

1. LEADERBOARD (728X90)

RATE: \$2,000/MONTH

Call and ask about the expandable Leaderboard.

Expanded size: 728x200 pixels.

2. MEDIUM RECTANGLE (300X250)

RATE: \$2,200/MONTH

3. BANNER (468X60)

RATE: \$1,800/MONTH

4. SMALL RECTANGLE (300X100)

RATE: \$1,500/MONTH

Maximize your message with an expandable ad.

Expanded size: 300x600 pixels.. Call for details!

5. PAGE PEEL (500X500) *NEW!*

RATE: \$2,700/MONTH

Available on website homepage and news article pages.

Opens to full 500x500px size. Call for details!

Digital Edition



bakingbusiness.com

6. Video

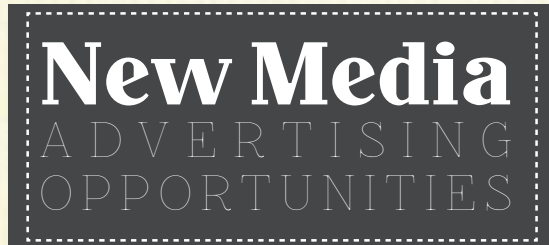
RATE: \$5,500/MONTH (Digital Edition)

60-second commercial spot delivered on the digital edition of *Milling & Baking News* as well as by e-blast and e-newsletter

7. Wide Skyscraper (160X600)

RATE: \$2,000/MONTH (Digital Edition Sponsorship)

Only one sponsorship available on *Milling & Baking News's* Digital Edition each month. See below for more Digital Edition Sponsorships details.



Video E-mercials
Podcasts
Email Marketing

Custom Media
Design Services
Webinars

Talk to your representative to find out more about these premium ad enhancements: expandable ads, interstitials, road blocks and video ads.

Digital Edition Opportunities

Double Your Ad Exposure

In addition to the printed version, all weekly and special issues are available on-line. The digital edition is easy to access, downloads quickly and is simple to flip through advertising and editorial pages. Your advertisement appears just as it does in the print version, plus e-mail and Web addresses in the ads are live links. The digital edition is posted on Bakingbusiness.com on issue date and is available in over 50 languages.

Digital Edition Sponsorship

The *Milling & Baking News* Digital Edition is sponsored in two ways. Not only will you have your wide skyscraper ad appear at the side of the digital edition, visible with every page turn, but we will also deliver your banner or wide skyscraper ad in the Digital Edition Alert e-mail sent to the entire distribution list each issue.

Digital Edition Sponsorship \$2,000/month

Mobile users (iPhone, iPad, iPod Touch, Android) can access the digital edition. HTML5/mobile features include: Live links to advertiser websites > Handy Table-of-Contents navigation > Search issues for content > Share content via social media

The digital edition is also available in the Nxtbook Newsstand iOS App. You can download the App from the iTunes store. Once loaded just search for BakingBusiness.com in the App's catalog to download directly onto your iPhone, iPod Touch, or iPad.

Ad Enhancements (for print advertisers)

Make your print ad come 'alive' in the digital edition. *Milling & Baking News* now offers a menu of enhancements to make your ad stand out from the rest of the pages. Call your sales representative to learn more about the functionality and appearance of the offered items below.

- Video - \$500/video
- Audio Clip - \$250/insertion
- Bellybands over the cover - \$750
- Bellybands over an article/ad inside the magazine - \$400
- Blow-in Card - \$500
- Gatefolds - \$1,500
- Tab attached to an ad - \$200
- Flash Ad - \$500 (development extra)



Scan to view digital edition

E-Newsletters

Daily E-Newsletter

The news of the day
The *Milling & Baking News* Daily e-Newsletter delivers the day's headlines to food industry executives by 3:30 pm CST every business day. Every issue of *Milling & Baking News* Daily features original content written by our staff, links to select features as well as our exclusive Research Assistant. You have the option to sponsor the Monday/Wednesday/Friday newsletter or the Tuesday/Thursday newsletter.

Weekly E-Newsletter

The *Milling & Baking News* Weekly e-Newsletter offers the week's top headlines categorized by subject. The weekly newsletter is e-mailed every Friday morning to food industry professionals.

Morning Brief

Quick, Concise, Complete
The Sosland Morning Brief is the industry's ONLY daily e-Newsletter that covers overnight news and market information. Delivered every morning by 9 a.m. CST, the Sosland Morning Brief is the businesses' must-read at the beginning of every business day. You have the option to sponsor the Monday/Wednesday/Friday newsletter or the Tuesday/Thursday newsletter.

Food Safety Monitor

Focused on Food Safety
Sosland Publishing's Food Safety Monitor is an every-other-week e-Newsletter designed to keep food industry executives informed about the latest news affecting the safety and wholesomeness of the food supply. The Food Safety Monitor e-Newsletter is delivered to the in-boxes of industry executives.



- 1 Leaderboard
- 2 Medium Rectangle
- 3 Banner
- 4 Small Rectangle
- 5 Tower

e-Newsletter Rates

Format: JPEG, GIF, Animated GIF, Internal Redirect. 50k maximum file size. Flash SWF are not acceptable for e-newsletters. *Source: publisher's own data.

	Daily M/W/F	Daily T/TH	Weekly	Morning Brief M/W/F	Morning Brief T/TH	Food Safety Monitor	
Leaderboard	\$2,400	\$1,630	\$2,000	\$2,595	\$1,730	\$2,550	728 x 90 pixels
Medium Rectangle	\$1,950	\$1,300	\$1,800	\$1,995	\$1,330	--	300 x 250 pixels
Small Rectangle	\$1,650	\$1,100	\$1,000	\$1,725	\$1,250	--	300 x 100 pixels
Banner	--	--	--	--	--	\$1,875	468 x 60 pixels
Tower	--	--	--	--	--	\$1,550	150 x 300 pixels

Research Assistant Sponsorship 2013 topics/dates

7-Jan	†	Toppings/Finishings	8-Jul	†	Conveying/Belting
14-Jan	†	Eggs	15-Jul	†	Ingredient Handling
21-Jan	†	Baked Snacks	22-Jun	†	Thermal Processing
28-Jan	†	Sodium Reduction	29-Jul	†	Packaging(horizontal/vertical/overwrap)
4-Feb	†	Trans Fatty Acids	5-Aug	†	Depositing
11-Feb	†	Artisan Bread	12-Aug	†	Leaveners
18-Feb	†	Flour/Grains	19-Aug	†	Automation
25-Feb	†	Sweetener Substitutes	26-Aug	†	Mixing
4-Mar	†	Food Safety	2-Sep	†	Freezing
11-Mar	†	Texture	9-Sep	†	Mixes/Bases
18-Mar	†	Hydrocolloids/Gums	16-Sep	†	Inclusions
25-Mar	†	Enzymes	23-Sep	†	Sweeteners
1-Apr	†	Fortification	30-Sep	†	Starch
8-Apr	†	Nutrition Labeling/Health Claims	7-Oct	†	Probiotics/Prebiotics
15-Apr	†	Sweet Goods	14-Oct	†	Fats and Oils
22-Apr	†	Nutrition Bars	21-Oct	†	Soy
29-Apr	†	Dough Makeup	28-Oct	†	Warehouse/Distribution
6-May	†	Chocolate	4-Nov	†	Whole Grains
13-May	†	Bread	11-Nov	†	Fiber
20-May	†	Capital, Construction, Site Selection	18-Nov	†	Gluten-Free
27-May	†	Cookies	25-Nov	†	no R.A. due to holiday
3-Jun	†	Crackers	2-Dec	†	Tortillas
10-Jun	†	Snacks	9-Dec	†	Sustainability
17-Jun	†	Pizza Processing	16-Dec	†	Health and Wellness
24-Jun	†	Sheeting/Laminating	24-Dec	†	no R.A. due to holiday
1-Jul	†	no R.A. due to holiday	30-Dec	†	no R.A. due to holiday

Buy a category and own it all year long.

Rate: \$1,750/topic

The Research Assistant compiles articles from BakingBusiness.com and other Sosland Publishing properties on pertinent food processing topics. Choose topics from the calendar to target your advertising message.

SPONSORSHIP OF A TOPIC PROVIDES YOU:

- Exclusive leaderboard and rectangle advertising on weekly topics.
- Topics are featured for one week in the daily e-Newsletter.
- Topics are archived for 12 months with your advertising.
- Activity report and lead information will be sent to you.



Sponsor Resources

If you would like to submit additional content for the Sponsor Resources column, please provide the following:

1. Content Title
2. Brief description
3. PDF file or direct URL to your web page where content is hosted.

Video Specs

You may submit up to 2 videos to appear on your Topic page. Codecs: H.264 is recommended. Other acceptable codecs include MPEG-1, MPEG-2, MPEG-4, VP6, VP8, H.263, WMV, MJPEG, and FLV.

File Size: 512 MB maximum

Interlace: All media should be deinterlaced. Interlaced video is primarily used for t.v. and does not display well on computer screens.
Frame Rate: Recommended frame rates are 24 (23.98), 25, or 30 (29.97) frames per second (fps). Settings that are larger are acceptable but may result in poor user viewing experiences due to high CPU usage.

Bitrate: 1500 kilobits per sec (kbps) is recommended for HD quality.
Aspect Ratio: 16:9 widescreen and 4:3 standard are supported.
Frame Size: Recommended size is 640x360 (16:9 aspect ratio)
Pixels: Original media files should be encoded using isomorphic (square) pixels. Media that is encoded using anamorphic (rectangular) pixels will display distorted.

Keyframes: Recommend that keyframes be set at least every 6 secs.