



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

Additional Required Paperwork:

Copy of W9.

Copy of Certificate of Liability Insurance.

(We cannot establish vendors without all of the above.)

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. Muscle Foods USA Vendors are expected to advertise a **minumum of 2 qrts per year**. 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)

*Please fill out the attached Catalog Rate Card and send in with these forms, you will be contacted by Jessica Ferrise with advertising information. If you have any questions regarding the catalog, please contact jessicaf@musclefoodsusa.com



MUSCLE FOODS USA

marketing@musclefoodsusa.com

MFUSA 2024 Catalog Rate Card - Insertion Order

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

MFUSA Quarterly Catalog:

| POSITION | POSITION CODE | RATE |
|--------------------|---------------|--------|
| Front Cover | FC | \$3000 |
| Inside Front Cover | IFC | \$1750 |
| Page 1 | P1 | \$1750 |
| Inside Back Cover | IBC | \$1750 |
| Back Cover | BC | \$2500 |
| Inside Page | P | \$1250 |

MFUSA On The Go Catalog:

| POSITION | POSITION CODE | RATE |
|--------------------|---------------|--------|
| Front Cover | OTGFC | \$2500 |
| Inside Front Cover | OTGIFC | \$1750 |
| Page 1 | OTGP1 | \$1750 |
| Inside Back Cover | OTGIBC | \$1750 |
| Back Cover | OTGBC | \$2500 |
| Inside Page | OTGP | \$1250 |



AD SPECS:

8.5" w x 11" h w/ an 1/8" bleed around all four sides. Keep copy 3/8" from trim size.

2pg spread: 17" w x 11" h w/ an 1/8" bleed around all four sides. Keep copy 3/8" from trim size.

Save artwork as a 300dpi CMYK PDF

| ISSUE | # Pages | Position (use above code) | Rate | Material Due Date |
|----------------------------|---------|---------------------------|------|--------------------|
| Q1 2024: Jan - March | | | | December 6th, 2023 |
| Q2 2024: April - June | | | | March 6th, 2024 |
| OTG 2024: May - Oct | | | | April 10th, 2024 |
| Q3 2024: July - Sept | | | | June 5th, 2024 |
| Q4 2024: Oct - Dec | | | | Sept 6th, 2024 |
| OTG 2024-2025: Nov - April | | | | Oct 9th, 2024 |

Premium Positions on a first come, first serve basis. Please contact jessicaf@musclefoodsusa.com before booking prime spots.

Please Clearly Print All Information

Company Name: _____

Contact Person: _____

E-mail Address: _____ Phone #: _____

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 otherwise use our full color logo.

***Ads may not include points of purchase other than Muscle Foods USA**

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.