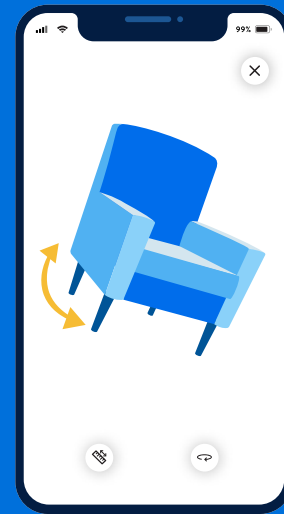# Walmart Marketplace Learn

# Rich media: Technical requirements

Before you can add 360-spin images, videos or below-the-fold content to your Walmart Marketplace listings, you'll need to make sure your content meets Walmart's standards. Use the checklist below as your guide.

Last updated on May 16, 2025   Reading time: 3 min

360-spin images

- Image files must be in the .jpg, .jpeg or .png format.

- You must use exactly 24 images, each under 1MB in size.

- If you have 12 images, duplicate them in order to submit 24 images.

- If you have more than 24 images, select only 24 images to submit.

- Images are in order of rotation and saved in a clockwise direction.

360° view
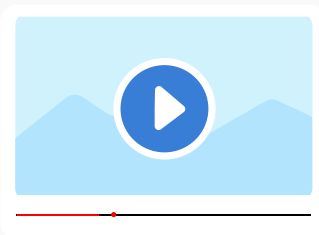
Videos

- Video files must be in the .mp4 format.

- The video file size limit is 100MB. This is typically but not always accepted. Videos that have been compressed sometimes still aren't accepted by our API call.

- Closed captioning is optional, but recommended to meet accessibility (a11y) guidelines and Web Content Accessibility Guidelines (WCAG). Closed captions (time-synchronized text that reflects an audio track) ensure that users who may have a hearing disability can still understand what's happening while watching visual content.

Accessibility guidelines for videos

- If you're uploading a closed-captioned video file, make sure the filename ends with ".vtt".

- Videos must not contain any popups or redirect links.

- When creating a video that only has music, the best practice is to insert a caption that says "[MUSIC PLAYING]" when the music starts. You can remove the caption after about 10 seconds.

- When creating a video that has no music, audio or sound, the best practice is to insert a caption that says "[NO SPEECH]" when the video begins. You can remove the caption after about 10 seconds.

- Use easy-to-understand, plain language. Avoid figures of speech, idioms and complicated metaphors.

- All information should be at an eighth-grade level of understanding.

- Warn users of any settings changes, such as "You'll be redirected to our photo site.".

- Make sure that all images have an alt attribute (such as "text" or "title") and alt text, and that decorative images use the "null alt" (empty) attribute.

- Don't embed text other than a brand logo into an image.

- Don't use visual effects such as strobe or flashing lights, which may cause some viewers to have seizures. Although other types of light effects may not trigger seizures, they may also be distracting and disruptive, especially for people who have certain types of cognitive disabilities.

- If you do use flashing visual effects, they must not flash more than three times in one second. · Level AA compliance requires a contrast ratio of 4.5:1 for all normal-sized text and 3:1 for all text larger than 18 px. Logos don't require minimum contrast.

- Make sure that your content is visually clear and coherent, and that any text that overlaps an image or video is still legible.

Below the fold content

- **HTTPS protocol:** All URL links are required to use HTTPS protocol. Make sure the HTTPS response header has Content-Type as the asset's MimeType.

- **iFrame container:** Below the fold content lives in an iFrame HTML container.

- There is only 1 iFrame container allowed per stock keeping unit (SKU).

- **Images:** Only images, videos and carousels of images/videos should be housed in this module. Including other content will increase page-load time and decrease SEO.

- **Layout and design:** The layout and design should reflect and uphold the product's brand integrity and provide informational/educational content in an engaging or interactive way.

- **No copy:** Copy, whether editorialized or not, should live in the product description (short description, key features).

- **SEO:** Include alt-text to activate SEO crawlability and drive relevancy.

> **Note**
>
> Once submitted, all content will be reviewed by Walmart. If content violates Walmart's Prohibited Products Policy, it will be rejected. All videos must comply with any applicable local, state and federal laws and regulations. To the extent applicable, product claims must comply with the Federal Trade Commission (FTC)'s Truth In Advertising laws including but not limited to any guidance, notices and/or regulations put forth by U.S. regulatory agencies. Below-the-fold content is available for registered brands only.

Resources

| Technical requirements | Product detail page: Rich media | The power of rich media |