



# 2019 Foodservice Marketing Contract

## Program Rates and Specifications

### Foodservice Cross Media Packages

*Increased Exposure and Special Package Rates*

#### Bronze Package

For the established seasoned supplier. Includes; 3 Catalog Ads  
6 Monthly eMail Ads, 3 Foodservice Customer Portal Ads (home page)

	WITH ANNUAL AGREEMENT	NO ANNUAL AGREEMENT
National Version	\$11,000	\$14,000
Regional Version	\$ 5,500	\$ 7,000

#### Chrome Package

For the supplier growing and expanding business. Includes; 2 Catalog Ad, 2 Monthly eMail Ads, 2 Foodservice Customer Portal Ads (home page).

	WITH ANNUAL AGREEMENT	NO ANNUAL AGREEMENT
National Version	\$ 6,400	\$ 9,400
Regional Version	\$ 3,200	\$ 4,700

#### Lite Package

For the supplier entering the Foodservice business line for the first time. Includes; 1 Catalog Ad, 1 Monthly eMail Ad, 1 Foodservice Customer Portal Ad (home page).

	WITH ANNUAL AGREEMENT	NO ANNUAL AGREEMENT
National Version	\$ 3,000	\$ 6,000
Regional Version	\$ 1,500	\$ 3,000

### Foodservice Catalog Insertions

*Delivers to our data base of 7700 Foodservice Customers in digital format. Three versions (your ad will appear in each):*

1. **Grab N' Go General** (C-Stores, Small retail outlets, Distributors, Vendors, Corporate vending, Corporate cafes, Yoga studios, Health clubs, etc.)
2. **Grab N' Go Schools** (College vending, Primary school vending, College campus stores, Cafes and bookstores, etc.)
3. **Grab N' Go Restaurants** (Cafes, Juice Bars, Cafeteria POS, etc)

	WITH ANNUAL AGREEMENT	NO ANNUAL AGREEMENT
<b>Back Catalog Cover</b>		
National Agreement	\$ 1,500	\$ 1,800
Regional Agreement	\$ 750	\$ 900

#### Inside Catalog Cover

National Agreement	\$ 4,000	\$ 4,200
Regional Agreement	\$ 2,000	\$ 2,100

#### Color Front of Book

*Be included in editorial section of catalog-front 8-12 pages (First-come, first-served basis)*

National Agreement	\$ 3,000	\$ 3,200
Regional Agreement	\$ 1,500	\$ 1,600

#### Full Page (B&W) Category Section

National Agreement	\$ 2,000	\$ 2,200
Regional Agreement	\$ 1,000	\$ 1,100

#### Half Page (B&W) Editorial Section

National Agreement	\$ 1,500	\$ 1,800
Regional Agreement	\$ 750	\$ 900

## Foodservice Magazine Insertions

### "Get it While it's Hot!"

*Delivers to our data base of 7700 Foodservice Customers in digital format, and direct mails in print to our top 2500 customers (based on revenues) from that same list.*

Our Foodservice Magazine "Get it While it's Hot!" is designed to give suppliers maximum exposure at a reasonable price. This is a **National publication only** and is set-up to offer 'back-of-the-house', restaurant supply, as well as grab n' go marketing opportunities. We deliver tips and trends of the trade, supplier highlights, new supplier logo placement (links to supplier web pages or sell sheet) and compelling foodservice articles. A good place to advertise bulk product and/or items good for kitchen chefs, dining hall purchasers and POS grab n go items. Attractive, and affordable, this is a great vehicle for brand exposure.

	WITH ANNUAL AGREEMENT	NO ANNUAL AGREEMENT
Inside Cover (Front or Back)	\$ 1,200	\$ 1,400
Full Page	\$ 1,000	\$ 1,200
Quarter Page	\$ 300	\$ 500
Back Mailing Panel (1/2 pge horizntl)	\$ 800	\$ 1,000
Brand Logo in Center Spread	\$ 250	

## Foodservice Digital Insertions

Customer Portal Home page	\$ 550	\$ 750
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*Specify Month of Insertion*

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### Monthly Eblasts

1. Target sales team only with sell sheets  
and deals specific to Foodservice customers \$ 300
2. Target our Foodservice Customers \$ 300

*Specify Month of Insertion*

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## Billing Information:

Brand Name: \_\_\_\_\_

Date: \_\_\_\_\_

UNFI Supplier Manager: \_\_\_\_\_

Supplier contact information \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Yes!** UNFI please design the ad and submit a proof for supplier approval before printing. \$ 250

Ad placement is on a first-come, first-served basis. If your requested location is already taken, you will be contacted to choose another. Ad space will be held for your ad during the month you have reserved. There will be no credits or make-goods for spaces not used due to the supplier's actions. Please contact [Joannie Berriman](#) with any questions.

Total ad contract: \_\_\_\_\_

Yes, I agree with the terms and conditions of this contract.

**NOTE:** Ad Specifications follow with production notes and due dates.



# UNFI Foodservice Catalog – 2019 PRODUCTION NOTES

## AD SIZE REQUIREMENTS

Catalog Trim Size 8.375" W x 10.875" H

Catalog Bleed Size: 8.625" W x 11.125" H – Color pages, and covers

Catalog Non Bleed: 8" W x 10.5" H

	<u>w/Bleed</u>	<u>Non-Bleed</u>
<b>Cover Options:</b> (Inside front, inside back, outside back)		
	8.625" W x 11.125" H	8" W x 10.5" H
<b>Color Front of the Book (limited to 8 page – first come first served basis)</b>		
Full Page	8.625" W x 11.125" H	8" W x 10.5" H
Spread	17.25" W x 11.125" H	16" W x 10.5" H
<b>Black &amp; White Category Text Options</b>		
Full Page	NA	8" W x 10.5" H
1/2 Page Horizontal	NA	8" W x 5.125" H

## DIGITAL AND EBLAST MATERIAL INSTRUCTIONS

**Guidelines for Banner and E-blast Ad:** Please submit banner and e-blast ads along with the catalog ad artwork.

Customer Portal Home Page Banner Ad:

300 x 250 pixels, 72 dpi/jpg plus 50 words of text. Ad will link to your product listing page

E-blast Ad:

250 x 250 pixels, 72 dpi/jpeg, provide a low-res PDF sell sheet that the ad will link to.

## ISSUE DATES

**WINTER 2019** (January – April)

*FINAL Closing Date: October 29, 2018*

**SPRING & SUMMER 2019** (May-August)

*FINAL Closing Date: April 8, 2019*

**FALL 2019** (September – December)

*FINAL Closing Date: June 17, 2019*

## PRINT AD MATERIAL INSTRUCTIONS

### Acceptable Print File Formats:

- Print ready PDF  
to size with bleed if necessary
- High Resolution 300 dpi TIFF or PSD  
to size with bleed if necessary

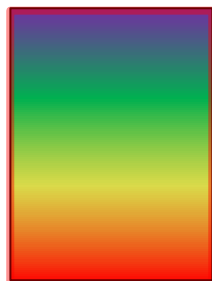
### PDF File Preparation

1. Covers digital print on coated stock, 150 lpi, 300 dpi
2. Text Prints on uncoated stock, 133 lpi, 260 dpi
3. Recommended all images in PDF 300 dpi
4. Flatten layers/transparencies
5. If possible convert fonts to OUTLINE or be sure to embed fonts when saving PDF
6. Covers: convert all color space to CMYK
7. Text: convert all color space to Greyscale
8. Export or save PDF for PRINT

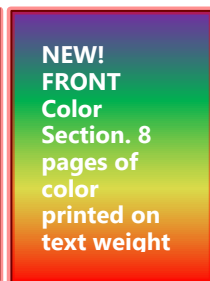
Please submit ad files directly to:

Joannie Berriman, [jberriman@unfi.com](mailto:jberriman@unfi.com)

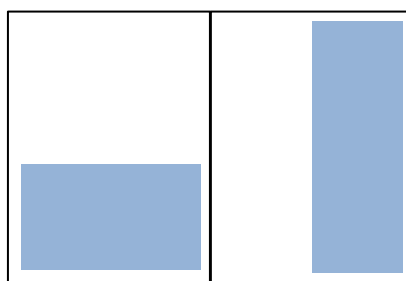
## Ad Size Grid



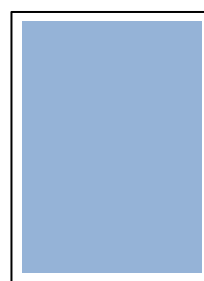
**COVERS: Color print**  
Back Cover  
Bleeds  
Inside Covers  
Bleed



**Front color section**  
immediately following inside front cover



**Fractional page option:**  
Prints GS, Half Page Horizontal or Vertical - NO Bleed



**TEXT CATEGORY SECTION:** Print GS, Full Page, NO Bleed

# Get It While It's Hot!

## 2019 PRODUCTION NOTES

### AD SIZE REQUIREMENTS

Trim Size: 8.5 x 11 / Bleed Size: 8.75" x 11.25" / Non Bleed: 8" x 10.5"

### Front Cover Advertorial

Includes Brand logo on the front cover, plus one inside single page ad  
Supplier highlight editorial write up (.5 page to full page)

	<u>w/Bleed</u>	<u>Non Bleed</u>
Full Page	8.75"W x 11.25"H	8"W x 10.5"H
1/2 Page Vertical	4.25"W x 11.25"H	3.875"W x 10.5"H
1/2 Page Horizontal	8.75"W x 5.5"H	8"W x 5.125"H
1/4 Page Vertical	4.25"W x 5.5"H	3.875"W x 5.125"H
1/4 Page Horizontal	8.75"W x 2.4375"H	8"W x 2.3125"H
Back Cover Half	8.75"W x 5.5"H	8" x 5.125"
Inside Covers	8.75"W x 11.25"H	8"W x 10.5"H

### ISSUE DATES AND CLOSING DATES

#### November – December 2018

Delivers October 29<sup>th</sup>

Ad agreement due date – August 20, 2018

Ad Material Due – September 3, 2018

#### January – February 2019

Delivers December 24<sup>th</sup>

Ad agreement due date – October 15, 2018

Ad Material Due – October 29, 2018

#### March – April 2019

Delivers February 25<sup>th</sup>

Ad agreement due date – December 10, 2018

Ad Material Due – December 31, 2018

#### May – June 2019

Delivers May 20<sup>th</sup>

Ad agreement due date – March 11, 2019

Ad Material Due – March 25, 2019

#### July – August 2019

Delivers July 22<sup>nd</sup>

Ad agreement due date – May 2, 2019

Ad Material Due – May 12, 2019

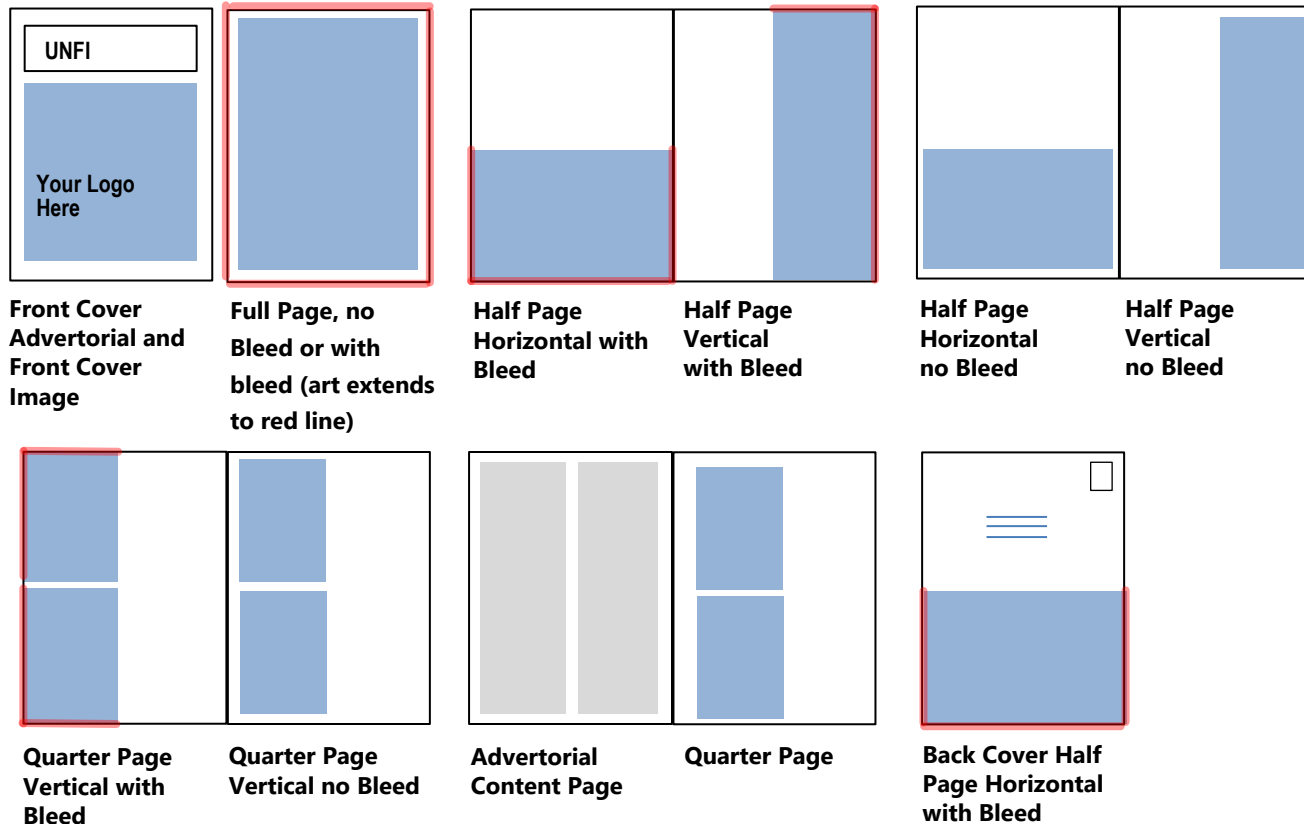
#### September – October 2019

Delivers August 27<sup>th</sup>

Ad agreement due date – June 30, 2019

Ad Material Due – July 8, 2019

### Ad Size Grid



### AD MATERIAL INSTRUCTIONS

#### Acceptable print file formats:

- Print ready PDF to size with bleed if necessary
- High Resolution 300 dpi TIFF or PSD to size with bleed if necessary

#### PDF File Preparation

1. Printing on coated stock, 240 lpi
2. All images in PDF must be 300 dpi
3. Flatten layers/transparencies
4. If possible convert fonts to OUTLINE or be sure to embed fonts when saving PDF
5. Convert all color space to CMYK
6. Export or save PDF for PRINT

Please submit ad files directly to:

Joannie Berriman, [jberriman@unfi.com](mailto:jberriman@unfi.com)

