

# REI Video Submission Guidelines

REI offers our vendor partners the opportunity to submit product-related videos for presentation on REI.com for the purposes of empowering customers with better product knowledge and creating purchasing momentum. The videos should be educational in nature, explaining the use of a product and/or showing specific features and benefits. In respect to our customers' time and interests, content should not be clouded with marketing jargon or promotional messaging.

## **Content Requirements**

To be considered for approval for use on REI.com...

The videos ideally **should**:

- 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)

The 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

## **Video File Requirements:**

VIDEO: Resolution: 1920x1080 OR 1280x720

Compression: H.264 Recommended [MPEG-4, VP6, or MJPEG Accepted]

**Please no ProRes!** Frame Rate: 24 [23.98] or 30 [29.97]

Video should be de-interlaced with square pixels.

AUDIO: AAC Recommended Stereo or Stereo + 5.1 96 khz or 48 khz Constant Bit Rate

## **Video Transfer:**

To submit your videos go to our Vendor Product Portal referenced below:

**<https://Collaboration.rei.com/>**

User: vendor

Password: vendor999

Select the "Add a Product Video" link and follow the prompts. Remember to have the first 6 digits of the REI item number handy.

## **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. To contact us please fill out the appropriate form shown <https://collaboration.rei.com/#/contact>**