

PRODUCT CONTENT FOR REI.COM

This guide is intended for REI's vendor community as a reference for supplying product content ([Imagery](#), [Copy/Specs](#) and [Videos](#)) for use on REI.com. Rich visuals can have a positive impact on sales and customer satisfaction, particularly when there are multiple views and details. Please use the examples within as a guide to ensure our customers have enough information to make an informed buying decision.

How do I deliver my content to REI?

- All product photos, video and copy/specs can be submitted through our Vendor Product Portal

<https://collaboration.rei.com/>

username: vendor

password: vendor999

When should I supply this content?

- You can get started as soon as an order is placed and you have your REI article numbers ready.
- The Content Acquisition Team will send an email request for all products six months prior to expected delivery. Ideally, assets should be submitted at least 10 weeks prior to receipt.
- We may request assets sooner if your product is included in a marketing event or campaign.

Questions?

- Please use the <https://collaboration.rei.com/#/contact>

