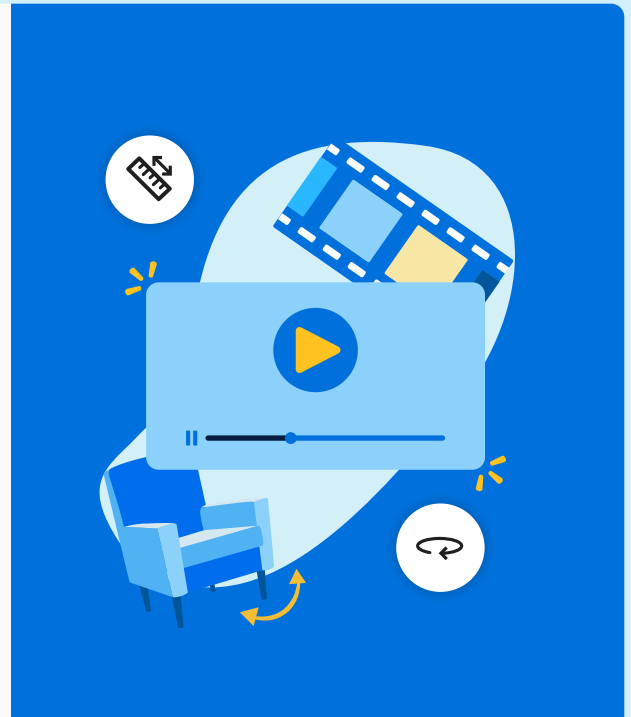


Rich media: How to submit

Before you can add **360-spin images, videos** or **below the fold content** to your Walmart Marketplace listings, you'll need to submit required materials. Use the checklist below as your guide.

Last updated on May 21, 2024 Reading time: 1 min

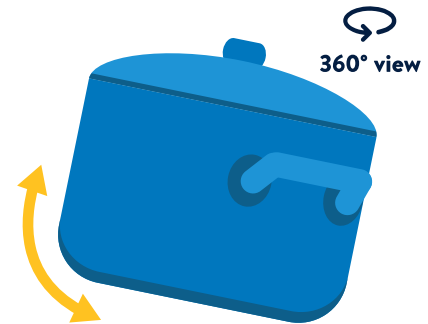


Submission checklist

360-spin images

You'll need:

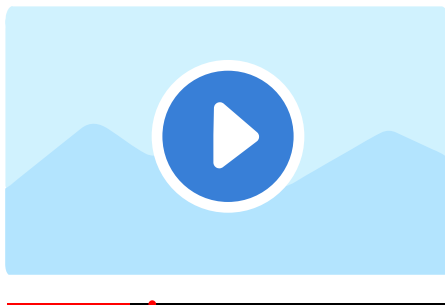
- ✓ An Item ID.
- ✓ A Global Trade Item Number (GTIN) for every item.
- ✓ An external link to downloadable images.



Videos

You'll need:

- ✓ An item ID.
- ✓ A Global Trade Item Number (GTIN) for every item.
- ✓ An external link to downloadable videos.
- ✓ Name of the video.
- ✓ Closed captioning file's name.
- ✓ Video's language, choose English if there are no words spoken in the video.



Below the fold content

If you have a registered brand on Walmart Marketplace, you can implement below the fold content through one of our third-party Connected Content Solution Providers (CSPs). Reach out to a CSP to begin the process of creating or hosting premium content.



Next steps

Once you've gathered the required information, create a case for Seller Support to submit your request using the following pathway: *Items and Inventory > Rich Media*. Select the *Submit* button below to get started.

[Submit](#)

*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



[Technical requirements](#)



[Rich media: Overview](#)



[The power of rich media](#)