

2027

Extra Savings

AD CREATIVE & PRODUCT
PHOTO SPECIFICATIONS

rev 9/16/26



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



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 **2 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.
- 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.

STEP 2

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.**

STEP 3

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.

EXTRA SAVINGS PROGRAM

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

EXTRA SAVINGS PROGRAM

BEST DESIGN PRACTICES

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 unless an offer qualifies and is submitted for the New Item Front Cover.

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.



QR Code Verbiage

When using a QR code in your creative header, please use the appropriate standard verbiage below for consistency throughout the program:

Scan for Recipes

Scan for Full Details

Scan for More Info

Scan or visit (web address here) for full offer details and participating products.

Enroll

EXTRA SAVINGS PROGRAM

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 image 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
- 2 for 4⁰⁰** Zephyrhills Brand Natural Spring Water 12-pk, 8-oz (in select stores)
- 6⁹⁹** Catalina Crunch Cereal 9-oz your choice
- 10 for 10⁰⁰** Fage Yogurt 5.3-7-oz your choice

B

Make Back-to-School More Rewarding

Get \$10 off with MFR Digital Coupon Below

Products shown include Tylenol, Lactaid, and others.

C

Go ahead, lick the spoon.

Cookie Dough. Nestle Toll House Edible Cookie Dough.

To view this recipe and more, visit [verybestbaking.com](https://www.verybestbaking.com) 2020 Nestle

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-oz K-Cup Pods your choice

E

PLANT-POWERED STRENGTH

MUSCLE MILK PLANT PROTEIN

F

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

Dove products shown.

EXTRA SAVINGS PROGRAM

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

SO MANY WAYS TO DUNKIN'

© 2020 DD IP Holder LLC.

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

Incorrect Use

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

SO MANY WAYS TO DUNKIN'

© 2020 DD IP Holder LLC.

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

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

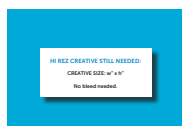
EXTRA SAVINGS PROGRAM

PROOF APPROVAL KEY



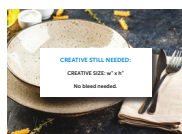
PINK CIRCLE

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

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

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 dates 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.

CREATIVE HEADER “OFFER” SPECS

Creative Header Text Gives a Digital Coupon Savings Amount

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

1) Offer MUST say “with digital coupons on page X”:

Promopoint will add in page number once available. This text can 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 offers:

Make this bold and/or larger to make it stand out. **DO NOT** list participating products here.



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.

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.

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.**

CONTACT:  Lee.Smith@Promopoint.com  813.342.9475

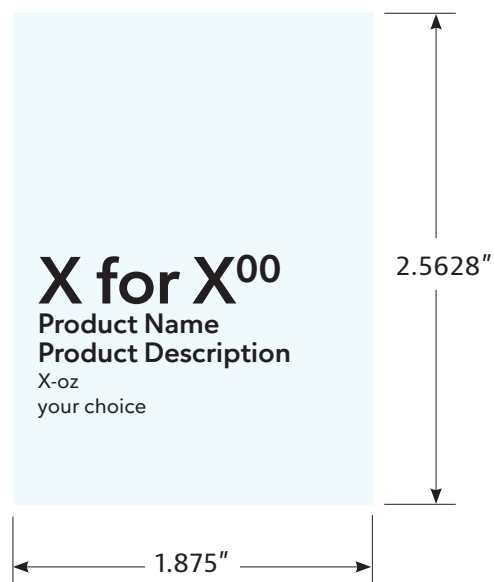
EXTRA SAVINGS PROGRAM

STANDARD OFFER DIMENSIONS

Standard Digital Coupon



Standard Price Point



Shelf Card



QUARTER PAGE CREATIVE HEADER DIMENSIONS

Use the below list to determine the required dimensions for your creative header:

- 1) First, determine how many offers you have.
- 2) Your header size is listed next to it.

Key

Digital = digital coupon, net-down digital coupon

PP = price point, dollar off price point, percentage off price point and BOGO

1 Offer

- ☐ all offer combinations - 3.75" x 1.71"

3.75" x 1.71"

2 Offers

- ☐ all offer combinations - 3.75" x 1.71"

3.75" x 1.71"

NOTE: All sizes are the full printed area, no bleed required.

HALF PAGE CREATIVE HEADER DIMENSIONS

Use the below list to determine the required dimensions for your creative header:

- 1) First, determine how many offers you have.
- 2) Determine your PP/Digital offer combination and your header size is listed next to it.

Key

Digital = digital coupon, net-down digital coupon

PP = price point, dollar off price point, percentage off price point and BOGO

4 Offers

- ☐ all offer combinations - 3.75" x 5.125"

3.75" x 5.125"

5 Offers

- ☐ all offer combinations - 7.5" x .95"

7.5" x .95"

6 Offers

- ☐ 0 PP and 6 Digital - 7.5" x .95"
- ☐ 1 PP and 5 Digital - 7.5" x .95"
- ☐ 2 PP and 4 Digital - 7.5" x 1.28125"
- ☐ 3 PP and 3 Digital - 7.5" x 1.28125"
- ☐ 4 PP and 2 Digital - 7.5" x 1.28125"
- ☐ 5 PP and 1 Digital - 7.5" x 1.28125"
- ☐ 6 PP and 0 Digital - 7.5" x 1.28125"

7.5" x .95"

7.5" x 1.28125"

NOTE: All sizes are the full printed area, no bleed required.

FULL PAGE CREATIVE HEADER DIMENSIONS

Use the below list to determine the required dimensions for your creative header:

- 1) First, determine how many offers you have.
- 2) Your header size is listed under it.

Key

Digital = digital coupon, net-down digital coupon

PP = price point, dollar off price point, percentage off price point and BOGO

8 Offers

- ☐ all offer combinations - 7.5" x 3.38"

7.5" x 3.38"

9 Offers

- ☐ all offer combinations - 7.5" x 2.11"

7.5" x 2.11"

10 Offers

- ☐ all offer combinations - 7.5" x 1.68"

7.5" x 1.68"

11 Offers

- ☐ all offer combinations - 7.5" x 1.68"

7.5" x 1.68"

12 Offers

- ☐ all offer combinations - 7.5" x 2.5625"

7.5" x 2.5625"

NOTE: All sizes are the full printed area, no bleed required.