

2025 UpNext UNFI Marketing Program Rates					
Annual Advertising Agreement (AAA)	Rate	Rates are per:			
		East	West	National	
Annual Advertising Agreement: Elite	\$44,100	x	x		
Annual Advertising Agreement: Diamond	\$34,000	x	x		
Annual Advertising Agreement: Platinum	\$28,000	x	x		
Annual Advertising Agreement: Gold	\$22,050	x	x		
Annual Advertising Agreement: Silver	\$17,000	x	x		
Annual Advertising Agreement: Bronze	\$10,500	x	x		
Annual Advertising Agreement: Chrome	\$7,900	x	x		
Annual Advertising Agreement: Lite	\$5,600	x	x		
Annual Advertising Agreement: Single	\$4,000	x	x		
Annual Advertising Agreement: Mini	\$3,100	x	x		
Annual Advertising Agreement: Basic	\$2,100	x	x		
Discover What's Next (DWN)	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Discover What's Next (DWN)	\$0	\$350	x	x	
Monthly Specials	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Monthly Specials Item Listing (per Item/DC)	\$0	\$150	x	x	
Monthly Specials Ad/Insert	\$1,500	\$2,500	x	x	
New Product Section in Monthly Specials + New and Now Line Listing (per Item/DC)	\$0	\$750	x	x	
New Products	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
New and Now Full Page Focus Ad	\$1,275	\$1,600	x	x	
New and Now Full Page Ad Insert	\$1,025	\$1,300	x	x	
New Item Webinar	\$2,200	\$3,000			x
New Product Intro Package - Regional	N/A	\$2,750	x	x	
New Product Intro Package - National	N/A	\$3,750			x
Hot Sheets & Shippers/Pallets	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Hot Sheets Regional Feature	\$1,250	\$1,800	x	x	
Shippers/Pallets	\$775	\$850	x	x	
Digital Advertising Agreement (DAA)	Rate	Rates are per:			
		East	West	National	
Digital Advertising Agreement: Platinum	\$17,500				x
Digital Advertising Agreement: Gold	\$13,500				x
Digital Advertising Agreement: Silver	\$10,000				x
Digital Advertising Agreement: Bronze	\$7,500				x
Digital Advertising Agreement: Lite	\$5,000				x
Digital Advertising Agreement: Basic	\$2,500				x
Digital Advertising	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
myUNFI Tier 1 Ad - Regional	\$900	\$1,000	x	x	
myUNFI Tier 2 Ad - Regional	\$500	\$600	x	x	
myUNFI Tier 3 Ad - Regional	\$350	\$450	x	x	
myUNFI Tier 1 Ad - National	\$1,650	\$1,800			x
myUNFI Tier 2 Ad - National	\$900	\$1,100			x
myUNFI Tier 3 Ad - National	\$600	\$800			x
myUNFI Sample Program	\$1,650	\$1,800			x
myUNFI Quarterly Sponsored Search & Banner Ad	\$2,500	\$3,250			x
myUNFI Annual Brand Page Banner	\$1,650	\$1,800			x
myUNFI Annual Custom Brand Page (1 brand)	N/A	N/A			x
myUNFI Annual Custom Brand Page (2+ brands)	N/A	N/A			x
Instagram Advertising	\$500	\$600			x
Instagram Quarterly Advertising	\$1,750	\$2,100			x
Facebook Advertising	\$1,250	\$1,350			x
AdViewer Digital Banner Ad	\$625	\$800	x	x	
AdViewer Digital Square Ad	\$250	\$375	x	x	
Email Marketing: Standard	\$2,000	\$2,100			x
Email Marketing: Premium	\$2,750	\$2,850			x
Seasonal	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Seasonal PreOrder: Half Page Ad & Line Listing - Regional	\$850	\$1,100	x	x	
Seasonal PreOrder: Half Page Ad & Line Listing - National	\$1,100	\$1,600			x
Seasonal PreOrder: Full Page Ad & Line Listing - Regional	\$1,100	\$1,350	x	x	
Seasonal PreOrder: Full Page Ad & Line Listing - National	\$1,600	\$2,100			x
Trailer Wraps	Rate	Rates are per:			
		Contract			
Trailer Wrap: Pay Printing/Install Up Front - 2 Years	\$13,000	x			
Trailer Wrap: Pay Printing/Install Up Front - 3 Years	\$15,000	x			
Trailer Wrap: Additional Year Option - Pay Printing/Install Up Front	\$3,000	x			
Trailer Wrap: Pay Printing/Install Over Length of Contract - 2 Years	\$15,000	x			
Trailer Wrap: Pay Printing/Install Over Length of Contract - 3 Years	\$17,000	x			
Trailer Wrap: Additional Year Option - Pay Printing/Install Over Length of Contract	\$3,000	x			
Showcase	Rate	Rates are per:			
		Showcase			
Full Table: UpNext Supplier	\$4,500	x			