

2025 UNFI Marketing Program Rates

**** Rates and program details subject to change**

Annual Advertising Agreement (AAA)	Rate		Rates are per:		
			East	West	National
Annual Advertising Agreement: Elite	\$44,100		x	x	
Annual Advertising Agreement: Diamond	\$34,000		x	x	
Annual Advertising Agreement: Platinum	\$28,000		x	x	
Annual Advertising Agreement: Gold	\$22,050		x	x	
Annual Advertising Agreement: Silver	\$17,000		x	x	
Annual Advertising Agreement: Bronze	\$10,500		x	x	
Annual Advertising Agreement: Chrome	\$7,900		x	x	
Annual Advertising Agreement: Lite	\$5,600		x	x	
Annual Advertising Agreement: Single	\$4,000		x	x	
Annual Advertising Agreement: Mini	\$3,100		x	x	
Annual Advertising Agreement: Basic	\$2,100		x	x	
Monthly Specials	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Monthly Specials Item Listing (per Item/DC)	\$0	\$300	x	x	
Monthly Specials Ad/Insert	\$3,000	\$5,000	x	x	
New Product Section in Monthly Specials + New and Now Line Listing (per Item/DC)	\$0	\$1500	x	x	
New Products	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
New and Now Full Page Focus Ad	\$2,550	\$3,200	x	x	
New and Now Full Page Ad Insert	\$2,050	\$2,600	x	x	
New Item Webinar	\$4,400	\$5,400			x
New Product Intro Package - Regional	\$5,500	N/A	x	x	
New Product Intro Package - National	\$7,500	N/A			x
Consumer Advertising	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Circular Feature Item Single Category: 1-5 Circulars/year	\$3,950	\$6,100	x	x	
Circular Feature Item Single Category: 6+ Circulars/year	\$3,600	\$5,600	x	x	
Circular Additional Feature: Same Category	\$2,150	\$3,500	x	x	
Circular Product Profile	\$1,600	\$2,500	x	x	
Circular Family Feature: 2 Items Pictured	\$650	\$1100	x	x	
Circular Family Feature: 3 Items Pictured	\$900	\$1,400	x	x	
National Supplier Ad - Half Page	\$18,500	N/A			x
National Supplier Ad - Full Page	\$32,500	N/A			x
National Mini Circular (3 Pages & Cover)	\$65,000	N/A			x
National Mini Circular - Single Feature	\$12,500	N/A			x
National Mini Circular - Recipe Feature	\$15,000	N/A			x
National Mini Circular - Half Page	\$17,500	N/A			x
National Mini Circular - Full Page	\$25,000	N/A			x
Save Every Day (per Item/DC)	\$30	\$30	x	x	
Hot Sheets & Shippers/Pallets	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Hot Sheets Regional Feature	\$2,500	\$3,600	x	x	
Shippers/Pallets	\$1,450	\$1,700	x	x	
Digital Advertising Agreement (DAA)	Rate		Rates are per:		
			East	West	National
Digital Advertising Agreement: Platinum	\$35,000				x
Digital Advertising Agreement: Gold	\$27,000				x
Digital Advertising Agreement: Silver	\$20,000				x
Digital Advertising Agreement: Bronze	\$15,000				x
Digital Advertising Agreement: Lite	\$10,000				x
Digital Advertising Agreement: Basic	\$5,000				x
Digital Advertising	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
myUNFI Tier 1 Ad - Regional	\$1,800	\$2,000	x	x	
myUNFI Tier 2 Ad - Regional	\$1,000	\$1,200	x	x	
myUNFI Tier 3 Ad - Regional	\$700	\$900	x	x	
myUNFI Tier 1 Ad - National	\$3,300	\$3,600			x
myUNFI Tier 2 Ad - National	\$1,800	\$2,200			x
myUNFI Tier 3 Ad - National	\$1,200	\$1,600			x
myUNFI Sample Program	\$3,300	\$3,600			x
myUNFI Quarterly Sponsored Search & Banner Ad	\$5,000	\$6,500			x
myUNFI Annual Brand Page Banner	\$3,300	\$3,600			x
myUNFI Annual Custom Brand Page (1 brand)	\$15,000	\$17,000			x
myUNFI Annual Custom Brand Page (2+ brands)	\$12,500	\$14,500			x
Instagram Advertising	\$1,000	\$1,200			x
Instagram Quarterly Advertising	\$3,500	\$4,200			x
Facebook Advertising	\$2,500	\$2,700			x
AdViewer Digital Banner Ad	\$1,250	\$1,600	x	x	

AdViewer Digital Square Ad	\$500	\$750	x	x	
Email Marketing: Standard	\$4,000	\$4,200			x
Email Marketing: Premium	\$5,500	\$5,700			x
Seasonal	Rate w/ AAA	Rate w/o AAA	Rates are per:		
			East	West	National
Seasonal PreOrder: Half Page Ad & Line Listing - Regional	\$1,700	\$2,200	x	x	
Seasonal PreOrder: Half Page Ad & Line Listing - National	\$2,200	\$3,200			x
Seasonal PreOrder: Full Page Ad & Line Listing - Regional	\$2,200	\$2,700	x	x	
Seasonal PreOrder: Full Page Ad & Line Listing - National	\$3,200	\$4,200			x
Trailer Wraps	Rate		Rates are per:		
			Contract		
Trailer Wrap: Pay Printing/Install Up Front - 2 Years	\$13,000		x		
Trailer Wrap: Pay Printing/Install Up Front - 3 Years	\$15,000		x		
Trailer Wrap: Additional Year Option - Pay Printing/Install Up Front	\$3,000		x		
Trailer Wrap: Pay Printing/Install Over Length of Contract - 2 Years	\$15,000		x		
Trailer Wrap: Pay Printing/Install Over Length of Contract - 3 Years	\$17,000		x		
Trailer Wrap: Additional Year Option - Pay Printing/Install Over Length of Contract	\$3,000		x		
Showcase	Rate		Rates are per:		
			Showcase		
Full Table: UpNext Supplier	\$4,500		x		
Half Table: Under \$2.49M Supplier Volume	\$4,500		x		
Half Table: \$2.5-10M Supplier Volume	\$5,500		x		
Half Table: \$10M+ Supplier Volume	\$6,500		x		
Full Table: Under \$2.49M Supplier Volume	\$6,500		x		
Full Table: \$2.5-10M Supplier Volume	\$7,500		x		
Full Table: \$10M+ Supplier Volume	\$8,500		x		

Last updated 6/17/2025