

Mini-Circulars

Increase basket sizes and appeal to budget-conscious shoppers with a promotional feature in a monthly mini-circular.

- Stand-alone 4-page flyer slightly smaller than standard circulars: Circular - 11x10 / Mini - 8x10
- Items featured in circular at no additional cost
- Shelf-tags created for mini-circular brands
- Shared on UNFI Retailer Facebook page
- Complementary Instagram post
- Increased advertorial space

Option	UPC Allowance
Single Feature	Up to 1 UPC
Recipe Feature	Up to 2 UPCs
Half Page	Up to 2 UPCs
Full Page	Up to 4 UPCs
Full Mini (3 Pages & Cover)	Up to 16 UPCs

Artwork + Ad Copy Due Dates are Same as Circulars
(see previous page)

designed around
**MONTHLY
THEMES OR
SEASONS**

appeal to
**BUDGET-
CONSCIOUS
SHOPPERS**



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



DRIVE
SALE PRICE
ON SHELF



INCREASE
BRAND
AWARENESS