



**EARTH
FARE** 
EST 1975
Your Healthy Supermarket

CONNECTING YOUR PRODUCTS TO OUR CUSTOMERS

With Earth Fare's multi-channel platform, there is a promotional program to fit every product and connect with every shopper. From printed materials to unique digital campaigns, customers are reached through effective avenues.

Our focus is on healthy innovation, first-to-market items, and making Earth Fare the key destination for unique dietary needs and healthy living.

OUR DIGITAL AUDIENCE

WEEKLY AD

22,000 weekly page visits

EMAIL NEWSLETTER

500,000 active subscribers

SOCIAL MEDIA (Facebook & Instagram)

56,000 followers

OUR LOCATIONS

18 LOCATIONS

**spanning across
7 states**

OUR CUSTOMERS

86%
AGE 35+

76%
COLLEGE
GRAD

72%
MARRIED

62%
FEMALE

36%
INCOME
\$100K+/YEAR

34%
WITH
KIDS

EMAIL NEWSLETTER

Sent every Wednesday & Friday

Feature	\$750	Single placement within body of email. Includes vendor provided image, item, price, and 25 words of copy. Actual image and copy will be at Earth Fare's discretion.
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EMAIL & RECIPE FEATURE

Email feature with click through to Earth Fare's recipe page.

Feature	\$1200	Includes 2 recipe features within body of email newsletter. Vendor to provide lifestyle images of featured recipes and up to 25 words of copy with each. Branded recipes will be featured on Earth Fare's recipe page for a minimum of 30 days.
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SOCIAL MEDIA

Brand specific post

Facebook Post	\$800	Includes vendor provided lifestyle image (preferred) and up to 50 words of copy. Actual image and copy will be at Earth Fare's discretion.
Instagram Post	\$800	Includes vendor provided lifestyle image (preferred) and up to 50 words of copy. Actual image and copy will be at Earth Fare's discretion.
Instagram Story	\$750	Includes vendor provided lifestyle image (preferred) and up to 50 words of copy. Actual image and copy will be at Earth Fare's discretion.

DIGITAL MARKETING BUNDLE

Curated especially for new products so you can efficiently activate your brand across all of our audiences. Items can be purchased separately.

<p>Profile Feature in Email Newsletter & Social Media Package</p> <p>Includes Social Media Bundle Facebook Post x1, Instagram Post x1, and Instagram Story (Up to 4 slides.) Includes single placement within body of Email Newsletter sent every Wednesday & Friday. Includes vendor provided image, item, price, and 25 words of copy. Actual image and copy will be at Earth Fare's discretion.</p>	\$2,500
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TV SEGMENT

Advertise your brand on a live TV segment. Earth Fare's Spokesperson will take your brand on air, whether it is a lifestyle segment or a cooking show.

Segment	\$1,500	Includes x1 3-5 minute cooking or lifestyle segment using featured product(s) and branding opportunities explaining product attributes. Earth Fare to share segment on Facebook after airing. Television stations and air date will be at Earth Fare's discretion.
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FRESH FORUM

Become a featured partner with Earth Fare's new monthly educational webinar series. The Fresh Forum is an opportunity to highlight your brand, discuss product attributes, advertise in store promos, and take part in a live Q&A session with attendees.

Forum	\$3,000	Includes x1 webinar feature, minimum of 30 minutes. Earth Fare to promote featured webinar across all channels, including email newsletter, Facebook, and Instagram. Promotion includes description of webinar, photo and bio of speaker, and co-branded graphics. Earth Fare will share the webinar link to all email subscribers after airing and will post to Earth Fare's YouTube channel.
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WEBSITE FEATURE

Sent every Wednesday & Friday

Feature	\$500	Brand and products featured on Earth Fare's homepage. Requires hi res jpg lifestyle image. Includes single placement within body of email newsletter with vendor provided image, item, price, and 25 words of copy. Actual image and copy will be at Earth Fare's discretion.
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VOICE AD

Feature	\$500	Includes production of x4 15-30 seconds scripts (provided by vendor) and runs for 4 weeks. Ads will air over the intercom in all Earth Fare locations and during on hold calls. Requires promotion.
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BI-WEEKLY FLYER

Published online and printed in-store

Main Body Feature (2 weeks)	\$1,500	Includes product image, price, savings, brand name, item name, size, & variety.
Profile Feature (2 weeks)	\$3,000	Includes quarter page feature with product image, price, savings, brand name, item name, size & variety.
Monthly Flyer Profile Feature (4 weeks)	\$5,000	Includes quarter page feature with product image, price, savings, brand name, item name, size & variety.
Flyer Split Box (Wellness Only)	\$800	Includes product image, price, savings, brand name, item name, size, & variety. Shared with one other brand in the same ad space.

IN-STORE DISPLAY & PROGRAMS

Please contact your Earth Fare Category Director for assistance in organizing creative displays in our stores.

MERCHANDISING OR MARKETING PROGRAM	GROCERY	WELLNESS	FRESH	MIN. DEAL
Wing or Side Stack Display	\$1200	N/A	N/A	Min. Deal 25%
Produce, Meat, or Specialty Cross Merchandising Display	\$1,200	\$1,000	N/A	Min. Deal 25%
Split End Cap Display	\$1,700	\$1,200	N/A	Min. Deal 30%
Full End Cap or Mass Display	\$3,000	\$2,000	N/A	Min. Deal 30%
Shippers	\$1,000	\$1,000	N/A	Min. Deal 25%
Quarterly Register Program (Fee Per SKU)	\$250	\$250	N/A	Minimum 4 wk. promotion & Min. Deal 20%
Annual Fixture/Rack Placement	\$5,000	\$5,000	\$5,000	N/A
Quarterly Daily Deal Promotion	N/A	N/A	\$1,000	N/A
Bundle Deal Promotion (Fresh is Quarterly)	\$500	\$500	\$1,000	Min. Deal 40%
Healthy Rewards Exclusive Promotion (Fresh is Quarterly)	\$100	\$100	\$1,000	Min. Deal 20%
New Item Tag (Fee per SKU)	\$100	\$100	N/A	N/A
Monthly Vendor Booklet	\$750	\$750	\$750	Min. Deal 20%
Monthly Vendor Booklet Full Page Feature	\$1,500	\$1,500	\$1,500	Min. Deal 20%
Monthly Hot Sheet	\$500	\$500	\$500	Min. Deal 20%

QUANTITY AND AVG. UNIT LIFT

Co-OP Type	Average Unit Lift
Flyer	60.66%
Digital Marketing Bundle	45.38%
Social Media	139.87%
Vendor Profile	120.47%
Weekly Email	82.08%
Cross Merch Display	98.11%
Full Endcap	93.99%
Split Endcap	83.49%
Mass Display	102.03%
Wing, Side Stack	92.92%
Shippers	81.96%