

NEW & NOW AD SPECS

DETERMINE AD TYPE

- Select one of the following:
 - Standard Full Page ad
 - New Item Focus ad
- All ads are color

STANDARD FULL PAGE AD SPECS

- Must be designed in portrait format
- Ad size: 7.625" x 10.125"
- No bleeds
- Acceptable file formats: PDF and JPEG (300 DPI or higher)
- Email your ad to ads@unfi.com for approval by ad deadline date

NEW ITEM FOCUS AD SPECS

- See next page for more information

2025 AD SUBMISSION DEADLINES

Publication Month	Deadline Date
January	September 25, 2024
February	October 30, 2024
March	November 27, 2024
April	December 24, 2024
May	January 29, 2025
June	February 26, 2025
July	March 26, 2025
August	April 30, 2025
September	May 28, 2025
October	June 25, 2025
November	July 30, 2025
December	August 27, 2025

IMPORTANT INFORMATION

1. Artwork received after the ad deadline date will not be included in the publication
2. Artwork that does not meet specifications will not be included in the publication
3. The following content is not permitted:
 - UNFI logo or name
 - Competitor brand names
 - Product numbers or item numbers
 - Discounts (example: 25% off)
 - Suggested retail prices
 - "Case Stack" or "Line Drive"
 - Ads may not direct customers to contact a supplier's sales representative/department

UNFI CAN DESIGN YOUR STANDARD AD FOR YOU

For information and rates, email ads@unfi.com. Ad elements must be provided at least 2 weeks prior to issue's deadline date. A proof will be emailed to you for approval.

NEW ITEM FOCUS AD SPECS

1. PRODUCT IMAGE

- Up to 3 product images -
Only 1 image will be used
- JPG or TIFF
- Minimum size: 4" x 6"
- 300 dpi, CMYK

2. PRODUCT DESCRIPTION

Product name with 40 (+/-) words of general product description

3. WHAT MAKES YOUR PRODUCT SPECIAL

50 words (+/-) of marketing information that makes your product unique. Bullet points to highlight attributes, packaging, company practices, etc.

4. ATTRIBUTE ICONS

High resolution icons for industry-certified attributes, i.e., Certified Kosher, Non GMO Project Verified, USDA Organic. Product traits like *No Artificial Ingredients*, *All Natural*, *Low Sugar* will not be listed.

5. COMPANY LOGO

- High resolution JPG/TIFF/ AI/EPS/PDF file
- Converted to outlines

NEW ITEM FOCUS



1

#unBEElievablydelicious

- USDA Certified Organic
- Non-GMO Project Verified
- 100% Washington State-grown apples
- Free from the "Big 9" Allergens
- Available in jars, cups, and pouches

2

SugarBee® ORGANIC APPLE SAUCE

North Coast is excited to announce their newest single-varietal organic apple sauce—the SugarBee. SugarBee apples are sweet and crisp with flavors of honey, caramel, and molasses.



4

CONTACT INFO

Ben Perry
northcoastsales@manzanaproductsco.com

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EAST	EAST DCS	WEST	WEST DCS	DESCRIPTION	PK/SZ
294757-0	YBHS	54302	RTU	JAR, APL SAUCE, OG2, SUGARBEE	6/24OZ
294756-2	YBHS	54301	RTU	CUP, APL SAUCE, OG2, SUGARBEE	12/6/4OZ
303695-1	YBHS	74287	RTU	POUCH, APL SAUCE, OG2, SUGARBEE	6/4/3.2OZ

Ad includes listings of product availability by DC, based on UNFI's inventory system.

Please submit artwork and text to ads@unfi.com

A proof will be sent for approval; UNFI retains the right to edit content to adhere to ad guidelines.