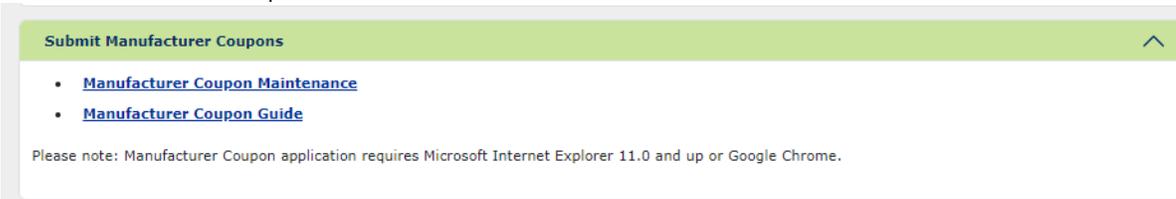


Publix 2025 Extra Savings Digital Coupon Submission Process

INSIDE PAGES

Extra Savings Contacts:

olivia.bella@inmar.com | shammi.hoque@promopoint.com | lee.smith@promopoint.com

STEP	LEAD TIME
<ul style="list-style-type: none"> Email the contact list above and your Inmar CSM to submit a digital coupon for the Extra Savings flyer. Inmar will work with you to determine optimal offer parameters and provide an estimate. 	-11 to 10 weeks
<ul style="list-style-type: none"> Enter your digital coupon into the Extra Savings portal. 	-7 to 9.5 weeks
<ul style="list-style-type: none"> PromoPoint will share all Extra Savings submissions (including digital offers) with Publix Corporate Purchasing for review and approval. Status updates and any required edits will be entered in the Extra Savings portal. Inmar will also notify you of any Publix Buyer offer change(s) or rejection. 	-5.5 weeks
<ul style="list-style-type: none"> Submit offer assets to Inmar (olivia.bella@inmar.com), which include: <ul style="list-style-type: none"> Signed Insertion Order Asset Collection sheet: <ul style="list-style-type: none"> Publish start & end dates; expiration date; contract signer; billing contact; PO # (if needed); offer description NOTE: Publix requires offers to start the Thursday before the ad drop Qualifying UPC list (10 or 11 digits with no check-digit) 200,000 activations/clip budget Offer code & legal terms (provided by your clearing agent) Product image: 450x450; JPG, PNG or GIF file (can include up to 3 product shots or 1 family shot) 	-5.5 weeks
<ul style="list-style-type: none"> Inmar will set up your offer, pre-scrub the list of qualifying UPCs to identify any that might be missing per Publix requirement, and send a proof for your review and approval. 	-5 to 3 weeks
<ul style="list-style-type: none"> Once you have approved your offer, it will be processed through Publix's approval engine which (a) ensures their distribution requirement is met and (b) officially checks for missing UPCs. NOTE: * Missing UPCs identified by Publix must be added to the offer in order for it to be approved. * You do NOT need to enter added UPCs in the Extra Savings portal. 	-2.5 weeks
<ul style="list-style-type: none"> Follow Publix's digital coupon process which requires offers to be submitted through Manufacturer Coupon Maintenance located on the Business Portal. 	-2.5 weeks
	
<ul style="list-style-type: none"> PromoPoint will Invoice for Extra Savings flyer insertion cost. 	+1 week
<ul style="list-style-type: none"> Inmar will invoice for digital offer clip fees. 	Varies

2025 Promopoint & Inmar Supplier Calendar



Extra Savings Promopoint			Inmar		
Program Dates	Submission Timeframe	Approval Notification	Signed IO Due to Inmar	Assets Due to Inmar	Coupon Start Date (Thursday Prior to ESF Start)
1/11 - 1/24	10/11/24 - 10/24/24	11/20/24	11/29/24	12/05/24	01/09/25
1/25 - 2/7	10/25/24 - 11/7/24	12/04/24	12/13/24	12/19/24	01/23/25
2/8 - 2/21	11/8/24 - 11/21/24	12/18/24	12/28/24	01/02/25	02/06/25
2/22 - 3/7	11/22/24 - 12/5/24	01/02/25	01/11/25	01/16/25	02/20/25
3/8 - 3/21	12/6/24 - 12/19/24	01/15/25	01/25/25	01/30/25	03/06/25
3/22 - 4/4	12/20/24 - 1/2/25	01/29/25	02/08/25	02/13/25	03/20/25
4/5 - 4/18	1/3/25 - 1/16/25	02/12/25	02/22/25	02/27/25	04/03/25
4/19 - 5/2	1/17/25 - 1/30/25	02/26/25	03/08/25	03/13/25	04/17/25
5/3 - 5/16	1/31/25 - 2/13/25	03/12/25	03/22/25	03/27/25	05/01/25
5/17 - 5/30	2/14/25 - 2/27/25	03/26/25	04/05/25	04/10/25	05/15/25
5/31 - 6/13	2/28/25 - 3/13/25	04/09/25	04/19/25	04/24/25	05/29/25
6/14 - 6/27	3/14/25 - 3/27/25	04/23/25	05/03/25	05/08/25	06/12/25
6/28 - 7/11	3/28/25 - 4/10/25	05/07/25	05/17/25	05/22/25	06/26/25
7/12 - 7/25	4/11/25 - 4/24/25	05/21/25	05/31/25	06/05/25	07/10/25
7/26 - 8/8	4/25/25 - 5/8/25	06/04/25	06/14/25	06/19/25	07/24/25
8/9 - 8/22	5/9/25 - 5/22/25	06/18/25	06/28/25	07/03/25	08/07/25
8/23 - 9/5	5/23/25 - 6/5/25	07/02/25	07/12/25	07/17/25	08/21/25
9/6 - 9/19	6/6/25 - 6/19/25	07/16/25	07/26/25	07/31/25	09/04/25
9/20 - 10/3	6/20/25 - 7/3/25	07/30/25	08/09/25	08/14/25	09/18/25
10/4 - 10/17	7/4/25 - 7/17/25	08/13/25	08/23/25	08/28/25	10/02/25
10/18 - 10/31	7/18/25 - 7/31/25	08/27/25	09/06/25	09/11/25	10/16/25
11/1 - 11/14	8/1/25 - 8/14/25	09/10/25	09/20/25	09/25/25	10/30/25
11/15 - 11/28	8/15/25 - 8/28/25	09/24/25	10/04/25	10/09/25	11/13/25
11/29 - 12/12	8/29/25 - 9/11/25	10/08/25	10/18/25	10/23/25	11/27/25
12/13 - 12/26	9/12/25 - 9/25/25	10/22/25	11/01/25	11/06/25	12/11/25
12/27 - 1/9/26	9/26/25 - 10/9/25	11/05/25	11/15/25	11/20/25	12/25/25