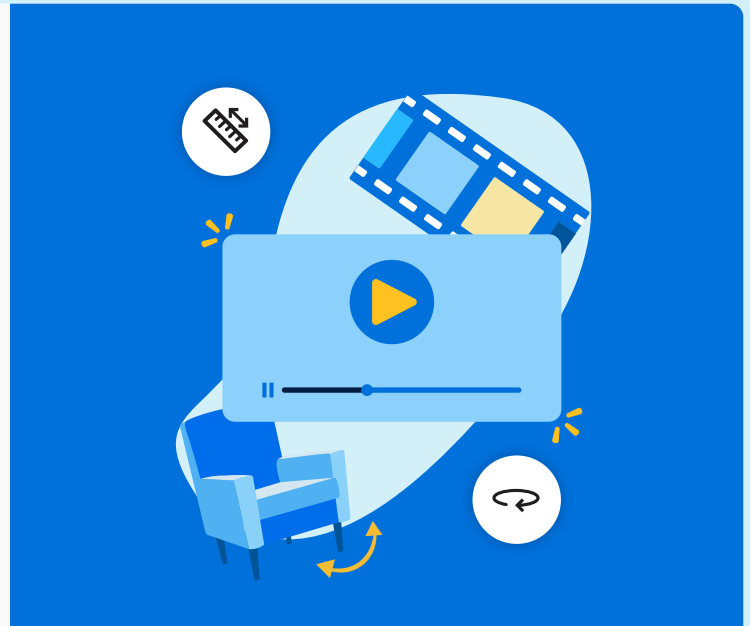


Rich media: Submission checklist

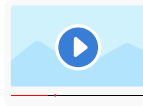
Before you can add 360-spin images, videos or below-the-fold content to your Walmart Marketplace listings, you'll need to submit required materials. Use the checklist below as your guide.

Last updated on May 16, 2025 Reading time: 1 min



360-spin images

- ☒ Exactly 24 images. Each image must be under 1MB in size.
- ☒ A Global Trade Item Number (GTIN) for each item.
- ☒ A name for the 360-spin image.



Videos

- ☒ An MP4 video under 100 MB.
- ☒ A GTIN for every item.
- ☒ Name of the video.



Below the fold content

- ☒ If you have a registered brand on Walmart Marketplace, reach out to an approved Solution Provider to begin the process of creating or hosting premium content.

Next steps

You can upload rich media in Seller Center using the Media library, or you can contact an approved Connected Content Solution Provider to have them manage the upload for you.

[Get started](#)



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](#)