



EXTRA SAVINGS

2024 Calendar

Program Dates	Publix Seasonal Events	Themed Campaigns	Submission Time Frame* (includes artwork)	Approval Notification	new	USDA ORGANIC
1/13 – 1/26	Healthy You	Plant-Based†	10/13/23 – 10/26/23	11/22/23		
1/27 – 2/9	Super Bowl 2/11	Game Day Favorites	10/27/23 – 11/9/23	12/6/23		✓
2/10 – 2/23	Heart Health	Live Well	11/10/23 – 11/23/23	12/20/23	✓	✓
2/24 – 3/8	Spring Break	2 For the Price of 1	11/24/23 – 12/7/23	1/3/24		
3/9 – 3/22	March Madness	Tournament Time	12/8/23 – 12/21/23	1/17/24	✓	
3/23 – 4/5	Easter 3/31	Cool Foods	12/22/23 – 1/4/24	1/31/24	✓	✓
4/6 – 4/19	Spring	Plant-Based†	1/5/24 – 1/18/24	2/14/24	✓	✓
4/20 – 5/3	Earth Day 4/22	Live Well	1/19/24 – 2/1/24	2/28/24	✓	✓
5/4 – 5/17	Mothers Day 5/12	2 For the Price of 1	2/2/24 – 2/15/24	3/13/24		
5/18 – 5/31	Memorial Day 5/27	Pet Essentials	2/16/24 – 2/29/24	3/27/24	✓	
6/1 – 6/14	Fathers Day 6/16	Hurricane Preparedness	3/1/24 – 3/14/24	4/10/24		✓
6/15 – 6/28	Summer	Plant-Based†	3/15/24 – 3/28/24	4/24/24	✓	✓
6/29 – 7/12	Independence Day	<ul style="list-style-type: none"> • Ice Cream Adventures • Summer Grilling 	3/29/24 – 4/11/24	5/8/24		
7/13 – 7/26	Ice Cream Month	2 For the Price of 1	4/12/24 – 4/25/24	5/22/24	✓	✓

Program Dates	Publix Seasonal Events	Themed Campaigns	Submission Time Frame* (includes artwork)	Approval Notification	new	USDA ORGANIC
7/27 – 8/9	Back To School	Back to School	4/26/24 – 5/9/24	6/5/24		✓
8/10 – 8/23	Back To School	<ul style="list-style-type: none"> • Back to School • New Item 	5/10/24 – 5/23/24	6/19/24	✓	
8/24 – 9/6	Labor Day 9/2	Plant-Based†	5/24/24 – 6/6/24	7/3/24		✓
9/7 – 9/20	Tailgating	<ul style="list-style-type: none"> • Hispanic Heritage • Live Well 	6/7/24 – 6/20/24	7/17/24	✓	✓
9/21 – 10/4	Fall Season	Game Day Favorites	6/21/24 – 7/4/24	7/31/24	✓	✓
10/5 – 10/18	Frozen Food	Cool Foods	7/5/24 – 7/18/24	8/14/24		✓
10/19 – 11/1	Halloween 10/31	Fall Flavors	7/19/24 – 8/1/24	8/28/24	✓	✓
11/2 – 11/15	Thanksgiving 11/28		8/2/24 – 8/15/24	9/11/24		✓
11/16 – 11/29	Thanksgiving 11/28		8/16/24 – 8/29/24	9/25/24	✓	
11/30 – 12/13	Baking	Holiday Favorites	8/30/24 – 9/12/24	10/9/24		
12/14 – 12/27	Holidays	Holiday Beauty	9/13/24 – 9/26/24	10/23/24		
12/28 – 1/10	Holidays	Live Well	9/27/24 – 10/10/24	11/6/24		

Campaigns are subject to change. †To be approved for program participation, all ingredients listed on the product label must not be derived from animals.
 * Last day of submission time frame reflects artwork due date. Product images & Quarter/Half/Full page ad creative drafts due by submission deadline.