promopoint

Extra Savings

AD CREATIVE & PRODUCT PHOTO SPECIFICATIONS

2025
rev 10/30/24

Extra Savings

Submitting your Extra Savings ad is as easy as
1-2-3!

STEP 1

YOU design the **CREATIVE HEADER**.
- Promopoint reserves the right to edit as needed.
- Creative must adhere to Publix's general co-branding guidelines.
- Approval is at the discretion of Publix.

STEP 1

STEP 2

STEP 3

2 for 4⁰⁰ Dunkin' Iced Coffee 13.7-oz or Cold Brew 9-oz your choice

2 for 10⁰⁰ Dunkin' Iced Coffee 4-pk. your choice

5⁹⁹ Dunkin' Coffee 10-12-oz, 10-ct. K-Cup Pods or Cold Brew Coffee Packs 8.46-oz your choice

19⁹⁹ Dunkin' Coffee 32-ct. K-Cup Pods your choice

STEP 2

YOU gather the individual product shots to be used for each offer **(4" tall or wide at 300 dpi.)**
Or tell us to pull them from a specific previous Extra Savings or Promopoint program. See the following pages for additional product shot specifications and notes.

STEP 3

YOU send us your files from Steps 1 and 2 and **WE'LL** assemble the ad layout.
We'll take the ad creative and the product shots you provide and lay them out in the pre-specified Publix template and send it back to you for your approval.

See the following pages for guidelines and emailing/upload instructions. ➡

CREATE YOUR CREATIVE HEADER ART

PROGRAMS ACCEPTED

- Adobe InDesign, any version
- Adobe Photoshop, any version
- Adobe Illustrator, any version

REQUIRED FORMATS (include fonts and support files for all)

- Send your header **3 ways:**
  1) A high resolution JPEG or PDF saved at Press Quality settings or higher
      AND
  2) All the original editable files created from any of the programs
      listed above, including fonts and support files.
      AND
  **3) Include a version of the original editable files WITH FONTS
      CONVERTED TO OUTLINES.**
- If sending Photoshop file, save header at 300 dpi at 100%

GUIDELINES FOR USING THE TEMPLATES

- Choose the correct template on the following pages based on the
  size you reserved and the number of offers you will be running.

- Once the number of offers is determined, use the
  appropriate template specs to build your ad creative.

CREATIVE HEADER
This is where your main message/imagery goes. The size you see on the
dimensions will be the exact visible area that prints, so be sure to keep all
readable text or important creative imagery in this area. Bleeds are not
needed.

EDITS
- Promopoint reserves the right to make edits as needed.
- Creative must adhere to Publix's general co-branding guidelines.
- Approval is at the discretion of Publix.

PREPARE YOUR OFFER PRODUCT SHOTS

- Please submit all individual product photos to be used with your offers and coupon (not group shots). If images should be pulled from a previous Extra Savings, please let us know.

A) Submit images with product 4" tall or wide at 300dpi
- Submit as high resolution JPEG, EPS, PSD or TIFF. **NOTE: Any image with product under 2" at 300 dpi will be rejected)**,

B) ADD OUTLINES/CLIPPING PATH
- Please **include outlines/clipping path** OR have product on a **transparent layer with no background**.

C) DO NOT INCLUDE SHADOWS/REFLECTIONS
- Please **DO NOT include shadows or product reflections**. If they are included on the file, they **MUST be on a separate layer**.

UPLOAD YOUR FILES TO US

Upload your files with your submission on the Extra Savings Portal.

In certain cases it may be necessary to send your files with alternate methods. In those cases, please **use your large file upload program of choice** (must not require us to create an account or download the service) and send files/link to Shammi.Hoque@promopoint.com. If you don't have a system for transferring large file in place, you can go to **www.wetransfer.com** and upload files up to 2GB. It's fast, simple and free. No need to sign up or use passwords.

NOTE: your files/links MUST be able to be opened from anyone at Promopoint. Do NOT send them with access for ONLY one person.

PRODUCT SHOT SELECTION

SINGLE IMAGE - PUBLIX GUIDELINE

- Publix prefers only **ONE** single product image be used on each offer.
- The selected item should be the **best-selling item** in the ad group that meets distribution standards.
- Line extensions or multiple flavors/scents are **NOT** allowed.

Acceptable	Not Acceptable	Acceptable	Not Acceptable

MULTIPLE IMAGES

- Multiple images may **ONLY** be shown (3 maximum) if they are different brands or different package types on sale within the same allocation.
- Examples of package type variations are: bags, bottles, pumps, sprays, cans, boxes, tubes, etc.

Examples of acceptable multiple image compositions:

different package types	different package types	three different brands	three different brands

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PUBLIX ICONS

Icons

ONLY ONE icon can be shown on any offer.

No icons can be shown in creative headers except the USDA Organic logo.

Publix New icon is not permitted for use in Extra Savings.

New items can **NOT** be called out in header art, headlines or text.

DO NOT USE "AVAILABLE AT PUBLIX" LOGO IN CREATIVE HEADER

- This is a Publix program, therefore the "Available at Publix" logo is not needed in the creative header.

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BEST DESIGN PRACTICES

DESIGN OBJECTIVES

- Try to use white or light backgrounds with no hard edges (see A, B and E below).
- If having a background image is unavoidable, try to use light backgrounds and/or leave some or most edges white (see B, D and F below).
- If a larger background is used, try to have soft edges, light colors, or white/light areas (see C below).
- Do not show alcohol or any imagery that may imply alcohol.
- New items can **NOT** be called out in header art, headlines or text.

RECIPES ARE NO LONGER ALLOWED IN CREATIVE HEADERS. You can link to recipes using a QR code or listing a web address.

EXAMPLES OF CREATIVE HEADER DESIGN

A

Savings for schooltime.

7⁹⁹
MaraNatha Almond Butter or Spread
12-13-oz
your choice

19⁹⁹
Frito-Lay Mega Size Mix
42-ct.
your choice

2 for 4⁰⁰
FitAid, FocusAid, PartyAid, ImmunityAid or LifeAid
12-oz
your choice

6⁹⁹
Catalina Crunch Cereal
9-oz
your choice
gluten free

2 for 4⁰⁰
Zephyrhills Brand Natural Spring Water
12-pk. 8-oz
(in select stores)

10 for 10⁰⁰
Fage Yogurt
5.3-7-oz
your choice

B

Make Back-to-School More Rewarding
Get $10 off Instantly with MFR Digital Coupon Below

BAND-AID® is a registered trademark.
Use products only as directed. © JJCI 2024

C

Go ahead, lick the spoon.

To view this recipe and more, visit **verybestbaking.com**
2020 Nestlé

D

SO MANY WAYS TO DUNKIN'

2 for 4⁰⁰
Dunkin' Iced Coffee 13.7-oz or Cold Brew 9-oz
your choice

2 for 10⁰⁰
Dunkin' Iced Coffee 4-pk.
your choice

5⁹⁹
Dunkin' Coffee 10-12-oz, 10-ct. K-Cup Pods or Cold Brew Coffee Packs 8.46-oz
your choice

19⁹⁹
Dunkin' Coffee 32-ct. K-Cup Pods
your choice

© 2020 DD IP Holder LLC.

E

PLANT-POWERED STRENGTH

MUSCLE MILK is a registered trademark of CytoSport, Inc. ©2024 CytoSport, Inc.

F

Thank you, Mom, for the gift of self-esteem

Discover the Dove Self-Esteem program at Dove.com/selfesteem

BEST DESIGN PRACTICES

USE OF PRODUCT PHOTOS IN CREATIVE HEADER

- If product images are shown in your creative header, they must be products which are included in your price point, coupon or digital coupon offers in the Extra Savings program.
- Brand logos can be included, even if the items aren't on sale in Extra Savings.

Correct Use

Incorrect Use

NOTE: 32-oz Creamer image can NOT be shown unless it is currently on sale in Extra Savings.


- Pre-approval is required from Buyer/CM for any exceptions.

PROOF APPROVAL KEY

PINK CIRCLE

MISSING PHOTOS

If you see a pink circle with "MISSING PHOTOS" on the layout above, it means we were provided low resolution images or not sent product images for that offer. Please provide high resolution 300dpi files to Promopoint.

BLUE BOX

HI REZ CREATIVE STILL NEEDED:
CREATIVE SIZE: w" x h"
No bleed needed.
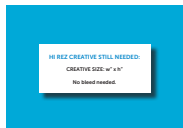
If you see a blue box on the layout with "HI REZ CREATIVE STILL NEEDED" and dimensions on it, it means we have not received your creative header art. Please provide high resolution 300dpi final art to Promopoint.

CREATIVE HEADER

CREATIVE STILL NEEDED:
CREATIVE SIZE: w" x h"
No bleed needed.
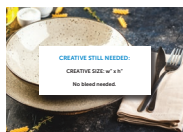
If you see art in the creative header area but it has "CREATIVE STILL NEEDED" and a box with dimensions on it, it means we were sent your creative at the wrong size, a temporary placeholder, a low resolution version or the size has changed since your original submission. Please provide high resolution 300dpi final art to Promopoint.

Below are examples of the CREATIVE STILL NEEDED boxes which will give a more detailed explanation of your particular situation:

CREATIVE HEADER STILL NEEDED
No creative file was provided.
Please provide 300dpi file at size below:

CREATIVE SIZE: 00"w x 00"h
No bleed needed.

CREATIVE HEADER STILL NEEDED
New art is required due to:
wrong size, low resolution, content change required or
new size is required due to offers being added or removed.
Please provide 300dpi file at size below:

CREATIVE SIZE: 00"w x 00"h
No bleed needed.

CREATIVE HEADER "OFFER" SPECS

Upload Receipt and Earn Rewards Offer (in Creative Header)

Publix does not participate in programs that are offered to a competitor within the Publix market unless otherwise pre-approved by Buyer/CM.

All offers in the creative header where uploading a receipt to earn rewards is required **MUST** contain the following items.

1) Clearly explain the offer in this format:
Get $X Reward (or Gift Card if appropriate) When You Spend $X on Participating Products

2) Add a section that clearly explains each step, including visual icons:
Typically this will require 3 simple steps and you can use icons of your choosing.

A) First step is the "Buy" section headline with the $ amount required in smaller text underneath.

B) Second step is the "Upload" section headline with the email address to upload receipts to in smaller text underneath.

C) Third step is the "Get $X" section headline with the amount they get and the appropriate way they get it (gift card, promo code, etc.) in smaller text underneath.

3) Dates: Do **NOT** include dates on your creative header **UNLESS** your offer dates differ from the Extra Savings dates. If they differ, valid date ranges must be included.

NOTE: Products shown **MUST** be items on sale in Extra Savings at the time the ad runs.

NOTE: Use fonts, colors and icons of your choosing to match your layout.

GET $XX REWARD
WHEN YOU SPEND $XX*
on participating products**

SCAN FOR FULL DETAILS

BUY
$XX OF
PARTICIPATING ITEMS

UPLOAD
YOUR RECEIPTS TO
WWW.EARNREWARDS.COM/
DIGESTIVEHEALTH

GET $XX
AS A GIFT CARD
OR PROMO CODE

*Must be a legal U.S. or D.C. resident and at least 18 years old or age of majority. Limits and restrictions apply.
**Visit www.EarnRewards.com/DigestiveHealth/Details for full offer details. Use products only as directed. © J&JCI 2022

Digital Coupon Reward Offer

These programs/offers require pre-approval from Publix.

All offers in the creative header where you earn $X Digital Coupon Reward When You Spend $X **MUST** contain the following items.

1) Clearly explain the offer in this format:
Earn a $X Digital Coupon Reward When You Spend $X
Include text clarifying the offer is good on a single transaction or over multiple transactions.

2) Add a section that clearly explains each step, including visual icons:
Typically this will require 3 simple steps and you can use icons of your choosing.

- **A)** First step is the "Enroll" text which must include a QR code that links to a page to enroll in the program.
- **B)** Second step is the "Shop & Earn" text and icon.
- **C)** Third step is the "Redeem" text and icon.

Any further description, terms or information can be placed in smaller text underneath this section.

3) Dates: Valid offer period for the program must be included.

NOTE: Use fonts, colors and icons of your choosing to match your layout.

Spoonable Rewards!
We're Back!

Earn a $5 Digital Coupon Reward When You Spend $15
during a single transaction or over multiple transactions.

ENROLL   SHOP & EARN   REDEEM

Enjoy your $5 reward on your next purchase of $5 or more at your local Publix.
Scan the QR code above or enroll at **Spoonableperks.com**
and start shopping to earn your reward!

*Offer Period 12/26/23-2/20/24.
Qualifying purchase can be made in multiple transactions with Club Publix account number
entered on keypad at checkout. Offer available while supplies last.

CREATIVE HEADER "OFFER" SPECS

Creative Header Text Refers to a Digital Coupon Below it in the Ad

These programs/offers require pre-approval from Publix.

All ads in which the creative headline text lists the value of the offer **MUST** follow the rules below:

1) Offer MUST say "with MFR Digital Coupon":
This should be in smaller text compared to the "Save" value. Valid dates should not be mentioned.

2) Only mention the "Save" value in the headline, DO NOT mention the rest of the offer:
Make this bold and/or larger to make it stand out. **DO NOT** list participating products here.

3) Participating Products (in Offer):
When you submit your offer, listing participating products/brand names is **OPTIONAL**. If they are not listed, offer wording will include "(scan QR code for participating products)".

4) Participating Products (in Creative Header):
Participating products/brand names are **OPTIONAL** to have in the creative header as text or with logos, but if used they must be in an area separate from "Save" value headline, such as the bottom.

NOTE: Use fonts, colors and icons of your choosing to match your layout.

NOTE: DO NOT use the word "Instantly" in your headline text, it is no longer allowed.

NOTE: Do not use the MFR digital coupon QR code in the creative header. If a QR code is used it must be for something such as a program description, more info, recipes, etc.

EXTRA SAVINGS PROGRAM

DIMENSIONS

Dimensions provided are designed to
the maximum amount of offers that
will fit space.

**ONLY the ad configurations on
the following pages can be used.
No other configurations or offer
quantities are allowed.**

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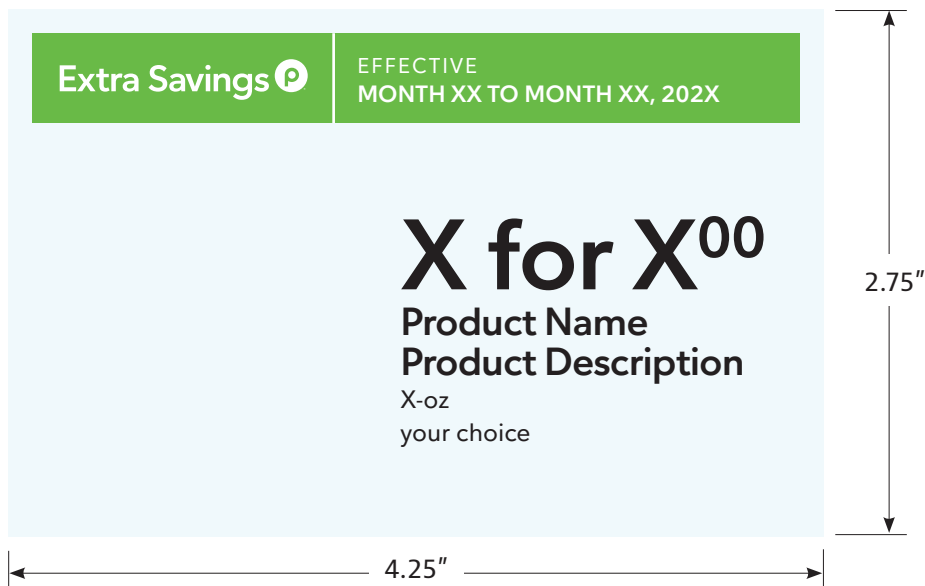
STANDARD OFFER DIMENSIONS

Standard LU Coupon

COUPON VALID MONTH XX TO MONTH XX, 2024

X^{00} off

Any X Offer Here
Offer Here
X-pk. X-oz

Limit one coupon per item. Customer is responsible for all applicable taxes.
Reproduction or transfer of this coupon is strictly prohibited. Valid for in-store
purchases only. Offer good 8/29/2020 – 9/11/2020 at your neighborhood Publix.

Redeem at Publix

LU #_____

varies

3.75"

Standard Digital Coupon

SCAN TO CLIP

X^{00} off

WITH MFR DIGITAL COUPON

Any X Product Name
Product Description

X-oz

PUBLIX.COM/DIGITAL-COUPONS

varies

3.75"

Standard Price Point

X for X^{00}
Product Name
Product Description
X-oz
your choice

2.5628"

1.875"

Shelf Card

Extra Savings

EFFECTIVE
MONTH XX TO MONTH XX, 202X

X for X^{00}

Product Name
Product Description
X-oz
your choice

2.75"

4.25"

4 OFFER HALF PAGE DIMENSIONS

Option 1

4 Offers
(price points only)

Creative Header:
3.75"w x 5.125"h

3.75"

CREATIVE HEADER

Offer 1 Offer 2

Offer 3 Offer 4

5.125"

7.5"
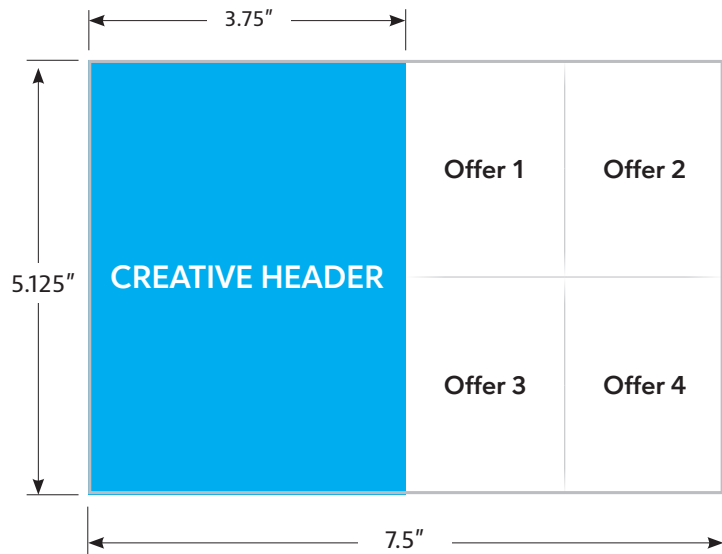
Option 2

4 Offers
(price points, LU
coupons or digital
coupons)

Creative Header:
3.75"w x 5.125"h

3.75"

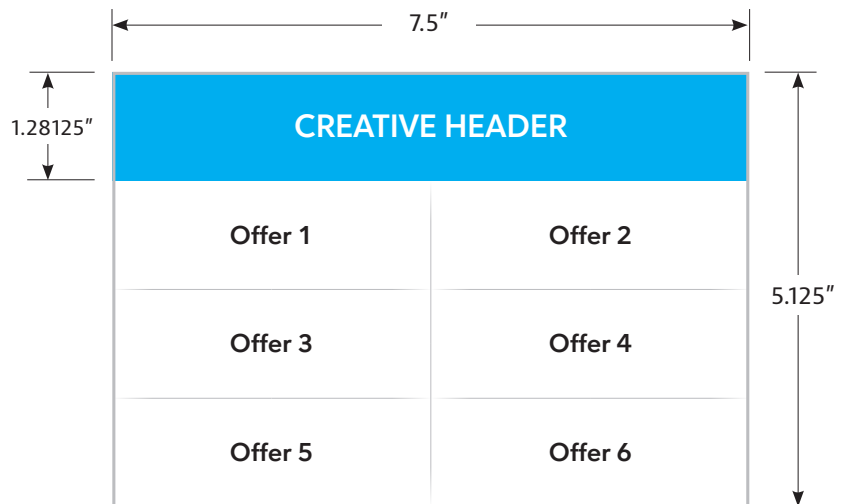Offer 1

Offer 2

Offer 3

Offer 4

CREATIVE HEADER

5.125"

7.5"
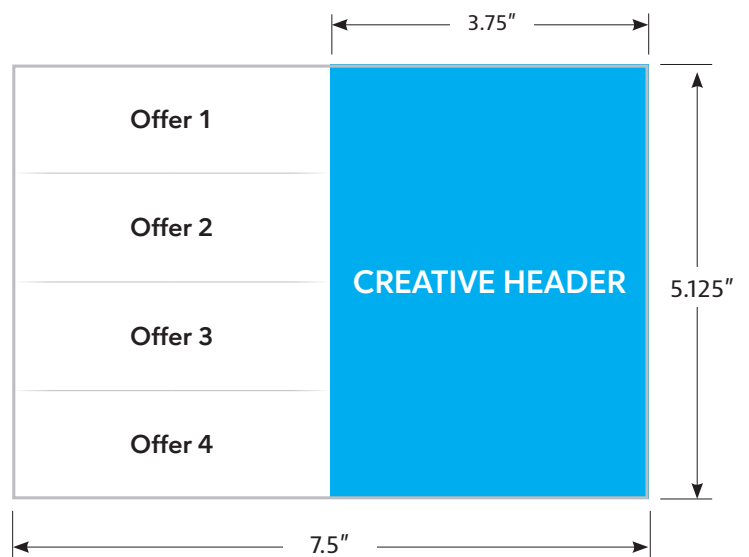
6 OFFER HALF PAGE DIMENSIONS

Option 1
6 Offers
(price points, LU coupons or digital coupons)

Creative Header:
7.5"w x 1.28125"h
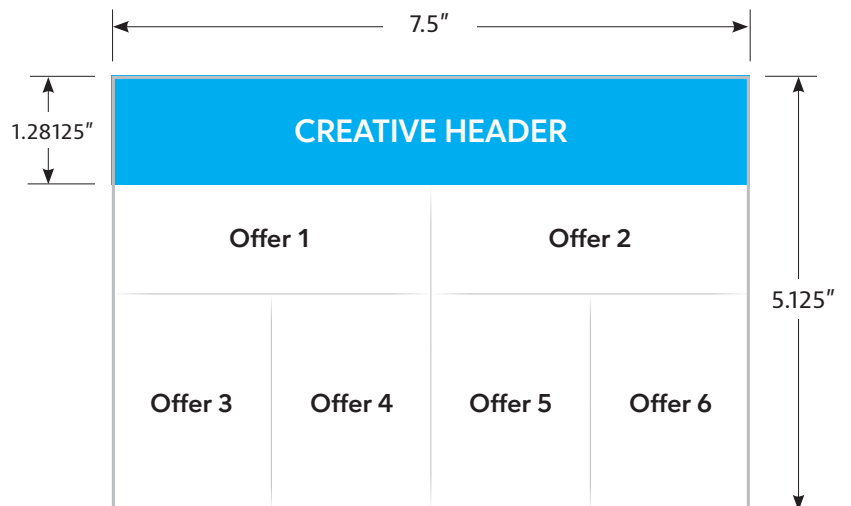
7.5"
1.28125"
5.125"

CREATIVE HEADER

Offer 1	Offer 2
Offer 3	Offer 4
Offer 5	Offer 6

Option 2
6 Offers
(price points and digital coupons only)

Creative Header:
7.5"w x 1.28125"h

7.5"
1.28125"
5.125"

CREATIVE HEADER

| Offer 1 | | Offer 2 | |
| Offer 3 | Offer 4 | Offer 5 | Offer 6 |

FULL PAGE DIMENSIONS

Option 1
8 Offers
(price points, LU coupons
or digital coupons)

Creative Header:
7.5"w x 3.38"h

7.5"

CREATIVE HEADER

3.38"

10.25"

Offer 1	Offer 2
Offer 3	Offer 4
Offer 5	Offer 6
Offer 7	Offer 8
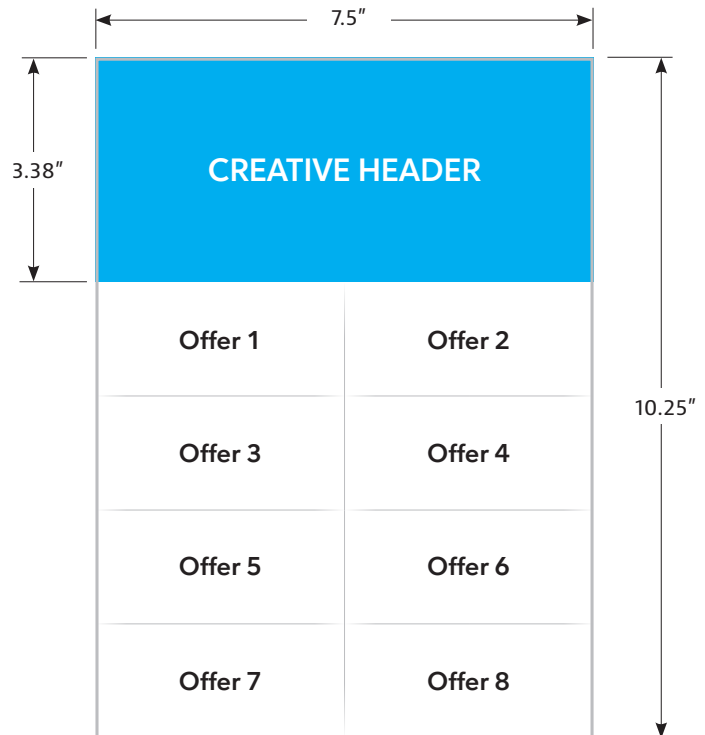
Option 2
12 Offers
(price points, LU coupons
or digital coupons)

Creative Header:
7.5"w x 2.5625"h

7.5"

CREATIVE HEADER

2.5625"

10.25"

Offer 1	Offer 2
Offer 3	Offer 4
Offer 5	Offer 6
Offer 7	Offer 8

Offer 9	Offer 10	Offer 11	Offer 12