



## Content Requirements

This guide is intended to help the REI vendor community provide high-quality product content for use on REI.com. Providing clear, complete product descriptions and multi-view images helps customers shop confidently, increasing satisfaction and conversion. Here you will find file requirements, step-by-step instructions, as well as image, video and product information guidelines.

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*Vendors are responsible for ensuring that all materials now and previously provided to REI related to products, including product information, product description, images, packaging, sound recordings, art, photographs or pictures, videos, and/or text, are current, accurately reflect the product for sale, and comply with any and all applicable federal, state and local laws, regulations, orders, and ordinances. REI is not responsible for the accuracy, completeness, safety, and legal compliance of all, or any portion of the products and materials related to the products. Unless instructed by Vendors, REI is not responsible for updating Vendor-provided materials to ensure compliance with any current federal, state, and local laws and regulations.*

# Content Delivery Guidelines

## How do I deliver my content to REI?

- All product photos, videos and copy/specifications must be submitted through the Vendor Product Portal.
- Refer to your Marketing Content Email for username and password.
- For username and password, please email CAT@rei.com.
- Please do NOT email imagery, videos, or PI.

## When should I supply this content?

- As soon as you receive REI article numbers after Article Create is complete, you may begin uploading content.
- REI typically sends content requests ~3 months before stock registers in our systems, earlier if part of a campaign.

## How do I know what content is being requested?

Check the spreadsheet filename:

- **IMAGES** → image request
- **PRODUCT-INFO** → product information
- **VIDEOS** → video request

## Which REI SKU do I use?

- **6 Character REI Item #** → Product Information + Videos
- **10 Character REI SKU** → Images (color specific)
- Lifestyle or infographics not tied to a specific color may be uploaded once and applied across all colorways.

## What's the difference between the 6-Character and 10-character?

C12345,6789  
REI Style      Size & Color

## Have more questions?

[View our Contact Page](#)

# Completing the Product Information (PI) Templates

Vendors must provide robust and accurate product information for the product copy team at REI to craft compelling product pages. The product copy team brings copy from more than 1,000 vendors into a common voice and works to ensure consistency of presentation across each category. **The wording in the copy you submit may be modified** to meet our extensive style guide, site requirements and customer needs, but the facts and intent will be preserved.

## Quick Start Guide:

*Find, complete and upload PI templates*

## Product Information Guidelines:

*Do these **7 things** to make your products shine*

## **Want to dive deeper?**

- [Detailed Instructions](#)
- [Product Sustainability Specs Guidance](#)
- [How to Create a Size Chart](#)
- [How to Update Existing Product Information](#)

Contact [pi@rei.com](mailto:pi@rei.com) with your questions about templates, specs, copy or size charts.

# Image Formatting

## **Format:**

Product, on-model and infographics images should be 1:1 or square. Lifestyle images can be any ratio.

## **Backgrounds:**

- Product: imagery should be submitted on a 255 white or transparent background.
- On Model: Imagery can be submitted with a white or grey background only. No horizon lines or harsh shadows please.

## **Additional Requirements:**

No CAD renderings or illustrations, photographs of the actual product only please.

File Type: Acceptable file formats JPG, TIF, PNG, PSD.

Dimensions: Resolution requirements are measured on the longest edge of the image.

- Preference – 1,500 to 3,500 pixels
- Minimum – 900 pixels
- **Max file size: 20MB**

## **Color space:**

- Embed color profile – sRGB preferred.

## **File Naming:**

All images must have the 10-character SKU at the front of the filename. Find your REI 10-character SKU [here](#).

- Naming convention example: “REI10CharacterSKU\_OriginalFilename”.
- Only one full image set per colorway (not per size).

## **Want to dive deeper?**

[View our Image FAQs](#)

# Vendor Style Guides

PRODUCT PHOTOGRAPHY

**Action Sports**

**Apparel & Footwear**

**Camp & Climb**

**Snowsports Gear**

# Video Formatting and Content

## Video file requirements:

- Resolution: 1920x1080 OR 1280x720.
- Compression: H.264 Recommended [MPEG-4, VP6, or MJPEG Accepted].
- Frame Rate: 24, 25, or 30 frames per second.
- Video should be de-interlaced with square pixels.
- AUDIO: AAC Recommended Stereo or Stereo + 5.1 96 khz or 48 khz Constant Bit Rate.

## To submit your videos:

1. Go to our Vendor Product Portal.
2. Click the "[Upload Product Videos](#)" link and follow the prompts. You will need the REI 6-digit item number.

## PLEASE NOTE:

We can now accept YouTube ID video URLs. You can supply these to us via the "Links" button in the Product Page Video Uploader. **Please ensure closed captioning is enabled.**

## Video files

Upload Product Videos

Vendor  Vendor@email.com  Notes

Select an option:  File  Link  No file chosen

Drop files here

## YouTube ID video URLs

Upload Product Videos

Vendor  Vendor@email.com  Notes

Select an option:  File  Link

Insert link here

Please enter a valid YouTube link

Enter list of REI 6-character styles

Separate styles with commas.

## Want to Dive Deeper?

[View our Video FAQs](#)

# Video Best Practices

## Videos should:

- Be educational in nature.
- Exhibit good outdoor practices. For example: use of fire rings, life vests, helmets and consistent with **Leave No Trace Principles**.
- Be family friendly, with no profanity or suggestive content.
- Present how-to-use or product-tour information.
- Provide straightforward feature-and-benefit statements.
- Clearly show the difference between similar products.
- Be about an individual product or a small group of closely related products.
- Be provided to REI for unlimited use in relation to the promotion of the product(s).

## Videos should not:

- Be of a generic nature in relation to products.
- Have an overtly marketing feel.
- Include specific prices.
- Feature products REI does not carry.

## Video Length Guidelines:

VIDEO LENGTH	BEST USE CASE	PURPOSE/NOTES
30–60 seconds	Mobile first, high engagement content	Quick impact, grabs attention, ideal for PDP thumbnails and casual shoppers
Under 3 minutes	General product overview	Broad appeal; balances detail with viewer retention
2–4 minutes	Technical or educational content	Ideal for explaining features, setup, or performance for invested shoppers
Over 5 minutes	Storytelling or deep dives	Use only when content clearly benefits from extended length (e.g., complex gear, multistep tutorials)

## Video Examples:

[Product Demo](#)

[Setup Tutorial](#)

[Model Spin](#)