

Guidelines for submitting product images

They must meet these requirements:

- **Main Image** - Named as 14 digit GTIN in jpeg form. (12 digit UPC's would have 2 leading "0"'s added to the front of the number, 13 digit EAN's would have 1 leading "0" added to the front of the number)
 - **Additional Images** – Named as **14digitGTIN_1.jpg, 14digitGTIN_2.jpg, etc.**
- Example:
 - **006111111112.jpg** for Main Image
 - **006111111112_1.jpg, 006111111112_2.jpg**, etc. for additional images such as out of packaging, supplemental facts image, size guide, etc.
- Image names cannot have dashes or spaces or letters
- Include as many images as possible (up to 10). Swatches should be included when applicable
- File format: JPG (med quality)
- RGB color mode
- Image size: **1000x1000** pixels
- Product needs to be on white background unless lifestyle image
- Main image must show the entire product and have white space around the image
- Include only what the customer will be receiving; accessories that are not part of the product should not be shown
- **Video submission - Naming requirements would be the same as above (14digitGTIN.flv or 14digitGTIN.mp4). Acceptable formats - .flv or mp4**
- **Products with Nutritional Facts/Supplement Facts must have a text exposed .pdf form of the label artwork as well. Naming requirements would be the same as above (14digitGTIN.pdf).**

FTP images to:

Host: ftp.riteaidadvertising.com

Username: guestftp

Password: riteaid

Main Folder: eCommerce

Depending on the image submission reason, please pick the appropriate sub folder:

- /eCommerce New Vendor Onboarding Forms – for new Rite Aid vendors submission of product and images
- /Rite Aid Online Submission Forms – For Existing Store Items
- /Rite Aid Online Submission Forms – For New Drop Ship Items from Existing Vendors
- /Rite Aid Online UPDATES Forms – For Existing Online Items That Require Updates
 - **If placing image updates only (no submission form), please email ProductsOnline@riteaid.com to alert of updates and with a list of RA SKU's and the corresponding UPC's that are being updated.**

Create Subfolder with Brand Name – **DO NOT ZIP FILES/FOLDER**