



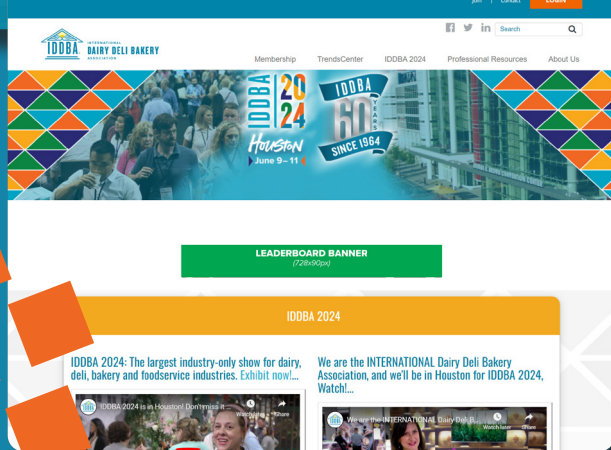
INTERNATIONAL  
**DAIRY DELI BAKERY**  
ASSOCIATION

MEDIA KIT



# IDDDBA.ORG WEBSITE

The International Dairy Deli Bakery Association (IDDDBA) is a nonprofit trade association for food retailers, manufacturers, wholesalers, brokers, distributors, and other industry professionals. IDDDBA 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.\*\*

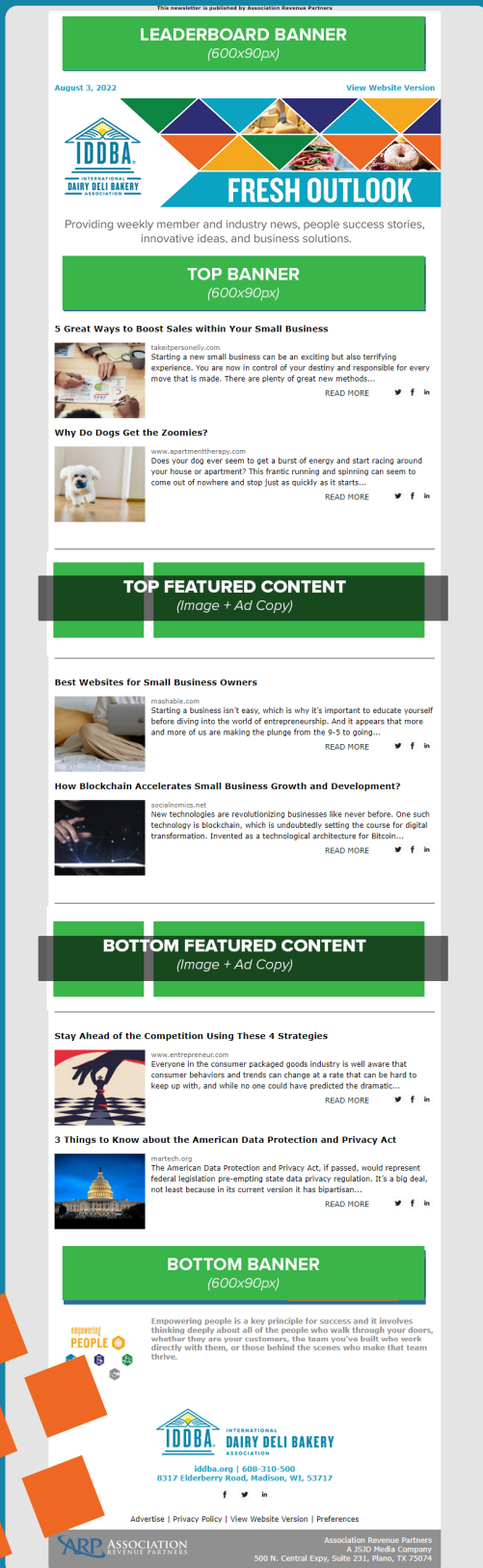
### Need Help With Ad Design?

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**

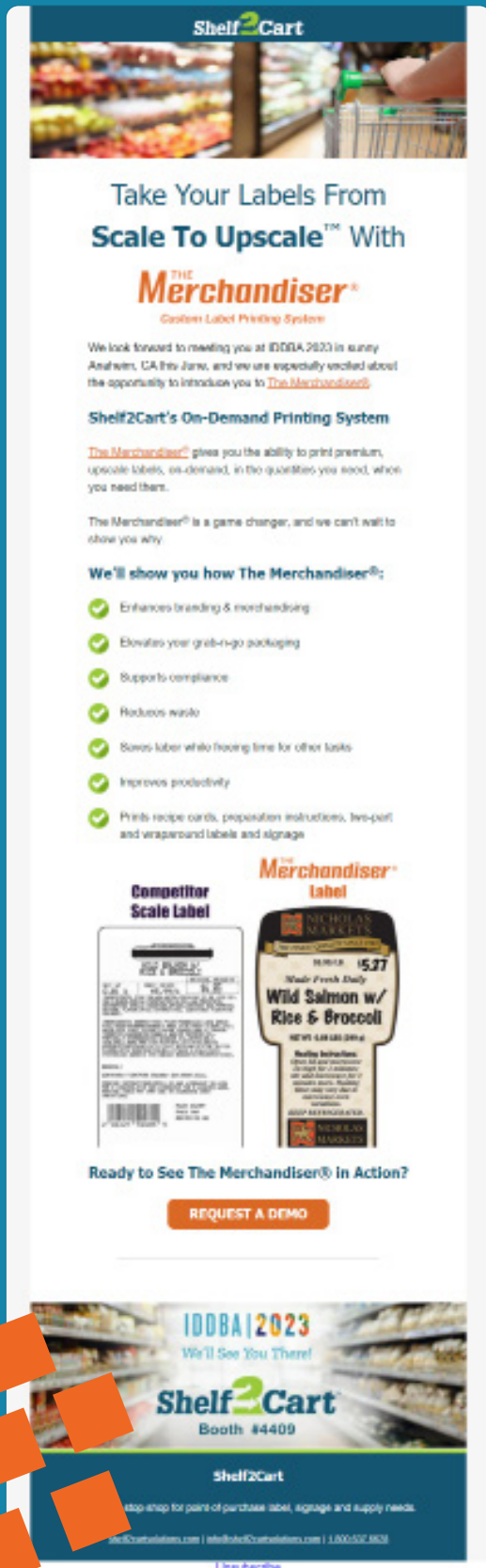
\*\*All positions are available on a first-come, first-serve basis.\*\*

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# DEDICATED BLAST

Dedicated Blasts are sent to IDDBA's members twice 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.



The screenshot shows an email blast from Shelf2Cart. At the top, it says 'Shelf2Cart' and features a photo of a grocery store aisle. The main headline reads 'Take Your Labels From Scale To Upscale™ With THE Merchandiser® Custom Label Printing System'. Below this, there is a paragraph of text: '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](#).' This is followed by a sub-headline 'Shelf2Cart's On-Demand Printing System' and another paragraph: 'The Merchandiser® gives you the ability to print premium, upscale labels, on-demand, in the quantities you need, when you need them.' Another paragraph states: 'The Merchandiser® is a game changer, and we can't wait to show you why.' A section titled 'We'll show you how The Merchandiser®:' is followed by a list of seven benefits, each with a green checkmark icon: 'Enhances branding & merchandising', 'Elevates your grab-n-go packaging', 'Supports compliance', 'Reduces waste', 'Saves labor while freeing time for other tasks', 'Improves productivity', and 'Prints recipe cards, preparation instructions, two-part and wraparound labels and signage'. Below the list, there are two images: 'Competitor Scale Label' and 'The Merchandiser® label'. The 'The Merchandiser® label' is a premium-looking label for 'Wild Salmon w/ Rice & Broccoli' with a price tag of '\$5.37' and 'Recipe Instructions'. At the bottom of the email, it says 'Ready to See The Merchandiser® In Action?' with a 'REQUEST A DEMO' button. The footer of the email includes 'IDDBA | 2023 We'll See You There!', 'Shelf2Cart Booth #4409', 'Shelf2Cart', 'Stop shop for pairs of purchase label, signage and supply needs.', 'shelf2cart.com | info@shelf2cart.com | 1.800.502.8638', and 'View Article'.

## 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.\*\*

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# 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.\*\**

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### HALF PAGE

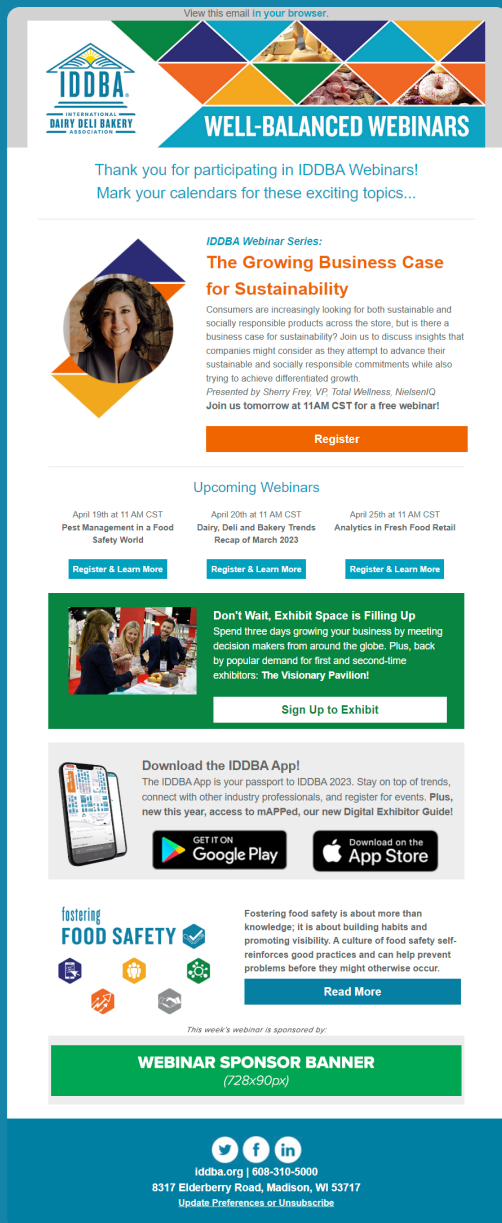
(8.5" x 11")

### 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*

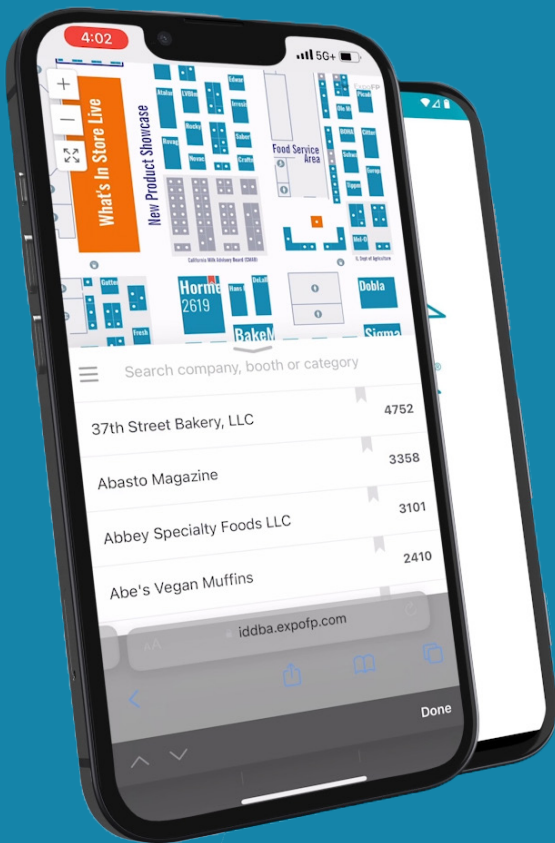
**\$1,000/Webinar OR \$3,500/4 Webinars**

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

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# IDDBA APP SPONSOR



## 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.**

## 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 2 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.\*\**

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