

Supplier's Legal Business Name

Supplier Remit Number

List all brands covered by this agreement

UNFI Supplier Merchandising Manager (SMM)

Annual Advertising Agreement & Publication Effective Dates

Refer to the Benefits and Rates sheet.

EAST REGION Effective Dates

WEST REGION Effective Dates

EAST REGION Level

WEST REGION Level

Your Quarterly Billing Amount

Please view Page 2 of your Annual Advertising Agreement ("Agreement") for a complete breakdown of rates and benefits

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 by: (Supplier
Signature Required):

Date:

Agreed by:
(Print Supplier Name):

Broker
Contact Name:

Supplier E-mail address:

Broker
Firm Name:

SMM Signature:

Broker Email:



Annual Advertising Program Benefits and Rates Per Region

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		TOTAL AD OPPORTUNITIES	Monthly Specials AD/INSERT	SEASONAL PRE- ORDER FULL PAGE REGIONAL AD	Monthly Specials COVER AD	New & Now Full Page Ad	Line Listings (Monthly Specials, New & Now, and Seasonal)	Max Purchasing Threshold
	Basic*	3	2	-	-	1	UNLIMITED	\$250,000
	Mini*	3	2	-	-	1	UNLIMITED	\$500,000
	Single*	4	3	-	-	1	UNLIMITED	\$750,000
	Lite	4	3	-	-	1	UNLIMITED	N/A
	Chrome**	5	3	1	-	1	UNLIMITED	N/A
	Bronze**	6	4	1	-	1	UNLIMITED	N/A
	Silver**	9	7	1	-	1	UNLIMITED	N/A
	Gold**	11	8	1	1	1	UNLIMITED	N/A

*Single, Mini, and Basic for qualifying suppliers determined and reviewed annually by UNFI

**Seasonal Pre-Order Advertisements may be swapped for another MS Ad/Insert

For Agreements Effective In:	Ads Can be Placed in:	Your Quarterly Billing Will Be In: *
JAN	JAN	JAN
FEB	FEB	JAN
MAR	MAR	JAN
APR	APR	APR
MAY	MAY	APR
JUN	JUN	APR
JUL	JUL	JUL
AUG	AUG	JUL
SEP	SEP	JUL
OCT	OCT	OCT
NOV	NOV	OCT
DEC	DEC	OCT

*Ad Agreements that start off-quarter will be pro-rated for that month and then billed on a regular quarterly basis

*For ad deadlines please refer to the program deadline calendar on Zendesk