



Product Content Specifications

Validations:

- File name validation – Should be less than 170 characters and should consist of these characters (A-Z a-z 0-9 ! @ # % ^ & () - _ + = {} [] ; , . ~ ` ´ é) ONLY
- Assets with same file name cannot be uploaded; each asset should have a unique file name
- Maximum of 5GB of combined data (images, spins, videos, PDFs) can be uploaded in a single instance



Images

Product images must meet these guidelines:

- Fill 90% of the canvas size
- Showcase the product only (no text, logos, or promotional graphics outside of the "Dimensions18" slot)
- Must feature the exact color/finish of the product being sold

SIZE	1000 x 1000 PIXELS (MINIMUM)
RESOLUTION	150 DPI (MINIMUM)
FILE SIZE	100 KB (MIN) 1GB (MAX)
COLOR DEPTH	sRGB OR ADOBE RGB ONLY
FILE TYPE	(JPG,JPEG,PNG,BMP,TIF,TIFF,WEBP) ONLY



360° Spin

360° Spins must meet these guidelines:

- Must include at least one row of 24 individual JPEG images displayed in 15° increments on 255 white background
- A maximum of 3 rows can be accepted
- Video or CGI files do not qualify as a 360° spin asset; must be image based
- Must be in .zip folder

SIZE	2500 X 2500 PIXELS
RESOLUTION	300 DPI
FILE TYPE	JPEG FILE TYPE (.JPG) ONLY
COLOR DEPTH	sRGB OR ADOBE RGB
IMAGES PER ROW	ONLY 24 PER ROW, 3 ROWS MAX



Videos

Video assets must meet these guidelines:

- Professionally produced in regards to both video and audio (no smartphone video)
- Must not reference other retailers or competitors
- Must not direct the viewer offsite or reference 3rd party websites

RESOLUTION	1280 X 720 (16:9) OR HIGHER
FRAME RATE	23.976 - 60 fps
FILE FORMAT	H.264(MP4,MOV,M4V,WMV) ONLY
BIT RATE	1,500 - 100,000 kbps
AUDIO	AAC STEREO (49khz or 96 khz)
FILE SIZE	1 MB (MIN) 1 GB (MAX)

- Must contain actual video footage (no slideshows) and ideally less than 2 minutes long



Documents

Document must meet these guidelines:

- Document should not be password protected

FILE SIZE	500 MB (MAX)
FILE TYPE	(.PDF) ONLY

Please note that the addition of any badges to images, 360 spins, PDF or videos is not allowed.

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