



Asset 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 Image 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	72 DPI (MINIMUM)
FILE SIZE	5 KB (MIN) 50 MB (MAX)
COLOR DEPTH	sRGB OR ADOBE RGB ONLY
FILE TYPE	(BMP, JPG, JPEG, TIF, TIFF, PNG, WEBP)



GIF Image Guidelines

SIZE	1000 X 1000 PIXELS (MINIMUM)
RESOLUTION	72 DPI (MINIMUM)
FILE SIZE	5 KB (MIN) 5MB (MAX)
FILE TYPE	(GIF)

Note: GIF images can't be loaded as the front-facing image



360° Spin 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
COLOR DEPTH	sRGB OR ADOBE RGB
FILE TYPE	JPEG (.JPG) ONLY
FILE SIZE	500 MB (MAX)
IMAGES PER ROW	ONLY 24 PER ROW, 3 ROWS MAX



Video Guidelines

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

RESOLUTION	1280 X 720 (16:9) OR HIGHER
FRAME RATE	23.976 (24FPS) Min.– 60.01 (60FPS) Max.
FILE FORMAT	H.264 (MP4,MOV,M4V,WMV) ONLY
BIT RATE	1500 - 100,000 kbps
AUDIO	AAC STEREO (49khz or 96 khz)
FILE SIZE	1 MB (MIN) - 1 GB (MAX)



Document Guidelines

- Documents 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.