

# SamsClub.com Image Requirements

**SamsClub.com supports multiple images: the primary (hero) image plus additional images (alternate). Please ensure that all product images meet the following image requirements:**

## Size/Format

- Image size: 1500 x 1500 pixels (5" x 5"), at 300 dpi
- Image formats: JPG (jpeg), PNG-24, TIF (tiff), GIF, or BMP
- Color Profile: RGB
- Please **DO NOT increase image size using a photo editing program.** Resizing small images to larger sizes reduces quality and will not be posted to the site.

## Naming Convention

All images must be named by the 13-digit UPC image name, followed by an underscore ( \_ ) and the appropriate image rank as specified below.

1. To find the product's [UPC/GTIN number](#), search Retail Link using the online item number.
  2. [Remove the last digit](#), and add zeros if necessary to the beginning of the UPC/GTIN number to [make the number of digits equal 13](#): 0012345678912\_A.
  3. [Add an underscore \( \\_ \) and an uppercase letter after](#) UPC image name to denote the image's rank in the series of images (up to 9):  
 \_A is the primary image, and \_B through \_I are the alternate images.  
 0012345678912\_A, 0012345678912\_B, 0012345678912\_C, etc.
- [FDA-approved labels](#) and [FTC Energy Guide labels](#) must be in the [second position \( \\_B \)](#).

## Photography

- Product images must have either a [white background](#), or be shot in a [lifestyle scene](#).
- Silhouettes not shot on a pure white background should be clipped out and placed on a white background in post-production.
- Lifestyle scenes should be photographed with simple styling and minimally propped. Human interaction and props may be used to show scale and product function.
- [The primary image must be of the product only, without text, insets or logos.](#)
- Additional images should be used to display the product in use, with accessories, close-ups, from various angles, etc.
- Images must be sharp, clear, and not distorted in any way.
- The image should be cropped in close as the product should fill most of the image frame.
- When photographing bulk products, please shoot the entire package size/quantity for the primary image as well as a singular representation.



Primary images may be shot lifestyle or silhouette



Use props to show scale or product function



Primary images must NOT contain text, logos or insets



Silhouettes must have a pure white background



Sharp, tightly cropped, without distortion or up-sizing



Bulk items should include entire package size

# Uploading Assets to Dynamic Media Classic - formerly Scene 7

**Adobe Dynamic Media Classic (DMc) is Samsclub.com's image asset server. Using your account, you can upload product images, PDFs or videos using the DMc Desktop app. You can also upload the assets via FTP.**

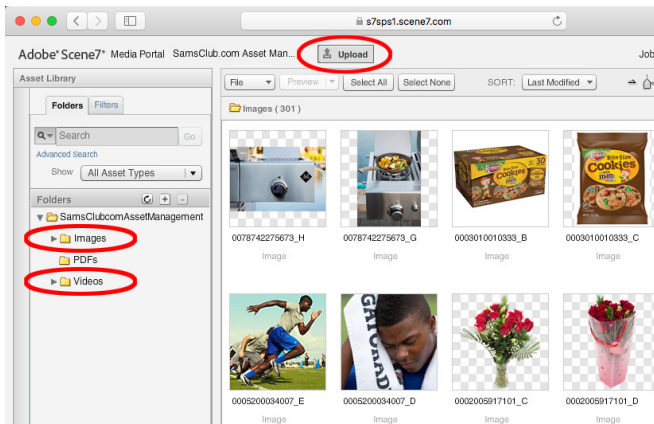
## Uploading Assets Using Dynamic Media Classic App

Small batches of images can be uploaded directly through the Desktop Application.

1. Log in using your email address.



2. Select the respective folder for uploading either **Images**, **PDFs** or **Videos**.



3. Click the "Upload" button.
4. Select the "FROM DESKTOP" tab (it will be selected by default).
5. Click the "Browse" button.
6. Find and select the images to be uploaded.
7. The job options are set by default and should not be changed.
8. Click the "Submit Upload" button.

While the job is running, leave the window with SPS open. To check on the status of the upload, click the "Jobs" button.

## Uploading Assets via FTP

Larger batches of images and videos should be uploaded using FTP. A standard FTP client is required. Please see the examples below:

- FileZilla (Windows & Mac)  
<https://filezilla-project.org>
- Free FTP (Windows)  
<http://www.coffeecup.com/free-ftp/>
- Cyberduck (Windows & Mac)  
<https://cyberduck.io>
- Classic FTP (Mac)  
<http://www.nchsoftware.com/classic/index.html>
- Transmit (Mac)  
<https://panic.com/transmit/>
- Fetch (Mac)  
<http://fetchsoftworks.com/>

### 1. Using your FTP client, connect to our server with the following information

- a. Server: s7ftp1.scene7.com
- b. Username: sccam
- c. Password: Da\$s49!IP2t

### 2. Upload the assets

Assets will be imported into SPS from the FTP server on a scheduled basis. For urgent uploads, please email Yuni Jang, Image Production Manager.

[yuni.jang@samsclub.com](mailto:yuni.jang@samsclub.com)

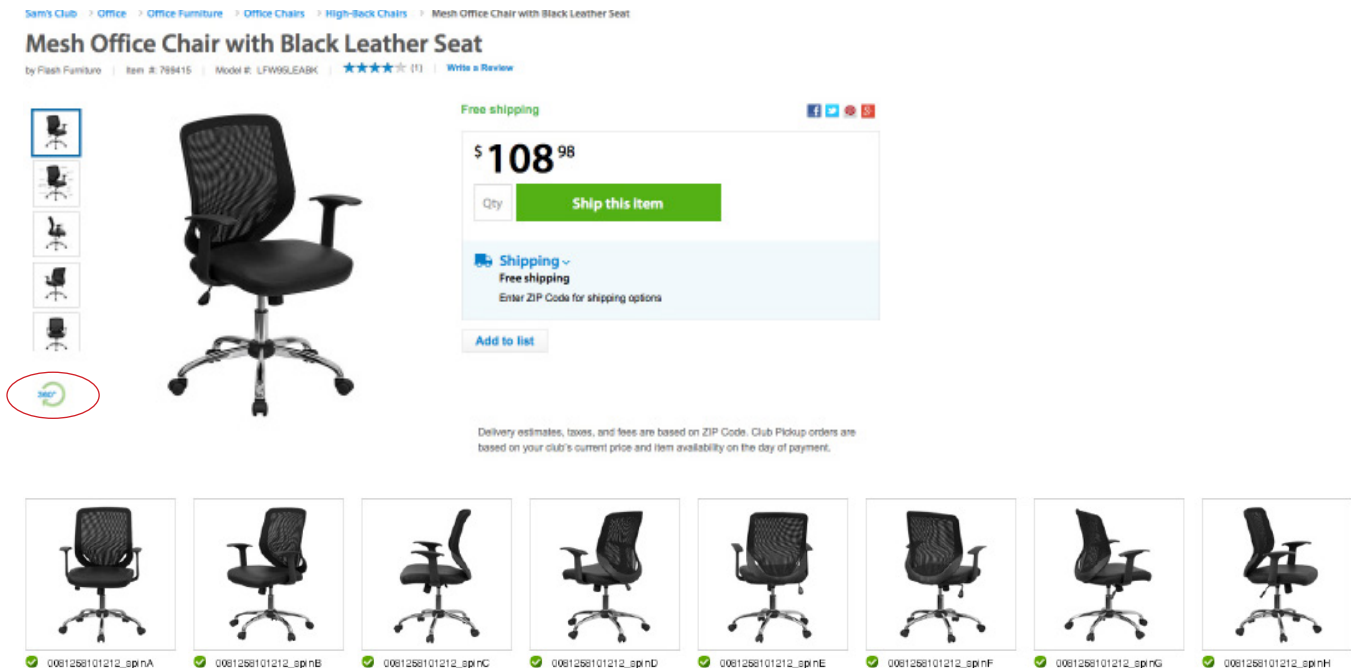
## References

### Scene7 Help:

[http://help.adobe.com/en\\_US/scene7/using/index.html](http://help.adobe.com/en_US/scene7/using/index.html)

# SamsClub.com Image Requirements | Spin Set / 360° View

Please ensure that all product Spin Set/360° View images meet the following requirements:



## Spin Set / 360 View Size and Format

Please follow the same image requirements:

- Image size: 1500 x 1500 pixels (5" x 5"), at 300 dpi
- Image formats: JPG (jpeg), PNG-24, TIF (tiff), GIF, or BMP
- Color Profile: RGB

## Spin Set Creation

Mask all images so the item appears on a pure white background.

Order the images so the object spins counter-clockwise with the user's mouse according to the extensions.

## Naming Convention

13-digit UPC code is followed by an underscore ( \_ ) and spinA, spinB, spin C, etc.

The maximum number of images for spin sets is 26 images (spinA through spinZ).

### Example:

0081258101212\_spinA  
0081258101212\_spinB  
0081258101212\_spinC  
0081258101212\_spinD  
0081258101212\_spinE  
0081258101212\_spinF  
0081258101212\_spinG  
0081258101212\_spinH

## Delivery

Please refer to "Uploading Assets to Dynamic Media Classic - Formerly Scene7 on page 2."

# SamsClub.com Videos and PDFs Requirements

**Please ensure that all product videos or Instructional Manual PDFs meet the following requirements:**

## Video Size/Format

Video files must be 480p or higher (853x480, 1280x720, or 1920x1080) in one of the following formats: MOV, MPEG4, MP4, AVI, WMV, MPEGPS, FLV, 3GPP, WebM. **1080p is preferred for optimal quality and user experience.**

## Video Content

All videos must contain family-appropriate content. Videos must not contain call-outs (visual or audio) to any website URLs—including retailer and vendor URLs—other than SamsClub.com.

Please provide original videos only. We cannot link to YouTube videos, as we host videos on our own cloud-based online video platform.

The preferred length for video content is 00:30 secs - 2:30 mins and should be limited to product demos, how-to's or interactive tours. **Do not include advertising spots.**

## Closed Captioning Requirement

All videos must contain open captions embedded into video file in order to meet accessibility requirements (WCAG 1.2.2).

## Naming Convention

All videos must be named by the 13-digit UPC image name, followed by an underscore ( \_ ) and the word "VIDEO" at the end.

1. To find the product's **UPC/GTIN number**, search Retail Link using the online item number.
2. **Remove the check digit (the last number)**, and add zeros if necessary to the beginning of the UPC/GTIN number to **make the number of digits equal 13: 0012345678912**.
3. **Add an underscore ( \_ ) and** the word "VIDEO" at the end.  
**0012345678912\_VIDEO.**

Each online item number can have two(2) videos maximum on its product page. Name the video files with \_A and \_B suffix. Example:  
**0088818106039\_VIDEO\_A** and **0088818106039\_VIDEO\_B**

## Video Turn-around Time

If we encounter a problem with the videos, we will reach out to you and request resubmission. Otherwise, it will typically take 7-10 business days before you can see the videos posted to the item page.

## Instructional Manual PDFs

PDF files must be no larger than 5 MB. Multiple pages for PDF files cannot be uploaded as separate files, but must be compiled into one document.

## Naming Convention

All PDFs must be named by the 13-digit UPC image name, followed by an underscore ( \_ ) and the word "PDF" at the end.

1. To find the product's **UPC/GTIN number**, search Retail Link using the online item number.
2. **Remove the check digit (the last number)**, and add zeros if necessary to the beginning of the UPC/GTIN number to **make the number of digits equal 13: 0012345678912**.
3. **Add an underscore ( \_ ) and an** the word "PDF" at the end.  
**0012345678912\_PDF**

You can also use item-specific naming with the item number and descriptive name as below:

**78394\_installation\_manual**

## PDF Turn-around Time

It will typically take 5 business days before you will see PDFs posted to your PDPs. Please email [SamsClub.com PDP Support](#) with urgent requests.

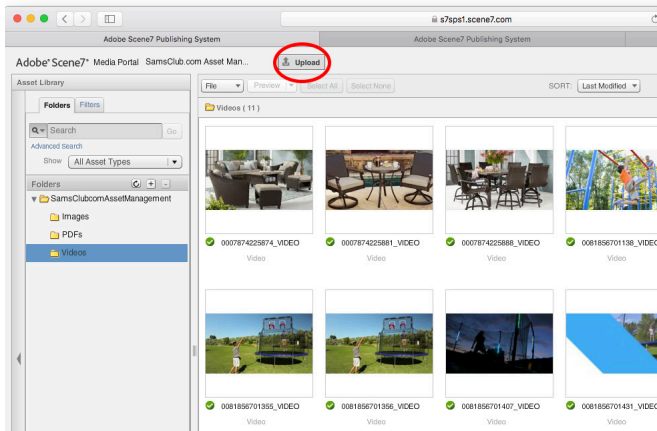
**NOTE: Please notify your Online Merchandising Specialist after you have uploaded the Videos or PDFs to Dynamic Media Classic (Scene7).**

## Delivery

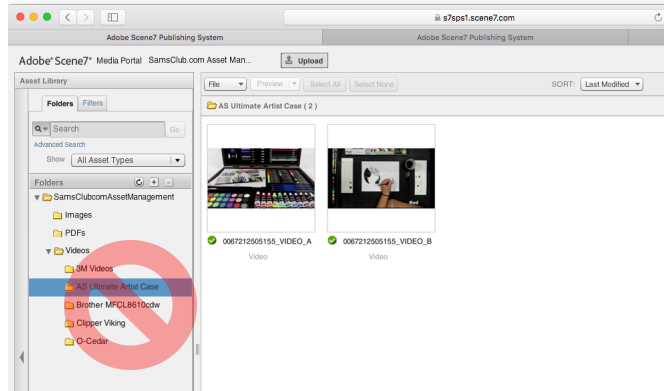
**Please refer to upload instructions on next two pages for videos and PDFs respectively.**

# Uploading Videos to Dynamic Media Classic - formerly Scene 7

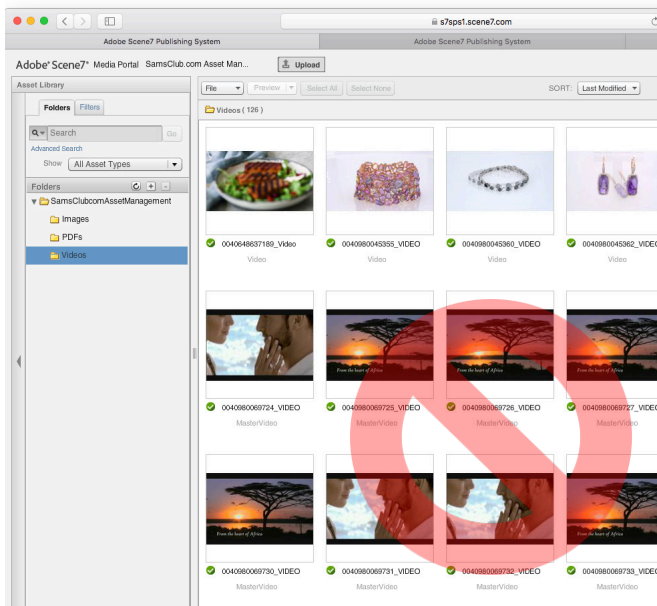
To upload videos, sign in to Dynamic Media Classic Desktop Application. Upload the videos to the Videos folder.



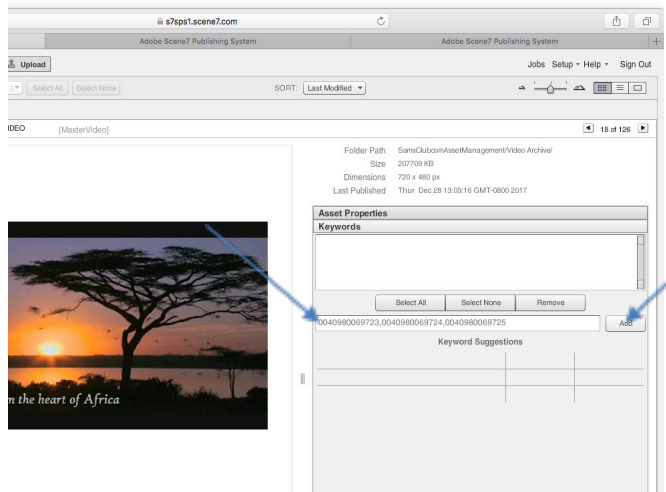
Do not add subfolders under the Video folder:



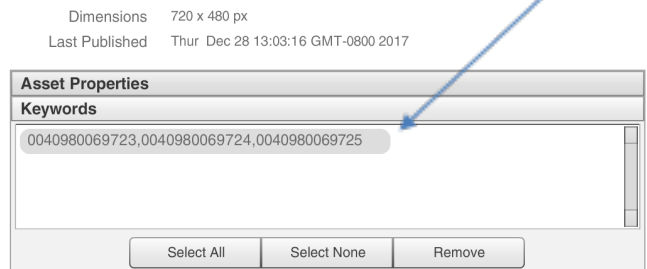
Do not add a video more than once. See example below:



When one video needs to be posted on multiple product pages, upload the video under ONE UPC (UPC\_video). Double-click on the thumbnail image. Next, click on the tab named "Keywords". Add all other item UPCs that will display the video. Separate by using a comma. Next, click on "Add."

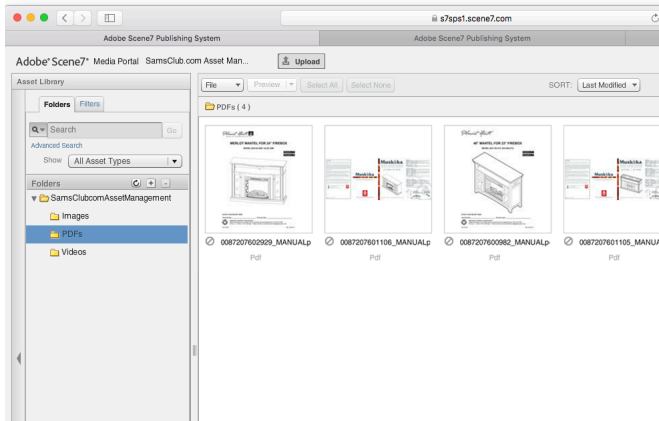


UPCs will appear in the "Keywords" box.

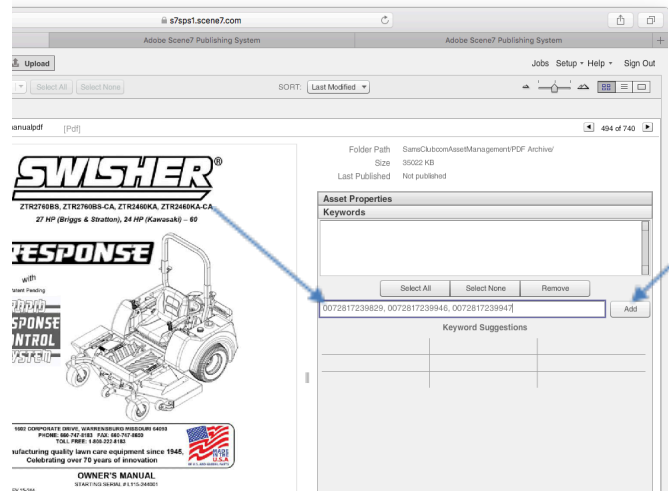


# Uploading PDFs to Dynamic Media Classic - formerly Scene 7

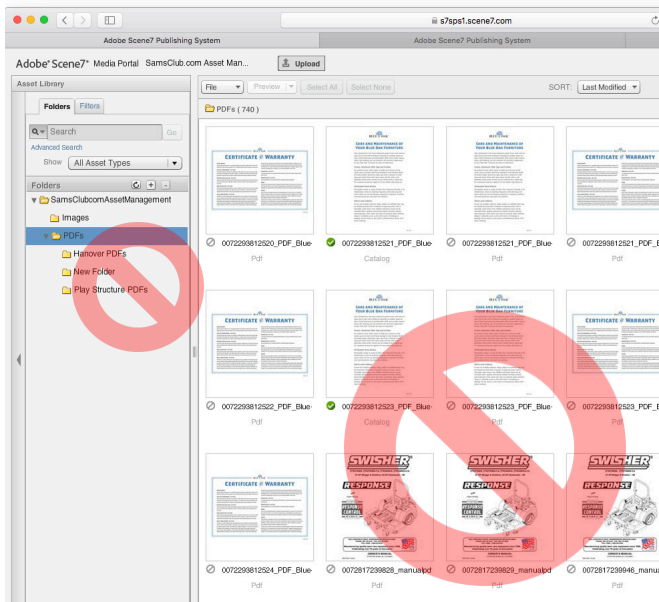
To upload PDFs, sign in to Dynamic Media Classic Desktop Application. Upload the PDFs in the PDFs folder.



When one PDF needs to be posted to multiple product pages, upload the PDF under ONE UPC (or other naming option). Double-click on the thumbnail image. Next, click on the tab named "Keywords." Add all other item UPCs to which PDF will be attached. Separate by using a comma. Next, click on "Add."



Do not add subfolders under the PDF folder and do not add same PDF multiple times.



UPCs will appear in the "Keywords" box.

Dimensions 720 x 480 px  
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