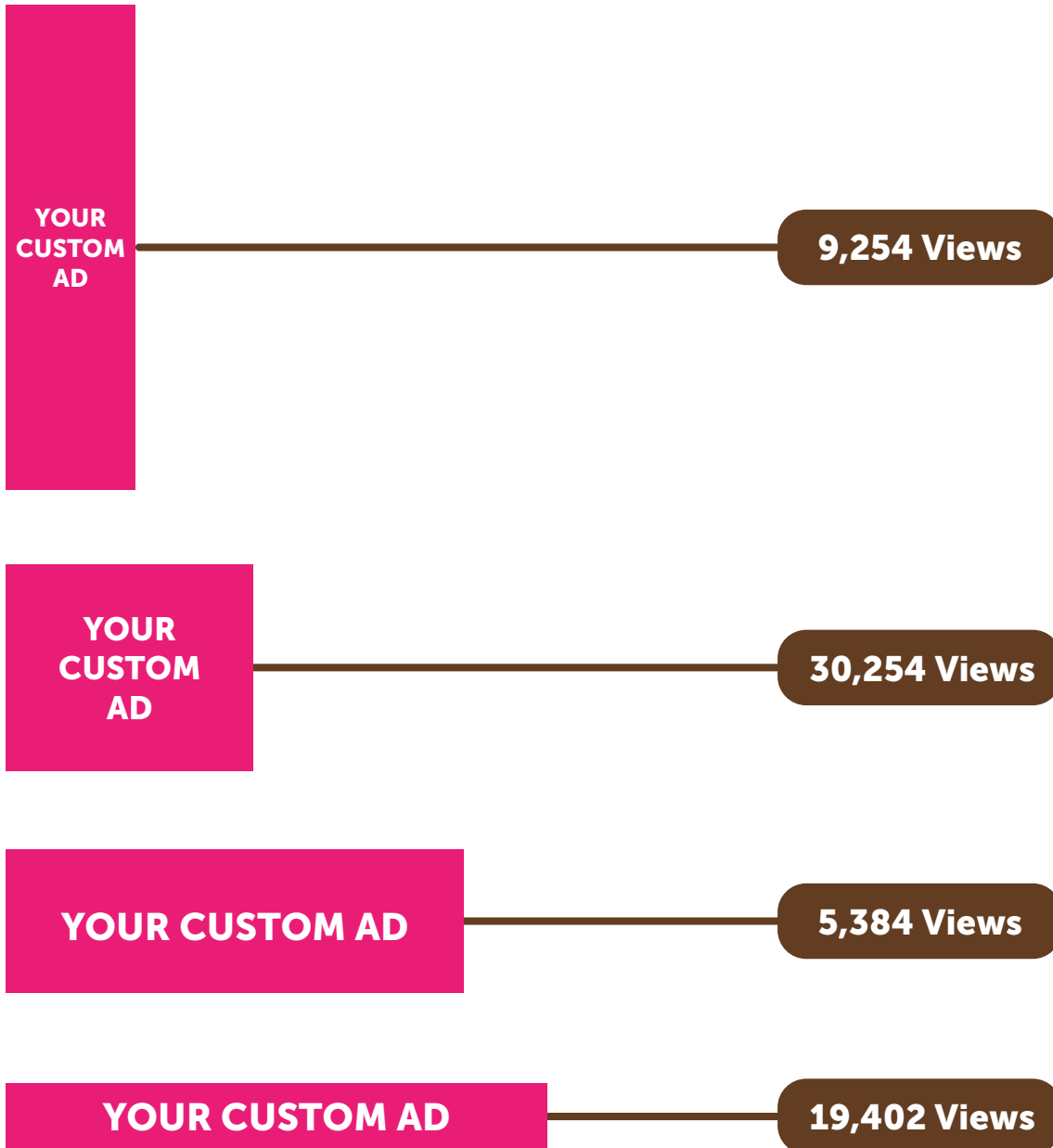
**...and thousands of other sites that display banners!**

## Your Ads Seen by RBA's Audience in a Real & Relevant Way in their Everyday Lives!



# RBA Digital Retargeting Campaign Progress

Total Banner Views	Banner Views to Date
200,000	64,294



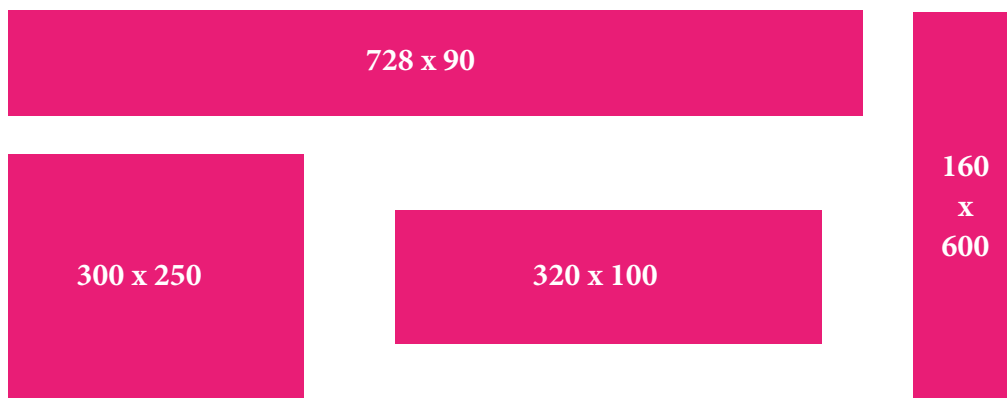


# Choose Your Reach:

## DIGITAL RETARGETING PACKAGES:

Annual Ad Views	Price: Annual
500,000	\$13,495
200,000	\$8,995
100,000	\$5,495
50,000	\$2,995

Ad Sizes & Specs: Please Submit All 4 Ad Sizes



- \*Sizes shown are in pixels: width x height.\*
- \*.png, .jpeg, .gif files accepted. No flash files accepted.
- > Don't have a set of (4) ads? Graphic design services are available. Please inquire.