

# TELEVISION ADVERTISING

Television is the top medium in terms of reach and impact. It has the unique ability to both build your brand and generate in-store traffic. Due to these qualities, television accounts for the largest share (43%) of all advertising spending.

Negotiating and placing television schedules is a relatively complex process for individual retailers. UNFI has the experience to make the process go smoothly and to produce results.

## Get the Most From Your Television Investment

UNFI has extensive experience in negotiating with TV stations and cable systems across the country. We have access to Nielsen ratings and other research tools to insure the right stations/programs are purchased and that costs are in-line with audience size. We also have sophisticated software that we use to manage the overall process and to track schedules and audience delivery. Since audience size can fluctuate greatly from program-to-program, we provide tight stewardship to insure you get what you pay for.

## Television Works

Television is the number one advertising medium due to its:

- Impact generated through sight, sound and motion
- Delivery of high reach
- Opportunity to run in nationally or locally produced programming
- Ability to provide market-wide coverage via broadcast TV
- Ability to cover specific locations with cable and digital platforms

## Let UNFI Manage Your Television Advertising

Television can deliver high impact exposure for your business. However, unless managed properly, it can be a complicated and expensive process. Let UNFI use our experience and tools to insure a strong return on your television investment.

## RETAIL MARKETING



## WHY CHOOSE UNFI?

- Experienced placing retail schedules that reach the right audience
- Access to Nielsen ratings and other research to insure you get what you pay for
- Sophisticated software to assist us in managing the overall process

## FAST FACTS



On average, people watch over 4 hours of TV a day

TV reaches 95% of adults on a weekly basis

TV accounts for 43% of all advertising spending

## [SIGN UP TO LEARN MORE](#)

Some services may not be available in international markets.

Questions? [PSSales@UNFI.com](mailto:PSSales@UNFI.com)

Browse more value-creating business solutions at [services.unfi.com](http://services.unfi.com) or [view our brochure](#).

