Content Requirements

This guide is intended to help the REI vendor community provide quality product content for use on REI.com. Providing sufficient and coordinated content helps REI customers make smarter buying decisions and drives customer satisfaction. Images that provide customers with alternative views and copy that completely and accurately describes the product are both shown to increase conversion for your products! Here you will find file requirements, step-by-step instructions for how to upload different types of content and guidelines for product information.

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Content Delivery Guidelines

How do I deliver my content to REI?

- All product photos, videos and copy/specifications must be submitted through our Vendor Portal.
  - https://collaboration.rei.com/
  - For username and password, please email CAT@rei.com.

When should I supply this content?

- As soon as possible! When you receive your REI article numbers after the Article Create process is complete, you can begin uploading content.
- REI typically sends an email request for products three months prior to their expected delivery. However, if a product is included in a marketing event, you may receive requests even earlier.
  - These early due dates for priority products allow REI time to produce marketing materials, if required.

Whom should I contact?

- CAT@rei.com for image/video questions

- PI@rei.com for PI Template (specs and marketing copy) or size chart questions

- Vendor@rei.com (or Merch/Buyer involved in Article Create Process) for questions and issues related to product or inventory (e.g., product name changes, incorrect SKUs/VPNs/casemarks).

Completing the Product Information (PI) Templates

Vendors must provide robust and accurate product information in order 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 with your questions about templates, specs, copy or size charts.

Image Formatting & Requirements

Following these image file requirements will help our team process your images quickly and allow your item to be accurately represented to customers as soon as it is available to sell.

- All images **must** have the 10-digit SKU at the **front of the filename**.
  Find your REI 10-digit SKU here.
  - Naming convention example: "REI10DigitSKU_OriginalFilename"

- Submit the following images:
  - One main product image.
  - Detail images and location/lifestyle images.
  - One set of traditional (standard-size) on-model images, and one set of big and/or plus (extended-size) on-model images if there is a Size Type listed in the Content Request email.

- Only **one set** of images is needed **per colorway**. It is not necessary to submit repeat images for every size within a style.

- **ALL product imagery** should be submitted on a white or transparent background.

- **On Model Imagery** can be submitted with a white or grey background **only.**

- **Acceptable file formats**
  - .jpg, .jpeg, .tif, .tiff, .png, .psd

- **Resolution requirement** is measured on the **longest edge** of the image.
  - **Preference – 2000 to 3500 pixels**
  - Minimum – 1500 pixels
  - **Please keep files under 20 MB.** Large file sizes will bog down our image delivery server and delay processing of your images.

- **Color space**
  - Embed color profile – sRGB required

Please refer to the Vendor Style Guides below for additional guidance on REI's product styling requirements and requests.

Vendor Style Guides

PRODUCT PHOTOGRAPHY

Apparel & Footwear

Snowsports Gear

Action Sports

Camp & Climb

Video Formatting and Content

Having a product video yields an ~55% increase in conversion.

To submit your videos:

1. Go to our Vendor Product Portal.
2. Click the "Upload Product Videos" link.
3. Make sure you have your 6-digit REI style number, or list of 6-digit REI style numbers if the video applies to more than one style.
4. Select the "Choose Files" link and follow the prompts, or drag and drop all video files into the blue field that says "Drop files here".
5. Enter the 6-digit REI style number in the text field that corresponds to the video. * You can enter a list of 6-digit style numbers, separated by commas, for one video if the content applies to all of them.

PLEASE NOTE: We cannot accept YouTube or Vimeo videos, as our site does not support video links; we need you to upload the actual video file into our portal.

Video file requirements:

- Resolution: 1920x1080 OR 1280x720
- Compression: H.264 Recommended [MPEG-4, VP6, or MJPEG Accepted]
- **Please no ProRes!**
- 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

Videos should:

- Be educational in nature.
- 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.
- Include products REI does not carry.
- Contain any visual or audio watermarks.
- Contain any graphic or controversial content that could be deemed offensive or inappropriate.

User-Generated Content (UGC)

PROGRAM	IMPACT	REQUIREMENTS	HOW TO GET STARTED
Review Syndication The sharing of review content collected by a brand to REI.com to expand reach of content to customers	Increases channel sales by boosting the number of reviews on your product pages on rei.com. • *Conversion increases +165% when an REI shopper engages with reviews* • *As average product rating increases, return rate decreases* • *Traffic from search pages to a product page increase by +50% when just one review is available*	Fee-based partnership directly with BazaarVoice to collect and/or syndicate content	Visit www.bazaarvoice.com/network and click *Get Started* to request contact with BazaarVoice. Note: Your brand may already have a BazaarVoice contact. In that case, reach out to them directly.
REI Product Advisors Product Sampling Send product to members of the REI Product Advisors community to collect authentic product reviews	Grows review coverage and rich content, ideal for new program/product launches, key items, REI exclusives and brands that are unable to syndicate. • *Collect reviews early to drive conversion impact at the start of sales* • *Increase consumer confidence in new and updated products*	Samples available to send to participants (~10/units per Product ID) and ability to ship to participants	Reach out to UGC@rei.com with interest and to learn about timing, cost and a more detailed process.