



UNFI Annual Advertising Agreement

2025 Rates

Supplier's Legal Business Name

Supplier Remit Number

List all brands covered by this agreement

UNFI Supplier Merchandising Manager (SMM)

Advertising Agreement & Publication Effective Dates

Refer to the Benefits and Rates sheet.

EAST REGION Effective Dates

WEST REGION Effective Dates

Choose EAST REGION Program

Choose WEST REGION Program

All Annual Advertising Agreements include:

Unlimited Monthly Special Line Listings, New & Now Line Listings, and Full
Page New & Now Ads

Benefits per Level by AD Type

AAA Level		Annual Rate	TOTAL AD OPPORTUNITIES	Monthly Specials AD/INSERT	SEASONAL PRE- ORDER FULL PAGE REGIONAL AD	Seasonal PRE-ORDER FULL PAGE NATIONAL AD	Monthly Specials COVER AD	New & Now Full Page Ad	Hot Sheets	Line Listings (Monthly Specials, New & Now, and Seasonal)
	Elite	\$44,100/Year	26	17	1	1	1	3	3	UNLIMITED
	Diamond	\$33,075/Year	18	10	1	1	1	2	3	UNLIMITED
	Platinum	\$27,563/Year	14	7	1	1	1	2	2	UNLIMITED

Rates and benefits are subject to change at any time by UNFI during the Agreement. UNFI may add, delete or modify the benefits in response to industry trends, market conditions and/or other factors as determined by UNFI in its reasonable discretion. By signing this Agreement Supplier is agreeing to the following conditions:

- Supplier agrees to participate in the Annual Advertising Program at the level(s) indicated above. The quarterly fees specified above will be deducted quarterly (in accordance with the schedule on Page 2) by UNFI via invoice deduction. If UNFI is unable to deduct, payment by check may be required by Supplier.
- The first billing may be pro-rated based on the effective date. Thereafter billings will occur on a regular quarterly basis covering 3 months.
- Any changes to the ad levels or participation for an upcoming year must be communicated to your SM at least 30 days prior to the auto-renewal date of the Agreement. Any changes to levels during a contract year will require a new Annual Advertising Agreement. There are no pro-rated options for level decreases. Any decreases need to occur at the start of the next quarter and be accompanied by a new Annual Advertising Agreement. Upgrades to levels may be pro-rated with a new Annual Advertising Agreement.
- Single, Mini, and Basic levels are for qualified suppliers determined by UNFI only and have maximum annual purchasing thresholds based on the purchasing data of the preceding 12 month period. Suppliers will automatically be moved to the next applicable level when the threshold is exceeded. Upon achieving Agreement level & spending, automatic downgrades based on purchasing thresholds will not be processed without UNFI approval.
- The term of this Agreement will commence on each applicable effective date set forth above and will renew annually for 1 year renewal terms unless Supplier provides at least 60 days' notice period to the end of the applicable term that it does not want to renew. UNFI may terminate this Agreement at any time by providing Supplier with 60 days' prior written notice.
- Supplier is responsible for submitting all allotted ads during the applicable contract year. Unused ads DO NOT rollover into the next contract year.
- Any ads submitted that exceed the amount allotted will be charged an "A La Carte" Ad Insertion Fee. Fees can be found on the UNFI Supplier Support Site (<https://unfinc.zendesk.com/hc/en-us>).
- This Agreement supersedes an prior Annual Advertising Agreement executed by the Supplier.

Agreed / Accepted by:
(Supplier **Signature** Required)

Date:

Agreed / Accepted by:
(Print Supplier Name)

Broker Contact
Name:

Supplier E-mail address:

Broker Email:

Supplier Phone:

Broker Firm:

SMM Signature:

Broker Phone: