

NSSEA Digital File Specifications

Adopted by the NSSEA Business Technology Committee 5/6/09

Image Specs for Print:

- Tiff or EPS format (flattened, no layers)
- CMYK, 8-bit
- Mac & PC compatible
- Images should be 4" wide or 5" tall @ 300 dpi
- Clipping path(s) included to isolate product from background
- White or transparent background (no clutter)
- No color profiles attached (example: ICC Profile: U.S. Web Coated (SWOP) v2)
- No image compression (examples: LZW, ZIP, etc.)
- Image names should relate to the product or products represented by the SKU(s) or item number(s). If the image represents or pictures multiple products and the name would be too long if you included all SKUs in the name, begin the name with or trim the name down to feature the most prominent or important product in the picture.
- Image names maximum of 21 characters (17 + extension), lower case, no spaces, no special characters (example: * . + - @ % &). Use the underscore (_) character for extended descriptions.
- Keep EXIF data intact
- Provide a spreadsheet file (Excel XLS or Comma separated CSV) that lists the SKU or item number in the first column and the name of the image file that corresponds to that SKU in the second column.

Image Specs for Web:

- JPG format
- RGB, 8-bit
- Mac & PC compatible
- Maximum size: 1024 pixels wide by 768 pixels tall @ 72 dpi (file may be reduced in quality, but not lower than 70% original quality). File should be no less than 800 pixels wide by 600 pixels tall @ 72 dpi. All web images should be formatted to 4:3 format and extra space should be filled with white background.
- White background
- No color profiles attached (example: ICC Profile: U.S. Web Coated (SWOP) v2)
- No image compression (examples: LZW, ZIP, etc.)
- Image names should relate to the product or products represented by the SKU(s) or item number(s). If the image represents or pictures multiple products and the name would be too long if you included all SKUs in the name, begin the name with or trim the name down to feature the most prominent or important product in the picture.
- Image names maximum of 21 characters (17 + extension), lower case, no spaces, no special characters (example: * . + - @ % &). Use the underscore (_) character for extended descriptions.
- Provide a spreadsheet file (Excel XLS or Comma separated CSV) that lists the SKU or item number in the first column and the name of the image file that corresponds to that SKU in the second column.