

MONTHLY SPECIALS CATALOG

Advertising Opportunities & Specifications

DETERMINE AD TYPE

- Select one of the following:
 - Full page 1-sided b/w (grayscale) ad
 - 2-sided color insert

AD SPECS: 1-SIDED B/W (GRAYSCALE) AD

- Portrait format
- Page size: 8.375" x 10.875"
- Safe area: 7.625" x 10.125"
- Resolution: 300 DPI
- File formats: PDF or JPEG
- No bleeds
- Ads must be emailed to ads@unfi.com for approval

AD SPECS: 2-SIDED COLOR INSERT

- All color inserts must be printed with UNFI's printer. The link to the printer's color insert order website will be provided after the color insert is approved. Payment is due at time of order.
- Color inserts must be emailed to ads@unfi.com for approval
- Ad Specs:
 - Portrait format
 - Page size: 8.375" x 10.875" plus 1/4" bleed
 - Safe area: 7.625" x 10.125"
 - Include bleed when exporting file
 - Resolution: 300 DPI
 - File formats: PDF or JPEG

Not Permitted in Ads or Color Inserts

- UNFI logo
- Competitor brand names
- UNFI product/item numbers (UPC info is allowed)
- Discounts (Example: 25% off)
- Suggested retail prices
- "Case Stack" or "Line Drive"
- Ads may not direct customers to supplier's sales rep/department

2025 Ad Submission Deadline Dates

Publication Month	Deadline Date
January	September 25, 2024
February	October 30, 2024
March	November 27, 2024
April	December 24, 2024
May	January 29, 2025
June	February 26, 2025
July	March 26, 2025
August	April 30, 2025
September	May 28, 2025
October	June 25, 2025
November	July 30, 2025
December	August 27, 2025

Don't have an art department?

UNFI can design an ad for you. Email ads@unfi.com for info and rates. Requests must be received at least 2 weeks prior to ad deadline.