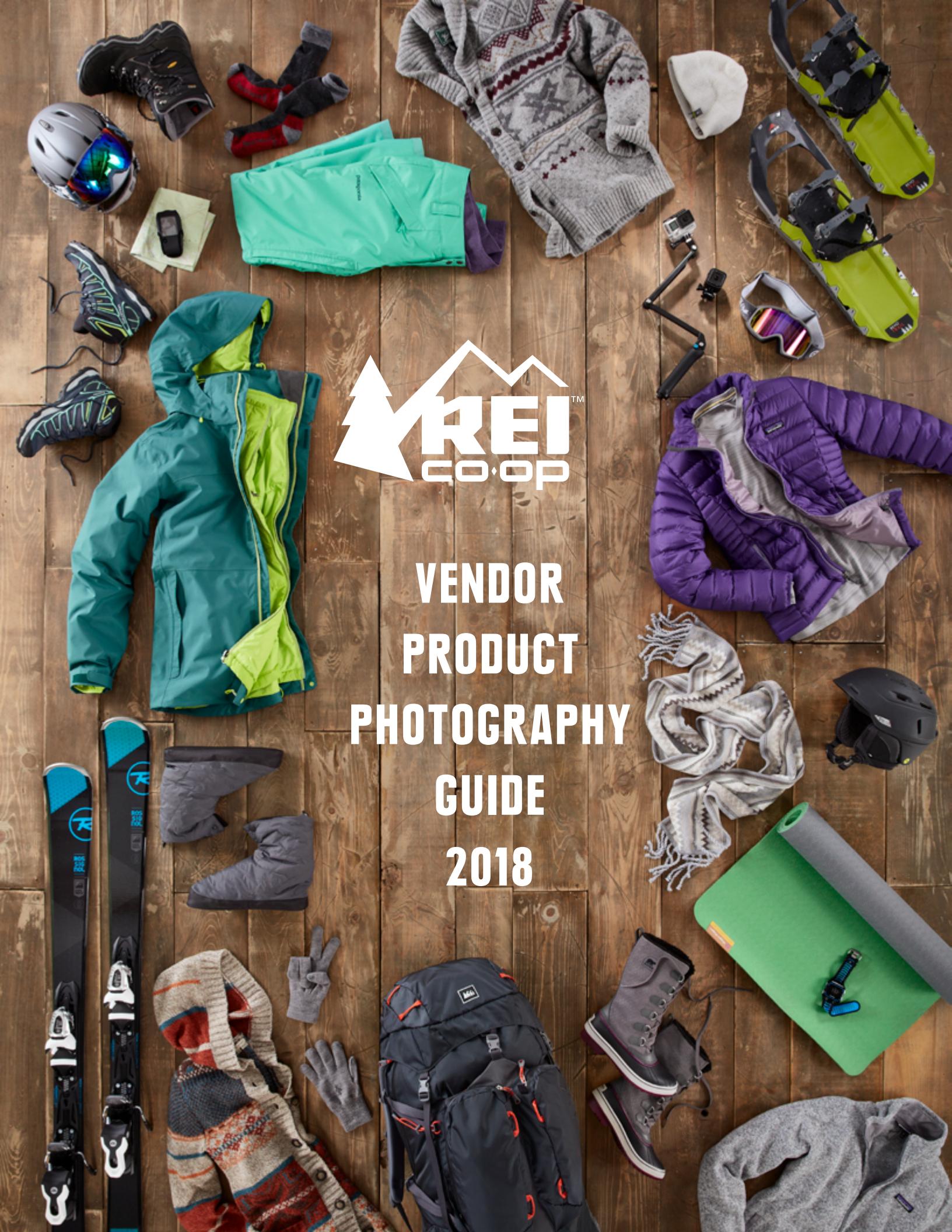




**VENDOR  
PRODUCT  
PHOTOGRAPHY  
GUIDE  
2018**



# Photography Content for REI.com

This guide is intended for REI's vendor community as a reference for supplying product imagery 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 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 email [CAT@rei.com](mailto:CAT@rei.com) with any questions.

Thank you!

## Camp Gear : Department 50

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Cookgear : Department 7

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Furniture : Department 13

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Lighting : Department 12

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Electronics : Department 56

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



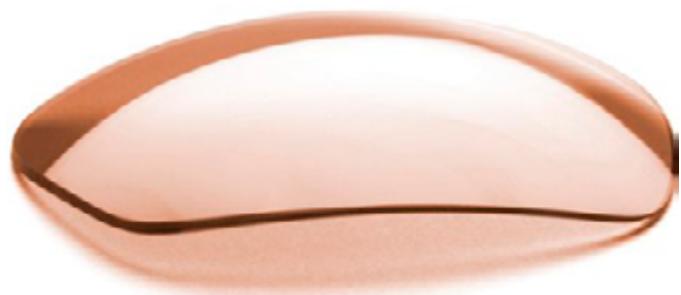
## Sleeping Pads : Department 45

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



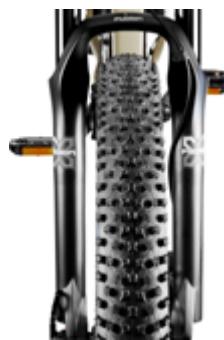
## **Sunglasses : Department 52**

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Bikes : Department 80

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Climbing : Department 65

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## Cycle Accessories : Department 82

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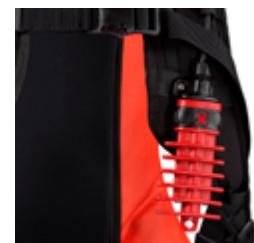
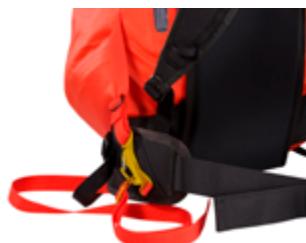
## Skiing : Departments 55, 60

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Snow Accessories : Department 59

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Snowboarding : Department 57

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## Snowshoes : Department 58

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## Watercraft : Department 70

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.



## H2O Accessories : Department 71

In addition to a main product image, please be sure to include additional views, “in use” images, and detail images of specific features referenced in marketing copy.

