

## **Amazon Technical Requirements (ALL SELLERS)**

*Product images submitted to Amazon must meet the following technical specifications.*

- TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format
- Image pixel dimensions of at least 1000 or larger in either height or width preferred
- sRGB or CMYK color mode
- File names must consist of the product identifier (Amazon ASIN, 13-digit ISBN, EAN, JAN, or UPC) followed by a period and the appropriate file extension (Example: B000123456.jpg or 0237425673485.tif)

Note: Spaces, dashes or additional characters in the filename will prevent your image from going online.

## **Amazon Site Standards for Product Images (EXCEPT HANDMADE SELLERS)**

*For images named by product identifier without a variant code or named with the MAIN variant, and display as the main image on the product detail page, Amazon maintains the following site product image standards:*

- The image must be the cover art or a professional photograph of the product being sold. Drawings or illustrations of the product are not allowed.
- The image must not contain gratuitous or confusing additional objects.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- Books, Music, and Video/DVD images should be the front cover art, and fill 100% of the image frame. Jewel cases, promotional stickers, and cellophane are not allowed.
- All other products should fill 85% or more of the image frame.
- The full product must be in frame.
- Backgrounds must be pure white (RGB 255,255,255).
- The image must not contain additional text, graphics, or inset images.
- Pornographic and offensive materials are not allowed.

*For additional other view images:*

- The image must be of, or pertain to, the product being sold.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- Other products or objects are allowed to help demonstrate the use or scale of product.
- The product and props should fill 85% or more of the image frame.
- Cropped or close-up images are allowed.
- Backgrounds and environments are allowed.
- Text and demonstrative graphics are allowed.
- Pornographic and offensive materials are not allowed.

### **Amazon Handmade Sellers ONLY:**

Do you need to have professional photos of your products?

It is not required to have professional product photos, we recommend that your main product images are shot on a non-distracting background to clearly show the product. These type of results may require professional skills and equipment.