

2025 Supplier Marketing Programs



Retailer Advertising

Full Page Color Ad, 1-sided \$2,000/month without ad agreement

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Full Page Black & White Ad, 1-sided \$1,500/month without ad agreement

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

First to Market (New Products): 1-5 items \$500/month **6+ items** \$1,000/month

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

1 - 5 items 6+ items

Sales Initiatives

Sales Training \$1,500/session

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Please contact Jeanne Taylor at jtaylor@unfi.com to coordinate and schedule sales trainings

Regional Sales Consultant Meeting \$500/session

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Please contact Melissa Zawada at melissa.zawada@unfi.com to coordinate and schedule regional sales consultant meetings

Total \$

Ad Email

Company

Vendor #

Email

Phone

Name

SRM

Signature

Date

Save File and Submit Contract to your SRM

****Program details and rates subject to change.**

Your signature authorizes payment for programs indicated by supplier on this document. Supplier is responsible for submitting marketing materials by deadline and will be billed regardless if marketing materials are received. Unfulfilled programs do not roll over outside of contracted month. Rates will be billed via invoice deduction. If UNFI is not able to deduct, payment by check may be required. *Renewals will be automatic each year unless notified in writing (email) at least 10 days prior to renewal date.