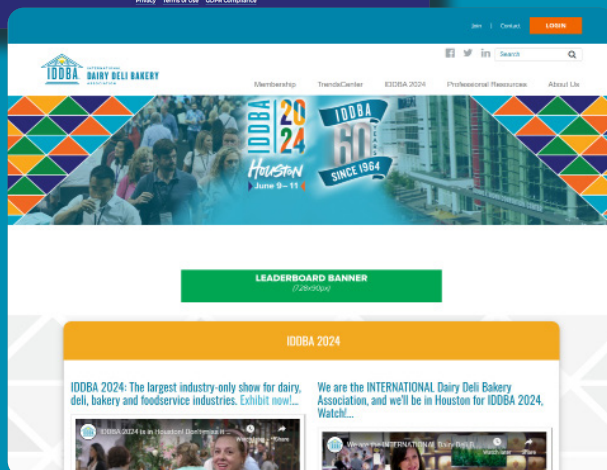
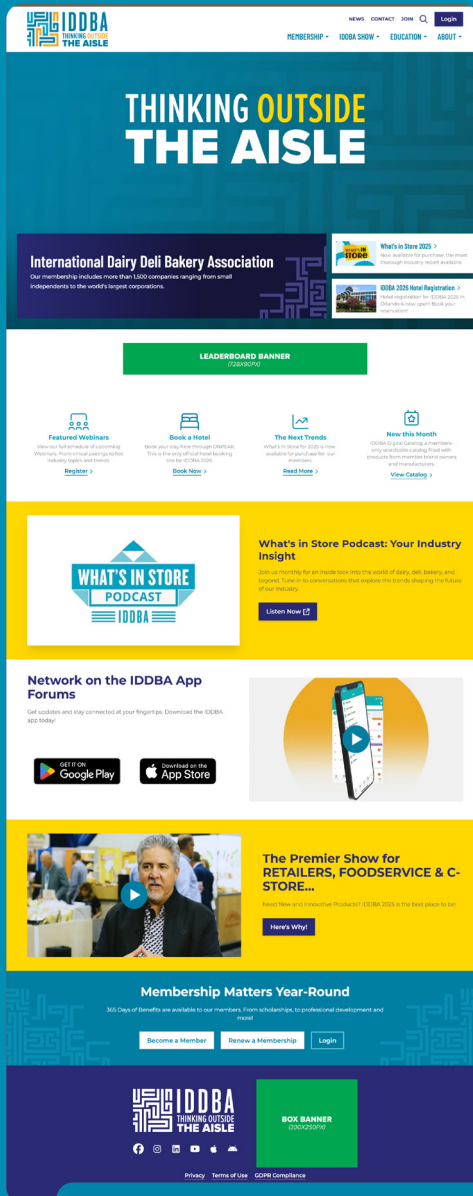




MEDIA KIT

IDDBA.ORG WEBSITE

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



PRICING

LEADERBOARD BANNER

Image: 728x90px

Positions: 10 Available

Placement: Run of Site

\$5,000/Year

BOX BANNER

Image: 300x250px

Positions: 10 Available

Placement: Run of Site

\$3,500/Year

CONFERENCE BANNER PACKAGE

Image: 728x90px

Positions: 10 Available

Placement: Conference Facing Pages

\$2,500/Year

All positions are available on a first-come, first-serve basis.

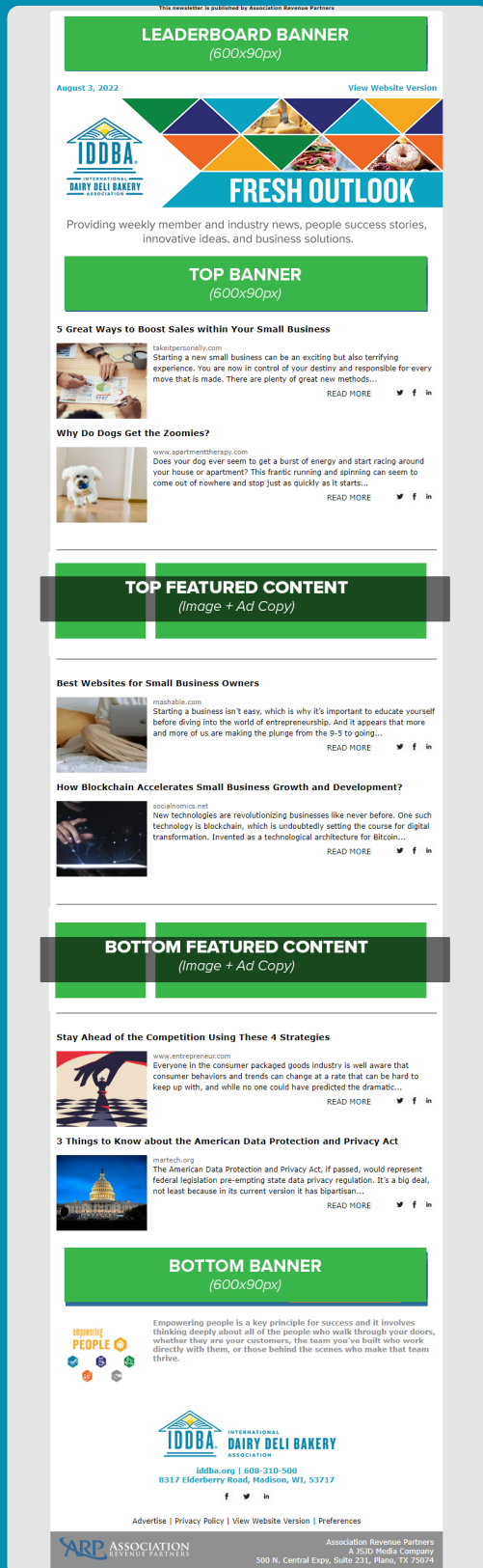
Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.



FRESH OUTLOOK NEWSLETTER

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.



PRICING

LEADERBOARD BANNER

Image: 600x90px

Formats: JPG or PNG

\$3,500/Qtr

TOP BANNER

Image: 600x90px

Formats: JPG or PNG

\$3,250/Qtr

TOP FEATURED CONTENT

Image: 150x125px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$3,000/Qtr

BOTTOM FEATURED CONTENT

Image: 150x125px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$2,750/Qtr

BOTTOM BANNER

Image: 600x90px

Formats: JPG or PNG

\$2,500/Qtr

****All positions are available on a first-come, first-serve basis.****

Need Help With Ad Design?

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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.



Take Your Labels From
Scale To Upscale™ With
THE Merchandiser®
Custom Label Printing System

We look forward to meeting you at IDDBA 2023 in sunny Anaheim, CA this June, and we are especially excited about the opportunity to introduce you to [The Merchandiser®](#).

Shelf2Cart's On-Demand Printing System

[The Merchandiser®](#) gives you the ability to print premium, upscale labels, on-demand, in the quantities you need, when you need them.

The Merchandiser® is a game changer, and we can't wait to show you why.

We'll show you how The Merchandiser®:

- ✓ Enhances branding & merchandising
- ✓ Elevates your grab-n-go packaging
- ✓ Supports compliance
- ✓ Reduces waste
- ✓ Saves labor while freeing time for other tasks
- ✓ Improves productivity
- ✓ Prints recipe cards, preparation instructions, two-part and wraparound labels and signage

Competitor Scale Label



THE Merchandiser® Label



Ready to See The Merchandiser® In Action?

[REQUEST A DEMO](#)



IDDBA|2023
We'll See You There!
Shelf2Cart
Booth #4409

Shelf2Cart

Your one-stop-shop for point-of-purchase label, signage and supply needs.

[shelf2cart.com](#) | [info@shelf2cart.com](#) | 1.800.457.8626

[View Brochure](#)

PRICING

DEDICATED BLAST

HTML or TXT File

Subject Line

ReplyTo Email

Desired Send Date

\$3,000/Blast

****All positions are available on a first-come, first-serve basis.****

Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.



WHAT'S IN STORE TRENDS REPORT

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* Trends Report, a completely digital publication.



PRICING

FULL PAGE POP UP

Image: 8.5" x 11"

Format: PDF

Resolution: 300dpi

\$5,000/6 Issues OR \$9,000/12 Issues

HALF PAGE POP UP

Image: 8.5" x 5.5"

Format: PDF

Resolution: 300dpi

\$4,500/6 Issues OR \$8,000/12 Issues

All positions are available on a first-come, first-serve basis.

Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

HALF PAGE

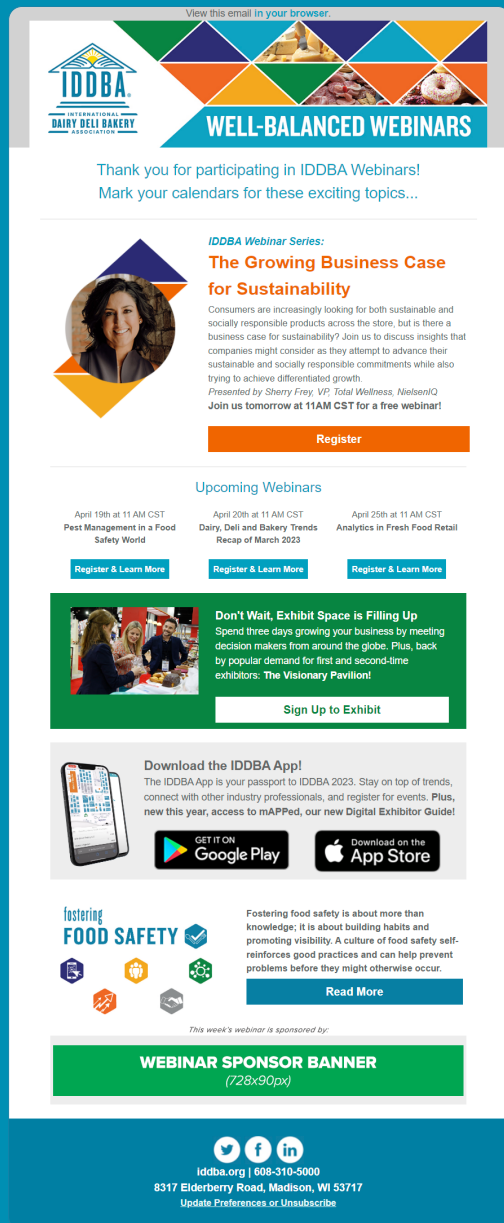
(8.5" x 11")

FULL PAGE

(8.5" x 11")

WEBINAR SPONSOR

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.



PRICING

BRANDED WEBINAR SPONSOR

Topic Selection, with Content Control

Email Banner: 728x90px

Logo: 1000x1000px max

Image Format: JPG or PNG

\$1,750/Webinar OR \$6,000/4 Webinars

BASIC WEBINAR SPONSOR

Email Banner: 728x90px

Logo: 1000x1000px max

Image Format: JPG or PNG

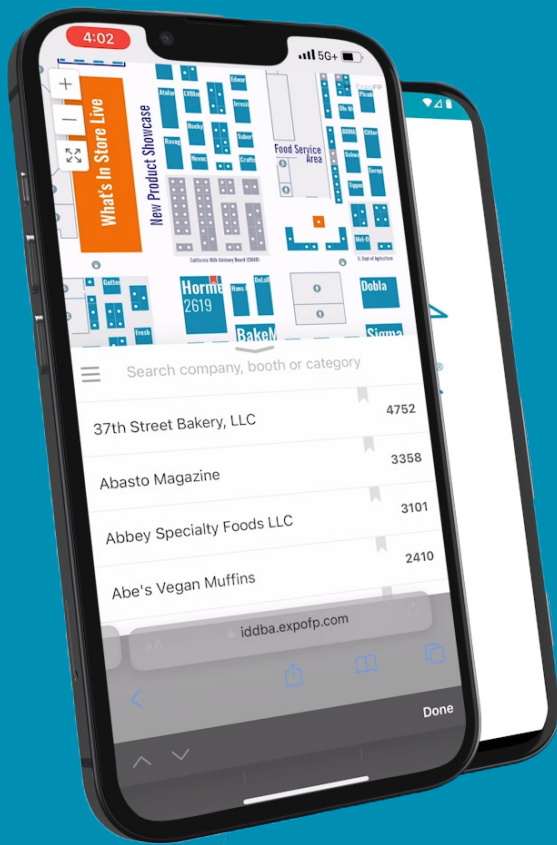
\$1,000/Webinar OR \$3,500/4 Webinars

****All positions are available on a first-come, first-serve basis.****

Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

IDDBA APP SPONSOR



REACH USERS OF IDDBA'S APP YEAR ROUND

Providing member employees year-round access to benefits and information, the myIDDBA app has a plethora of sponsorship opportunities available.

PRICING

TIER 1 SPONSOR

Newsfeed Banner Ad: 1032x360px

Newsfeed Sponsored Content: 200 Characters Max

\$1,500/Year

TIER 2 SPONSOR

Newsfeed Banner Ad: 1032x360px

Newsfeed Sponsored Content: 200 Characters Max

Enhanced Engagement Poll or White Paper Link

\$2,000/Year

TIER 3 SPONSOR

Newsfeed Banner Ad: 1032x360px

Newsfeed Sponsored Content: 200 Characters Max

Enhanced Engagement Poll or White Paper Link

Cover Page Sponsor Logo for One Month: 500x500px max

\$3,000/Year

COVER PAGE SPONSOR

Logo: 500x500px max

\$1,000/Month

Months of April, May, and June are

\$1,700 / Month due to Annual Meeting

All positions are available on a first-come, first-serve basis.

Need Help With Ad Design?

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