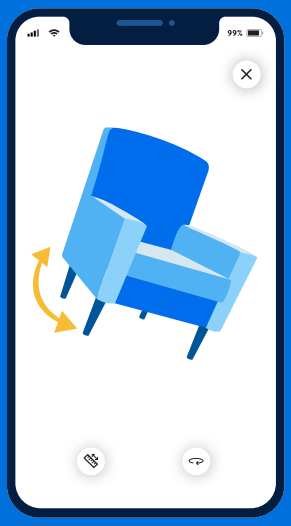
Walmart Marketplace Learn

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 21, 2024 Reading time: 3 min



360-spin images

- [ ] File format must be: **.jpg**, **.jpeg, or .png**.
- [ ] Provided links must direct to a downloadable zip file (e.g., Dropbox, Google Drive) (no single image links and should not be password protected).
- [ ] Exactly **24** images, each individually under **1MB** file size.
- [ ] If you have 12 images, please duplicate them to submit 24.
- [ ] If you have more than 24 images, please select only 24 to share.
- [ ] Images are in order of rotation and saved in a clockwise direction.
- [ ] Image folders are named "**GTIN_ITEMID**".
- [ ] Images are named "**GTIN_R01_C01**", "**GTIN_R01_C02**", "**GTIN_R01_C03**" ..."**GTIN_R01_C24**".

Videos

- [ ] File format must be: **.mp4**
- [ ] Provided links must direct to a downloadable video (no YouTube links).
- [ ] Vtt captioning file is required.
- [ ] **100MB** size limit (This is typically accepted but not always accepted. Videos that have been compressed sometimes still are not accepted by our API call).
- [ ] Video files are named "**GTIN_ITEMID**".

- [ ] Videos are required to have closed captioning (.vtt) files accompanying them to meet Accessibility (A11Y) and Web Content Accessibility Guidelines (WCAG). This ensures those with disabilities can perceive, understand, navigate, and interact with any website or app.

Accessibility guidelines for videos:

- Closed captioning should end in the **.vtt** file type.
- Must have no redirects.
- For videos with only music, the best practice is to put a single [MUSIC PLAYING] caption frame that drops off screen after 10 seconds or so.
- For videos with no music, no audio and no sound, the best practice is to put a single [NO SPEECH] caption frame that drops off screen after 10 seconds or so.
- Use easy to understand, plain language and avoid figures of speech, idioms, and complicated metaphors.
- All new information should be at an eighth-grade level of understanding.
- Warn users of a change of setting i.e. “You will be redirected to our photo site”.
- Confirm the alt descriptions of your images.
- Make sure that all images have an alt attribute and ensure that decorative images use null alt (empty) attribute values.
- Do not embed text other than a brand logo into an images.
- Confirm the presence of captions, as captions allow a person who cannot hear the audio content of a video to still understand its purpose.
- Remove seizure triggers, such as strobing or flashing effects.
- Media should not contain anything that flashes more than three times in any one second period.
- Make the content visually distinguishable.
- Level AA compliance requires a contrast ratio of **4:5:1** for all normal-sized text and **3:1** for all large-sized text (18 px+). Logos do not require minimum contrast.
- Make sure that text that overlaps images or video is still legible.

PRO TIP

Be mindful of using other light effects. Other effects may not trigger seizures, but they may be distracting and disruptive, especially for certain kinds of cognitive disabilities.

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.

*Disclaimer: 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

Rich media: Overview

How to submit rich media

The power of rich media