

Wellness Monthly Specials Catalog

Advertising opportunities & specifications (PHL & GLY DC's)



Available Advertising Opportunities

All ads require pre-approval, email unfiwellnessads@unfi.com.

When submitting include the ad type, supplier name and publication month.

INSIDE COVER, FULL PAGE COLOR AD

Limited availability, costs may apply.

File/Page Trimmed: 8.375" W x 10.875" H

Ad with bleed: 8.875" W x 11.375" H (includes .25" bleed on all sides)

Ad without bleed, safe area: 7.875" W x 10.375" H

File formats: PDF or JPEG

Color Mode: CMYK Resolution: 300 DPI

Trim
8.375" x 10.875"

Bleed
8.875" x 11.375"

Safe area
7.875" x 10.375"

FULL PAGE COLOR AD

1-sided ad placed in the front of the book.

File/Page Trimmed: 8.375" W x 10.875" H

Ad with bleed: 8.875" W x 11.375" H (includes .25" bleed on all sides)

Ad without bleed, safe area: 7.875" W x 10.375" H

File formats: PDF or JPEG

Color Mode: CMYK Resolution: 300 DPI

Not permitted in ads:

- UNFI or UNFI Wellness logo
- UNFI Product Numbers
- Discounts
- Pricing or SRPs
- The verbiage "Line Drive"
- Supplier sales contact info

FULL PAGE BLACK & WHITE AD

1-sided ad placed within line listings.

File/Page Trimmed: 8.375" W x 10.875" H

Ad with bleed: 8.875" W x 11.375" H (includes .25" bleed on all sides)

Ad without bleed, safe area: 7.875" W x 10.375" H

File formats: PDF or JPEG

Color Mode: Grayscale Resolution: 300 DPI

Ad Submission Deadline Dates

Publication Month	Ad Submission Deadline Date
January	11/1
February	12/1
March	1/1
April	2/1
May	3/1
June	4/1
July	5/1
August	6/1
September	7/1
October	8/1
November	9/1
December	10/1

FIRST TO MARKET (NEW PRODUCTS)

Highlight your new product(s) in the new products section of the book.

What we need:

Product image(s) - Color Mode: CMYK Resolution: 300 DPI

Product or brand description (no more than 100 words)

Don't have an art department?

UNFI Wellness can design your ad for you.

Email unfiwellnessads@unfi.com for info & rates.