



Prospective Vendor Data Sheet

Vendor Name: _____

Contact Name: _____

Phone Number: _____ Fax Number: _____

E-Mail Address: _____

Mailing Address: _____

Shipping Address: _____

Website: _____

Marketing Programs

Please check all that apply:

- Trunk Stock Programs Plus One Deals Customer MCB's Cooperative Social Media Marketing
- Consumer Flyer Program Co-op Advertising Spiff/Incentive Programs Rebate Programs

Other: (Please Describe) _____

Please list the distributors you are established with:

East Coast: _____ West Coast: _____

Are you currently selling direct? Yes No

If so, to whom? Retailers Consumers Pharmacy Gyms Other _____



New Vendor Submission Form

(Terms below do not represent an agreement between both parties)

Distributor pricing of _____ % off of stated wholesale.
(Minimum percentage is 40%.)

Additional Introductory Discount of _____ % for the first _____ days.

Payment terms of _____

Pre-paid freight on shipments; Freight minimum is _____

Guaranteed sale of product in writing: Yes _____ No _____

Guaranteed sale of product is to be defined as the following: Muscle Foods USA will distribute prospective vendor product line based on above terms and conditions. If at any point in the business relationship, either Muscle Foods USA or manufacturer is dissatisfied with product sales, unsold product(s) will be returned to the manufacturer at the expense of the party requesting termination. The manufacturer will reimburse Muscle Foods USA for all unsold merchandise returned in the form of a company check made payable to Muscle Foods USA, or Muscle Foods USA will take a deduction from any open accounts payable.

Insurance

Copy of Product Liability Insurance: Yes _____ No _____

(We cannot establish vendors without Product Liability Insurance.)

Advertising commitment

A minimum commitment of 2 issues is required for each product line. The 2 mandatory ads must be placed in the 2 issues following the approval to add the vendor. The remainder of ads will be left to the discretion of the vendor. The Muscle Foods USA Retail catalog is published quarterly and is available the first day of January, April, July & October.

Proposed Ad Commitment

New Vendor Ads _____
(2 are mandatory)

Additional months _____



Important information about our Print and Digital Advertising Program.

Thank you for your continued support of our Print and Digital Advertising program. The Muscle Foods USA catalog has long been a vital sales tool for our sales representatives and has a direct impact on the success of the brands we distribute. Brands who support our advertising efforts receive the exclusive opportunity to participate in spiffs, specials, sales contests, and in house group training opportunities. Catalog participants are also given the opportunity to work with the Muscle Foods USA management team to put together custom sales approaches for the launch of new innovation and brands.

In addition to our “best in class” catalog advertising, we have created attractive Social Media traction to further boost the relevance of your brand within targeted markets.

Our comprehensive advertising mechanism can be custom tailored to fit the needs of all brands, within all industry channels. The more in depth interaction with our marketing department, the more MFUSA can help increase brand awareness and sales.

***NEW Advertising Programs**

Package 1:

Advertise 2 or more pages, receive the following:

- Boosted social media giveaways weekly for 1 month
- + 1 newsletter promoting your brand and products

*Ads must be paid at full price to receive this deal, discounts do not apply

Package 2:

Advertise 5 or more pages, receive the following:

- Boosted social media giveaways weekly for 3 months
- 3 newsletters promoting your brand and products
- 3 month banner on MFUSA website

If you have not booked yet for the Catalog, please contact Jessica Ferrise to get your placement in now. Call 877.444.4872 or e-mail jessicaf@musclefoodsusa.com

The Rate Card Contract is attached with ad spec size and material due dates, please contact us with any questions you may have.

*Important Notice: Artwork and Contracts need to be sent in by Material due date. The Material due date is on your rate card and multiple reminders are sent to our vendors every qtr. *Failure to submit contracted ad materials by the due date may result in Muscle Foods USA reserving the right to substitute materials as may be required. In this instance, the advertiser will remain responsible to Muscle Foods USA for the contracted monies due regardless of materials used and catalog ad position.



Muscle Foods USA 2018 Catalog Rate Card - Insertion Order

This form confirms ad placement. It **MUST** be returned before the ad closing date.

100 Keystone Industrial Park Rd. Suite 1B, Dunmore, PA 18512 FAX 570-800-5933 jessicaf@musclefoodsusa.com

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POSITION	POSITION CODE	RATE
Front Cover - Retail	FC	\$2,500
Inside Front Cover - Retail	IFC	\$1,750
Back Cover - Retail	BC	\$2,500
Inside Back Cover - Retail	IBC	\$1,750
Page 1 - Retail	P1	\$1,750
Inside Page	P	\$1,250
Front Cover - Wholesale	WFC	\$2,000
Back Cover - Wholesale	WBC	\$2,000
Inside Front Cover - Wholesale	WIFC	\$1,500
Logo on Mailing Packet	LOGO	\$250
Catalog + Digital Package	Pk1 or Pk2	Call for Details

AD SPECS
Trim Size: Single Page - 8.5"w x 11"h with an 1/8" bleed around all four sides.
Trim Size: 2 Page Spread - 17"w x 11"h with an 1/8" bleed around all four sides.
*Please keep all copy 3/8" from trim size.

***Premium Positions on first come, first serve basis. Please contact Jessica before booking prime spots.**
To give all of our vendors a chance at premium positions we may not honor annual commitments of premium placement.

ISSUE	# Pages	Position (use above code)	Rate	MATERIAL DUE DATE
Q1 2018: January - March				DECEMBER 1st, 2017
Q2 2018: April - June				MARCH 2nd, 2018
Q3 2018: July - September				JUNE 1st, 2018
Q4 2018: October - December				SEPTEMBER 3rd, 2018

Please Clearly Print All Information

Company Name: _____

Contact Person: _____

E-mail Address: _____

Phone Number: _____ FAX: _____

Signature of Representative: _____

Please Note:

Deduction/Payment is not due until issue is printed and mailed!

Notice: All ads must have the correct Muscle Foods USA logo with the correct proportion and color. If the ad is on a dark background the logo should be all white. Please e-mail jessicaf@musclefoodsusa.com for our logos.
***Ads may not include points of purchase other than Muscle Foods USA.**

Acceptable Media: We accept ads via e-mail or through your companies ftp site. PDFs are the preferable format, but contact us if you need to send a different format.

Disclaimer: Muscle Foods USA reserves the right to refuse advertisements deemed unsuitable for publication in our catalog. *Failure to submit contracted ad materials by the due date may result in automatic cancellation of any/or all reserved ad space. In this instance, Muscle Foods USA reserves the right to use substitute materials as may be required and advertiser will remain responsible to Muscle Foods USA for the contracted monies due regardless of materials used and catalog ad position.