

# Monthly Specials

Offering monthly promotions and building your brand loyalty is essential to attracting new retail buyers and earning shelf space. Create an advantage in store with discounts available to price-sensitive shoppers.

Ways to promote your brand in Monthly Specials:

- Ads & Inserts
- Premium ad space on inside front or back covers
- Item Listing
- New Product Section + New & Now Listing

**6,500**  
books printed  
and shipped  
monthly



MULTI-  
CHANNEL  
EXPOSURE



INCREASE  
BRAND  
AWARENESS



DRIVE  
SALE PRICE  
ON SHELF



REWARD  
LOYAL  
CUSTOMERS

# MONTHLY SPECIALS

DC specific books printed and available digitally each month.

## Premium Ad Space

Ad location is important and securing placement on the inside front or back covers offer the highest exposure



## Item Line Listing

Offer a monthly discount and have your promo listed



## Ad Space

BW Ads and Color Inserts available throughout

## Artwork + Ad Copy Due Dates

Send brand logos, product images and ad copy by the deadline listed. All artwork should be print resolution or 300 dpi. Submit files to ads@unfi.com.

January	9/25/2024	April	12/24/2024	July	3/26/2025	October	6/25/2025
February	10/30/2024	May	1/29/2025	August	4/30/2025	November	7/30/2025
March	11/27/2024	June	2/26/2025	September	5/28/2025	December	8/27/2025