

INTERNATIONAL  
**DAIRY DELI BAKERY**  
ASSOCIATION

**MEDIA KIT**

# REACH THE MEMBERS OF IDDBA YEAR ROUND



## About IDDBA:

The International Dairy Deli Bakery Association (IDDBA) is a nonprofit trade association for food retailers, manufacturers, wholesalers, brokers, distributors, and other industry professionals, with more than 1,500 member companies ranging from small independents to the world's largest corporations.

The website banner allows for your company message to be displayed prominently on IDDBA.org, reaching the members of IDDBA all year.

**A. Leaderboard Banner**  
728x90px | Run of Site | 10 Available  
**\$5,000/Year**

**B. Box Banner**  
300x250px | Run of Site | 10 Available  
**\$3,500/Year**

**Need help with ad design?**  
Our graphic services are included.

\*All positions are sold on a first-come, first-served basis

# REACH THE ATTENDEES AND MEMBERS OF THE IDDBA SHOW YEAR ROUND



## CONFERENCE WEBSITE ADVERTISING

IDDBA's Show Pages are the go-to resource for the association's annual show. The website banner package allows for your company message to be displayed prominently on the information and registration pages for the year.

**A. Website Banner Package**  
728x90px + 300x250px | 10 Available  
**\$2,500/Year**

**Need help with ad design?**  
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# REACH THE MEMBERS OF IDDBA EACH MONTH

## DEDICATED BLAST



### About the Dedicated Blast

Dedicated Blasts are sent to IDDBA's members once per month. This personalized email communication offers the advertiser a unique platform to promote an editorial topic of their choice, as it relates to their business.

#### A. Dedicated Blast

HTML or TXT File | Email Subject Line | Reply To Email

**\$3,000/Month\***

#### Need help with ad design?

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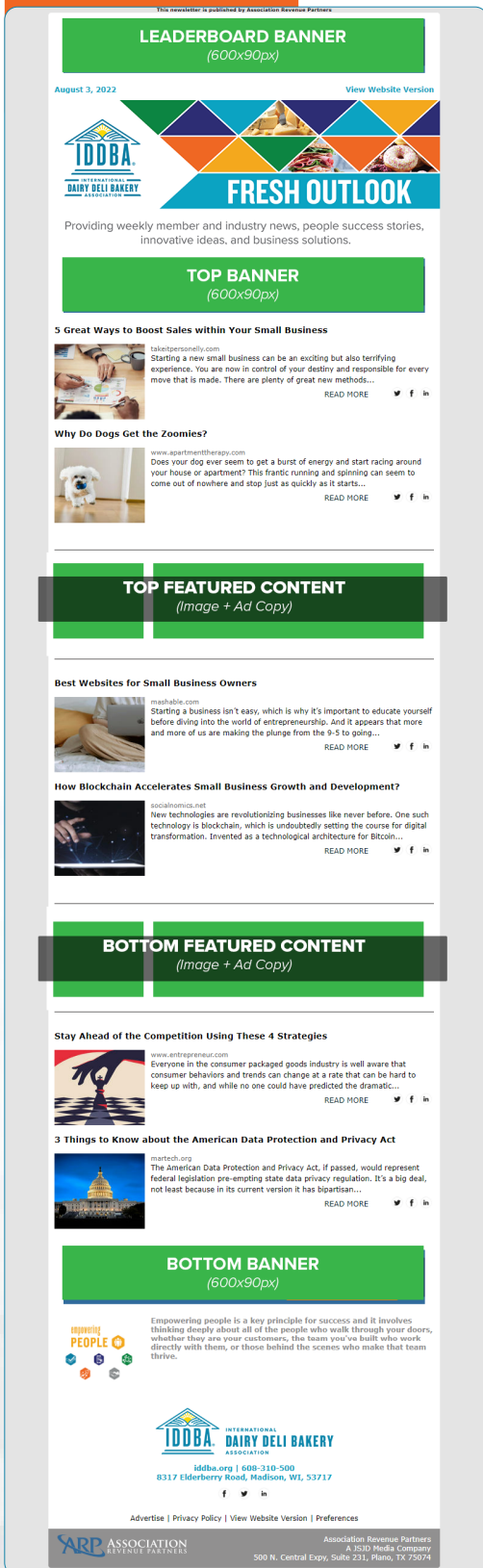
A

The advertisement for Shelf2Cart's On-Demand Printing System, 'The Merchandiser', is presented as a vertical banner. At the top, it features the Shelf2Cart logo and a photo of a shopping cart in a grocery store. The main headline reads 'Take Your Labels From Scale To Upscale™ With THE Merchandiser® Custom Label Printing System'. Below this, a paragraph explains that the system is ideal for IDDBA 2023 in sunny Anaheim, CA, and introduces 'The Merchandiser'. A section titled 'Shelf2Cart's On-Demand Printing System' states that 'The Merchandiser' allows for printing premium, upscale labels on-demand. A list of benefits includes enhancing branding, elevating packaging, supporting compliance, reducing waste, saving labor, improving productivity, and printing various types of labels. Two sample labels are shown: a 'Competitor Scale Label' and a 'Merchandiser Label' for 'Wild Salmon w/ Rice & Broccoli'. A 'REQUEST A DEMO' button is located at the bottom of the main text area. The bottom of the banner features a Shelf2Cart booth sign for IDDBA 2023, Booth #4409, and contact information for Shelf2Cart.

# REACH OVER 6,900 SUBSCRIBERS EACH WEEK



## FRESH OUTLOOK NEWSLETTER



## About Fresh Outlook eNewsletter:

IDDBA's *Fresh Outlook* eNewsletter is a weekly publication, providing association and industry news related to dairy, deli and bakery to over 6,900 subscribers.

Each placement allows for your company message to be displayed prominently within the publication.

**A. Leaderboard Banner**  
600x90px

**\$3,500/Quarter**

**B. Top Banner**  
600x90px

**\$3,250/Quarter**

**C. Top Featured Content**  
Image: 150x125px

Article Title: 75 Characters

Article Body: 200 Characters

**\$3,000/Quarter**

**D. Bottom Featured Content**  
Image: 150x125px

Article Title: 75 Characters

Article Body: 200 Characters

**\$2,750/Quarter**

**E. Bottom Banner**  
600x90px

**\$2,500/Quarter**

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# REACH THE READERS OF IDDBA'S MONTHLY TRENDS REPORT, *WHAT'S IN STORE*



## About *What's In Store*:

From IDDBA, comes the trusted industry resource members depend on for the information relevant industry information they need. Members are provided with an interactive user experience, increased accessibility, and advanced features including bookmarking, highlighting, notes, and more with IDDBA's *What's In Store* newsletter, a completely digital publication.

### Pricing:

#### Full Page

8.5" x 11" | 300dpi | PDF

**\$5,000/6 Issues or \$9,000/12 Issues**

#### Half Page

8.5" x 5.5" | 300dpi | PDF

**\$4,500/6 Issues or \$8,000/12 Issues**

#### Third Page

2.8333" x 11" | 300dpi | PDF

**\$3,500/6 Issues or \$6,000/12 Issues**

#### Quarter Page

4.25" x 5.5" | 300dpi | PDF

**\$3,000/6 Issues or \$5,000/12 Issues**

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**FULL PAGE**  
8.5" x 11"

**HALF PAGE**  
8.5" x 5.5"

**THIRD PAGE**  
2.833" x 11"

**QUARTER PAGE**  
4.25" x 5.5"

# REACH OVER 6,500 SUBSCRIBERS AND ALL WEBINAR ATTENDEES EACH WEEK

## WEBINAR SPONSOR

View this email in your browser.



### WELL-BALANCED WEBINARS

Thank you for participating in IDDBA Webinars!  
Mark your calendars for these exciting topics...



IDDBA Webinar Series:

#### The Growing Business Case for Sustainability

Consumers are increasingly looking for both sustainable and socially responsible products across the store, but is there a business case for sustainability? Join us to discuss insights that companies might consider as they attempt to advance their sustainable and socially responsible commitments while also trying to achieve differentiated growth.

Presented by Sherry Frey, VP, Total Wellness, NielsenIQ  
Join us tomorrow at 11AM CST for a free webinar!

[Register](#)

#### Upcoming Webinars

April 19th at 11 AM CST  
Pest Management in a Food Safety World

[Register & Learn More](#)

April 20th at 11 AM CST  
Dairy, Deli and Bakery Trends Recap of March 2023

[Register & Learn More](#)

April 25th at 11 AM CST  
Analytics in Fresh Food Retail

[Register & Learn More](#)



**Don't Wait, Exhibit Space is Filling Up**  
Spend three days growing your business by meeting decision makers from around the globe. Plus, back by popular demand for first and second-time exhibitors: **The Visionary Pavilion!**

[Sign Up to Exhibit](#)



#### Download the IDDBA App!

The IDDBA App is your passport to IDDBA 2023. Stay on top of trends, connect with other industry professionals, and register for events. Plus, new this year, access to mAPPed, our new Digital Exhibitor Guide!



Fostering food safety is about more than knowledge; it is about building habits and promoting visibility. A culture of food safety self-reinforces good practices and can help prevent problems before they might otherwise occur.

[Read More](#)

This week's webinar is sponsored by:

**WEBINAR SPONSOR BANNER**  
(728x90px)



iddba.org | 608-310-5000  
8317 Elderberry Road, Madison, WI 53717  
[Update Preferences or Unsubscribe](#)



INTERNATIONAL  
**DAIRY DELI BAKERY**  
ASSOCIATION

## WEBINAR SPONSORSHIP

IDDBA's weekly webinar series allows for your company to have their message prominently displayed in promotional emails related to the webinar, as well as within the slide presentation. Sponsorship opportunities are available individually and in bulk increments of four.

### Branded Webinar Sponsor

*Topic Selection Option, Content Control*

*Email Banner: 728x90px | JPG or PNG*

*Logo: 1000x1000px max | JPG or PNG*

**\$1,750/Webinar**

**\$6,000/4 Webinars**

### Basic Webinar Sponsor

*Banner + Logo Option*

*Email Banner: 728x90px | JPG or PNG*

*Logo: 1000x1000px max | JPG or PNG*

**\$1,000/Webinar**

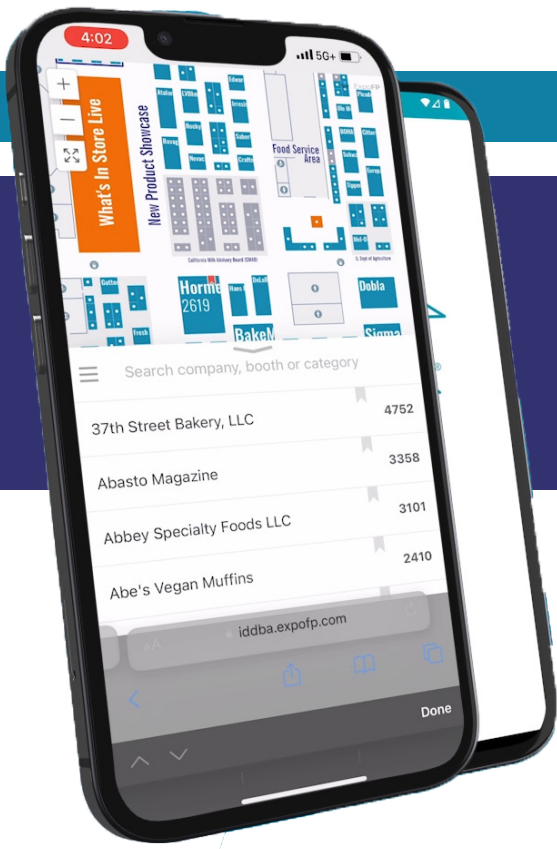
**\$3,500/4 Webinars**

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GET THE IDDBA APP NOW TO STAY IN THE KNOW!



# REACH USERS OF IDDBA'S NEW APP YEAR ROUND

Providing conference attendees and year round users of the app up to date association and conference information, **the association's app has a plethora of available sponsorship opportunities.**

## SPONSORSHIP OPPORTUNITIES

### Tier 1 Sponsor

*Includes:*

- Banner Ad Within Newsfeed
- Sponsored Content Within Newsfeed

**\$1,500/Year**

### Tier 2 Sponsor

*Includes:*

- Banner Ad Within Newsfeed
- Sponsored Content Within Newsfeed
- Enhanced Engagement - Poll or Linked White Paper

**\$2,000/Year**

### Tier 3 Sponsor

*Includes:*

- Banner Ad Within Newsfeed
- Sponsored Content Within Newsfeed
- Enhanced Engagement - Poll or Linked White Paper
- Cover Page Sponsor for One Month

**\$3,000/Year**

### Cover Page Sponsor

*Includes logo placement on mAPPED opening page*

**\$1,000/month**

Please Note: Months of April, May, and June are \$1,700/month due to annual meeting

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