

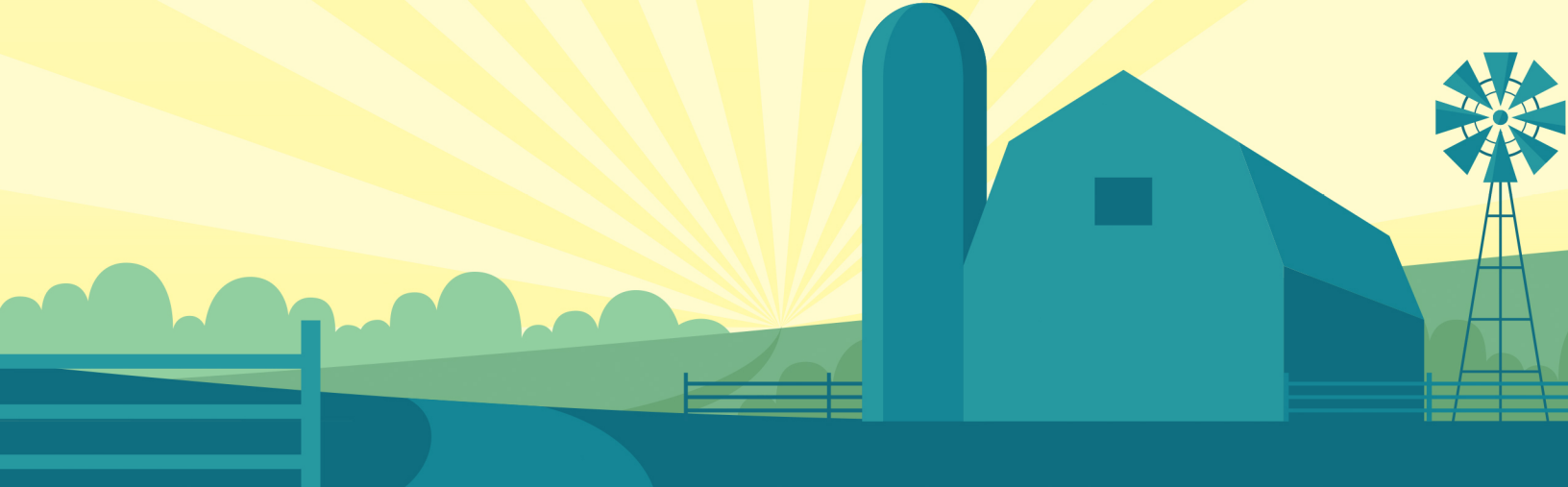


Garden Spot

FOODS

MEDIA KIT

2023



For over 35 years, Garden Spot Foods has been a major force in providing superior products to the health & wellness market. Working with both new & quality established brands, Garden Spot has played an integral role in helping many of its vendors grow from local, or even home-based, businesses into nationally recognized powerhouses. This is due not only to our extensive network of trusted wholesale & retail customers, but also to the excellent service & support we provide to each brand which we partner.

Our quarterly publications serve as the main tool to communicate new items and promotions to our customers, in addition to our complete product catalog. We provide our quarterly catalog both in print and online for maximum exposure.

Garden Spot Foods offers a wide variety of marketing, advertising, and design services to promote your brand and increase purchase consideration. We also have a robust sales organization that will partner with you to develop effective promotional strategies specific to your goals. Please look inside for a full list of Garden Spot's 2023 Marketing & Sales Opportunities.



CATALOG—DEALS

2023 Vendor Contact & Info

Company:		
Name (attn):		
Address line 1:		
Address line 2:		
City:	State:	Zip:
Email:		

Note: A printed version of our quarterly catalog will only be mailed when you are running a promotion and/or advertising in our catalog. An online version of our printed catalog is available.

PUBLICATIONS

Garden Spot Food prints four catalogs per year. All printed catalogs are also hosted online in a flippable book. Presell catalogs are online-only.

SALES

GSF's experienced sales team is excited to partner with you to drive trial & purchase of your products among our customers! We are always available to enhance your store-level efforts and are happy to assist with the creation of policies & promotional calendars to keep your items moving throughout the year.

Our dedicated team is happy to provide sales reports, approved customer lists, and personalized turnover forms as requested.

PRESELL PROGRAMS

GSF offers five seasonal programs per year: Valentine's Day - Easter - Summer - Fall/Halloween - Winter

Our seasonal presell programs run separately from our regular published quarterly catalogs, and are compiled into an online catalog with linked sell sheets. This is a great opportunity to introduce your seasonal/holiday themed items to our wholesale customers. Please note that our presell programs have advanced timelines (about 6 to 8 months prior to that season/holiday) and materials would need to be submitted by set deadlines, which will be provided by your GSF buyer.

PRODUCT ATTRIBUTES

Please let us know if your products fall into any of these attribute categories (product specific attributes can be confirmed at a later date). Your product must have claim on package or certified stamp.

<input type="checkbox"/> ORGANIC	<input type="checkbox"/> GLUTEN-FREE
<input type="checkbox"/> KOSHER	<input type="checkbox"/> NON-GMO
<input type="checkbox"/> VEGAN	<input type="checkbox"/> REFRIGERATED / FROZEN
<input type="checkbox"/> REFRIGERATED / FROZEN WITH SLACKOUT OR AMBIENT DATES -- List details below	
<input type="checkbox"/> OTHER -- paleo, keto, etc. Please list: _____	

GARDEN SPOT CONTACTS

Marketing Team: marketing@gardenspotfoods.com	Purchasing Team: purchasing@gardenspotfoods.com
New Products: contact your buyer	Phone: 717.354.4936

CATALOG—DEALS


2023 Advertising Rates & Specs

AD SPACE		RATES				AD SIZE	SPECS
		Q1	Q2	Q3	Q4		
KEY AD SPACE	Cover Highlight 4 Spots Available	\$200		\$200		N/A	Minimum of 300 DPI
	Inside Cover 2 Spots Available: Inside Front Cover - or - Inside Back Cover	\$400		\$450		LIVE AREA: 8.5"w x 10.75"h Quarter Inch Bleed	
	Back Cover 1 Spot Available	\$450		\$475			
INTERIOR AD SPACE	Full Page	\$325		\$375		7.5"w x 10"h	JPG or PDF format
	Half Page	\$275		\$325		7.5"w x 5"h	
	Quarter Page	\$140		\$160		7.5"w x 2.5"h	
	Single Block	\$75		\$95		3.5"w x 2.5"h	
	Double Block (vertical)	\$140		\$160		3.5"w x 5"h	
GSF DESIGN SERVICES		<p>\$65 / Hour (Billed in 1/2 hour increments)</p> <p>Select "GSF Designed" on Page 4 if you would prefer we create the ad for you. A final proof will be sent for your approval prior to being published in our catalog.</p> <p>Must provide logo, photos, and copy you'd like for the ad.</p>					

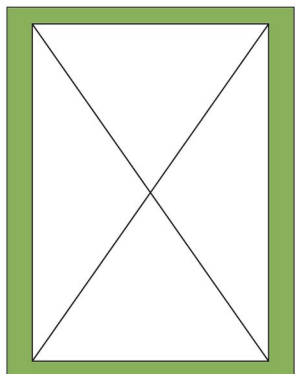
* Key ad spaces are not guaranteed placement; those spaces will be determined on a case by case basis. If selecting a key ad space, please also choose a backup ad space. Interior ad spaces are guaranteed and reserved for you.

*Ads are billed quarterly, after catalog is sent to the printer.

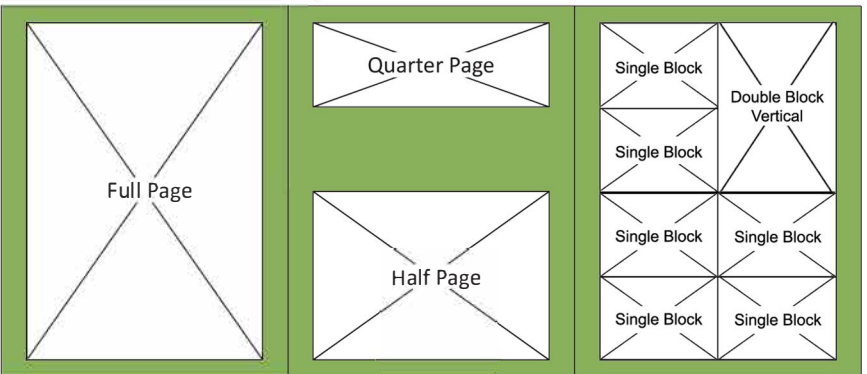
Cover Highlights*



Inside/Back Cover*



Interior Space*



*Placement suggestions only. Actual layout may vary.

Special Annual Advertising Packages

AD SPACE	SPECIAL RATES*	SAVINGS
PACKAGE 1: Full Page Ad in all four Deals & Delights	\$1,200	11%
PACKAGE 2: Half Page Ad in all four Deals & Delights	\$1,035	10%
PACKAGE 3: Quarter Page Ad in all four Deals & Delights	\$522	10%
PACKAGE 4: Single Block Ad in all four Deals & Delights	\$288	10%

* Participation in all contracted publications is required to receive special rates. Cancellation before package completion will result in vendor being retroactively charged full price for all ads run up to date of cancellation.



CATALOG + DEALS

2023 Vendor Contact & Info

Company Name:	Phone:
Contact Name:	Email:
Signature:	Date:

Catalog Issue	Promo & Ad Deadline	QUARTERLY PROMOTIONS				CATALOG ADVERTISING		
		Off Invoice Discount (%)	Month(s)	GSF Purchasing Buy In Dates	Products On Promo	Key Ad Space	Interior Ad Space	Ad Source
Q1	10/24/22		<input type="checkbox"/> January	12/15 - 1/15	<input type="checkbox"/> Line Drive <input type="checkbox"/> Applies to:	<input type="checkbox"/> Highlight <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover	<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page	<input type="checkbox"/> Vendor Provided <input type="checkbox"/> GSF Designed
			<input type="checkbox"/> February	1/15 - 2/15				
			<input type="checkbox"/> March	2/15 - 3/15				
			<input type="checkbox"/> No Promo for Q1					
Q2	1/23/23		<input type="checkbox"/> April	3/15 - 4/15	<input type="checkbox"/> Line Drive <input type="checkbox"/> Applies to:	<input type="checkbox"/> Highlight <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover	<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page	<input type="checkbox"/> Vendor Provided <input type="checkbox"/> GSF Designed
			<input type="checkbox"/> May	4/15 - 5/15				
			<input type="checkbox"/> June	5/15 - 6/15				
			<input type="checkbox"/> No Promo for Q2					
Q3	4/24/23		<input type="checkbox"/> July	6/15 - 7/15	<input type="checkbox"/> Line Drive <input type="checkbox"/> Applies to:	<input type="checkbox"/> Highlight <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover	<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page	<input type="checkbox"/> Vendor Provided <input type="checkbox"/> GSF Designed
			<input type="checkbox"/> August	7/15 - 8/15				
			<input type="checkbox"/> September	8/15 - 9/15				
			<input type="checkbox"/> No Promo for Q3					
Q4 <small>HOLIDAY EDITION</small>	7/24/23		<input type="checkbox"/> October	9/15 - 10/15	<input type="checkbox"/> Line Drive <input type="checkbox"/> Applies to:	<input type="checkbox"/> Highlight <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover	<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page	<input type="checkbox"/> Vendor Provided <input type="checkbox"/> GSF Designed
			<input type="checkbox"/> November	10/15 - 11/15				
			<input type="checkbox"/> December	11/15 - 12/15				
			<input type="checkbox"/> No Promo for Q4					

Interested in taking advantage of a Special Annual Advertising Package?

Check the desired box below & fill out the relevant information above. Any information not known at this time can be submitted at a later date, up to the stated deadline for that publication. All ads, ad materials, & promo information **MUST** be received by the stated deadline to guarantee a space.

<input type="checkbox"/> PACKAGE 1: Full Page Ad in all four publications Save 11% - \$300 per Quarter	<input type="checkbox"/> PACKAGE 2: Half Page Ad in all four publications Save 10% - \$258.75 per Quarter
<input type="checkbox"/> PACKAGE 3: Quarter Page Ad in all four publications Save 10% - \$130.50 per Quarter	<input type="checkbox"/> PACKAGE 4: Single Block Ad in all four publications Save 10% - \$72 per Quarter

Please send all files & information directly to marketing@gardenspotfoods.com

Advertising Terms & Conditions | By signing above, advertisers and their agents agree to the following conditions:

1. Ads are included at the discretion of Garden Spot Foods (GSF). GSF reserves the right to reject ads based on quality and/or content.
2. Advertisers and agencies assume liability for all contents (including text, representation, illustrations, claims) of advertisements, once approved.
3. Ads and ad materials **MUST** be received by the end of business day on the stated deadline. Failure to provide materials in a timely fashion may result in omission from the publication.
4. Final approval on GSF designed ads is only guaranteed when all materials are received by stated deadline.
5. No ad cancellations are accepted beyond 1 week prior to the stated deadline.
6. Failure to provide ad content does not count as a cancellation; ad space will be charged at full rate unless written cancellation is received.
7. Unless otherwise specified, buy in dates on applicable promotions are understood to extend from 2 weeks prior to the start of the promotional period through 2 weeks prior to the end of the promotional period.
8. Any invoices still outstanding 30 days after publication date will be subject to interest charges, as determined by GSF.



CATALOG—DEALS

2023 GSF e-Blast Marketing

Company Name:	Phone:
Contact Name:	Email:
Signature:	Date:

Garden Spot Foods e-Blast Marketing

DETAILS	RATE	SELECT MONTH(S)*			
• Featured email of only your brand	\$125 per e-Blast	<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
• Distributed to all GSF wholesale customers		<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
• Content shared across all GSF social media channels		<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

***We recommend scheduling your e-Blast to coordinate with the month you are on promotion for maximum impact.**

What is an e-Blast?

GSF e-Blasts are a great way to communicate with our wholesale customers. They are an extra step to get straight to the buyers inbox! Each e-Blast will highlight your brand and promotion (when applicable).

Requirements

Vendors must supply: high-res logo, image(s), copy and/or selling points to be included in e-Blasts. All material must be received 4 weeks prior to schedule deployment of e-Blast. If materials are not submitted, GSF reserves the right to use images and information we have on-file and/or from vendor's website.

Please send all files and information directly to marketing@gardenspotfoods.com

Scheduling

GSF e-Blasts are scheduled according to availability in the month(s) you've chosen, and at the discretion of GSF. If you would like to reschedule, please contact GSF immediately and we will do our best to accommodate your request.

Advertising Terms & Conditions | By signing above, advertisers and their agents agree to the following conditions:

1. Content is included at the discretion of Garden Spot Foods (GSF). GSF reserves the right to reject content submitted.
2. Advertisers and agencies assume liability for all contents (including text, representation, illustrations, claims) of content.
3. Content materials **MUST** be received by the end of business day on the stated deadline. Failure to provide materials in a timely fashion may result in omission or rescheduling of e-Blast.
4. Failure to provide content does not count as a cancellation; GSF will design the e-Blast with available content and run as scheduled.
5. Cancellation is only guaranteed when written notice is received. Cancellation requests must be submitted at least one week prior to scheduled e-Blast month.
6. Any invoices still outstanding 30 days after publication date will be subject to interest charges, as determined by GSF.



2023 The Gluten-Free Mall Advertising

Company Name:	Phone:
Contact Name:	Email:
Signature:	Date:

Gluten-Free Mail Featured E-Mail

DETAILS	RATE	SCHEDULING			
• Featured email of only your brand	\$175 per email	<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
• Distributed to all GFM retail customers: over 80,000!		<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
• Content shared across all GFM social media channels		<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

What is a Gluten-Free Mail Featured E-Mail

GFM Featured E-Mails are a great way to communicate with our GFM retail customers. They are an extra step to get straight to the customer's inbox! We currently have over 80,000 subscribed accounts to GFM, all customers that are looking for your unique gluten-free product! Each Featured E-Mail will highlight your brand and promotion (when applicable), as well as link to your products on www.glutenfreemail.com

Requirements

To take advantage of the GFM marketing & advertising opportunities, your products must have a gluten-free claim or certified gluten-free stamp on packaging. If your products are not currently included on the GFM and you would like them to be, please contact our marketing team.

Vendors must supply: high-res logo, image(s), copy and/or selling points to be included in GFM Featured E-Mail. All material must be received 4 weeks prior to schedule deployment of GFM Featured E-Mail. If materials are not submitted, GSF reserves the right to use images and information we have on-file and/or from vendor's website. Please send all files and information directly to marketing@gardenspotfoods.com

Scheduling

GFM Featured E-Mails are scheduled according to availability in the month(s) you've chosen, and at the discretion of GSF. If you would like to reschedule, please contact GSF immediately and we will do our best to accommodate your request.

Gluten-Free Mail Carousel Banner Ad

DETAILS	RATE	SCHEDULING			
• Rotating banner featured on The Gluten-Free Mall website.	\$300	<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
• Banners run the entire month you choose.		<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
• Excellent way to call attention to your products!		<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

Requirements

GFM Carousel Banner Ads are designed in-house. Vendor must provide: background image (the simpler the better), product images (transparent PNG), headline text and subhead text. Our in-house team will work with you to ensure we have accurate content when creating your banner.

Please send all files and information directly to marketing@gardenspotfoods.com

Advertising Terms & Conditions | By signing above, advertisers and their agents agree to the following conditions:

- Content is included at the discretion of Garden Spot Foods (GSF). GSF reserves the right to reject content submitted.
- Advertisers and agencies assume liability for all contents (including text, representation, illustrations, claims) of content.
- Content materials **MUST** be received by the end of business day on the stated deadline. Failure to provide materials in a timely fashion may result in omission or rescheduling of Featured E-Mail.
- Failure to provide content does not count as a cancellation; GSF will design the Featured E-Mail with available content and run as scheduled.
- Cancellation is only guaranteed when written notice is received. Cancellation requests must be submitted at least one week prior to scheduled Featured E-Mail month.
- Any invoices still outstanding 30 days after publication date will be subject to interest charges, as determined by GSF.



CATALOG—DEALS

2023 Vendor Sales Tools

Vendor Policies & Promotional Calendars

In a competitive market, it is very important to create a plan to get your products “in the door” of new retailers. Through a quick phone conversation, we can walk you through the many promotional opportunities available. In addition to quarterly published promotions, we also offer New Placement Deals, Case Stack Deals, and Unpublished Promotions to help ensure greater shelf placement and sales velocity. We have a comprehensive Vendor Policy Workbook detailing all our programs, which we can review with you and help you complete.

Whenever possible, the optimal scenario is to develop and implement an Annual Promotional Calendar, which we can assist in this effort. Steps such as completing this Media Kit with scheduled quarterly promotions, advertising, and communicating seasonal plans and programs well in advance, help our sales team leverage your products to our retailers. We record your scheduled quarterly promotional plans in our Annual Master Promotion Calendar and share this information internally with our Sales and Purchasing teams to effectively execute.

Customer-Specific Advertisements & Promotions

As you build a retail customer base through Garden Spot Foods, opportunities may be available to create promotions tailored to specific accounts. GSF's Sales & Purchasing teams work closely with our Key Accounts to link our vendor partners with their promotional and advertising opportunities throughout the year. Through our Sales Movement Reports you may review the list of retailers offering your items and in turn offer these accounts additional promotions and incentives.

Sell Sheets

An informative & well-designed sell sheet is one of the most important tools our sales team will use to present your products to Key Accounts and our wholesale customers. To ensure we have all the information we need right at our fingertips, we ask that you provide us with the following for all items carried by Garden Spot Foods

- High Quality Product Images (in JPEG or PNG format)
- Ingredients & Nutrition Panels
- UPC's & Barcodes
- Confirmation of Product Attributes (our team will reach out to confirm what we have on file)

Customer Contact Lists & Personalized Turnover Forms

No one knows your product or brand better than you do! When you request to receive a copy of GSF's Top Customer List, you can become an active participant in the promotion of your products! This information will allow you to contact our stores directly via phone or by sending flyers, samples, or mailers. Along with our Top Customer List, we also send a personalized Turnover Form containing information for ordering from GSF - such as GSF item numbers and product pricing - so you can easily make a sale over the phone. The rest is simple; just send the form back to us and our sales team will complete the order.

Additional Sales Tools

One of the most important parts in maintaining and growing a successful business is awareness of who is purchasing your products, how much, and how often. For the first year you partner with GSF, we provide monthly Sales Movement Reports free of charge. These reports will detail accounts who purchased, how many units per SKU, and dates purchased. The reports allow you to track important historical sales data to update your website store locator information, as well as identify new accounts or those who haven't ordered recently. After the first year of partnering with GSF, Sales Movement Reports are provided on a quarterly basis. Should you wish to continue receiving these reports on a monthly basis, a \$25/year fee will apply.

**For more information about these or any sales opportunities, please contact the marketing department:
marketing@gardenspotfoods.com**