





2022 DIGITAL MEDIA PACKAGES

	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
Branding + Awareness					
SOCIAL MEDIA company shoutouts + promotion of sponsored content	Included	Included	Included	Included	Included
PODCAST COMMERCIAL commercial rolls included in BAKED in Science episodes	2 commercials	2 commercials	4 commercials	6 commercials	8 commercials
BAKERTv your videos shared across our social media channels + website		1 video	2 videos	2 videos	4 videos
BAKERin VIDEO product intro + thought leadership interview by BAKERin team		2 videos	3 videos	4 videos	5 videos
BAKERpedia.com Website					
LANDING PAGE SPONSORSHIP banner ads placed on BAKERpedia landing page(s)	1 category	2 categories	3 categories	4 categories	8 categories
TOPIC PAGE SPONSORSHIP banner ads placed on relevant BAKERpedia page(s)	3 topics	6 topics	8 topics	12 topics	24 topics
SPONSOR SHOWCASE company profile page with ads + backlinks	Included	Included	Included	Included	Included
Lead Generation					
WEEKLY IMPACT NEWSLETTER showcase latest content for lead generation + traffic		Included	Included	Included	Included
EMAIL CAMPAIGN your promotional content sent to our BAKERpedia list	1 email	3 emails	4 emails	6 emails	10 emails
BAKERview online seminar + recording hosted on BAKER Academy		1 seminar	2 seminars	2 seminars	4 seminars
BAKERpaper technical paper hosted on BAKER Academy		1 whitepaper	1 whitepapers	2 whitepapers	4 whitepapers

 **BUILD THE MOMENTUM**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

 BAKING POCKET GUIDES sponsor a 25-30 page resource with targeted training information	Multiple guide discounts available!	\$5,000
 MARKETING SURVEYS Ask targeted questions around new products, demographics + market behaviors	Understand your audience	\$5,000
 LIVESTREAM EVENT 10-20 min livestream on new product or trade show promotion to drive awareness	Cover your next event	\$2,500
 EXPERT PANEL DEBATE SPONSORSHIP sponsor a panel of baking experts discussing a wide range of baking concepts	Thought leadership opportunities	\$2,500