Product Image Requirements

Technical Requirements

Product images submitted to Amazon must meet the following technical specifications.

- TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format
- Image pixel dimensions of at least 1000 or larger in either height or width preferred
- sRGB or CMYK color mode
- File names must consist of the product identifier (Amazon ASIN, 13-digit ISBN, EAN, JAN, or UPC) followed by a period and the appropriate file extension (Example: B000123456.jpg or 0237425673485.tif)
  Note: Spaces, dashes or additional characters in the filename will prevent your image from going online.

Amazon Site Standards for Product Images

For images named by product identifier without a variant code or named with the MAIN variant, and display as the main image on the product detail page, Amazon maintains the following site product image standards:

- The image must be the cover art or a professional photograph of the product being sold. Drawings or illustrations of the product are not allowed.
- The image must not contain gratuitous or confusing additional objects.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- Books, Music, and Video/DVD images should be the front cover art, and fill 100% of the image frame. Jewel cases, promotional stickers, and cellophane are not allowed.
- All other products should fill 85% or more of the image frame.
- The full product must be in frame.
- Backgrounds must be pure white (RGB 255,255,255).
- The image must not contain additional text, graphics, or inset images.
- Pornographic and offensive materials are not allowed.

For additional other view images:

- The image must be of, or pertain to, the product being sold.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- Other products or objects are allowed to help demonstrate the use or scale of product.
- The product and props should fill 85% or more of the image frame.
- Cropped or close-up images are allowed.
- Backgrounds and environments are allowed.
- Text and demonstrative graphics are allowed.
- Pornographic and offensive materials are not allowed.

3 Main Aspects For Images

1) Images size 1,000px x 1,000px

2) Main image focused on product

3) Create action images to provide the costumer

   "Life with the product"

Create 6 Images