Vendor Supplied Image and Content Requirements

Standard Image Format

- File format for **BITMAP** images - Color - 24 bit (millions of colors) RGB.
  TIFF, PSD, CPT, PNG or EPS (no JPEG or GIF)
     NOTE: All PSD's and CPT's must not be flattened.

- Window size should be 1500x1500 pixels ***(preferred)***, 500x500 pixels *(minimum)*

- Resolution for Bitmap images should be no more than 300 Dpi.
  72 Dpi is what we use for the web, so if we get an image with a window size of 1500x1500 @ 72 Dpi, the file will should look fine.
  We want the file to be this size because it is best to make a bitmap smaller then bigger.
  This is why we don't want images less than 500 pixels.

Product Content/Copy

- Product copy is limited to 450 characters in length (including spaces) in paragraph form
- Feature/Benefit bullet points are also accepted, but should be kept between 5-10 bullets maximum
- For fitted items, product sizing charts should accompany product copy information.

Delivery Method

- Delivery method – CD, DVD, or via web (FTP), Product Catalog (for copy only)
- Delivery time frame - as soon after PO is cut as possible & prior to product shipment. GSI requires the content in-house well before products hit inventory. Should be sent directly to respective Buyer's attention for the specific product line.
- All images should contain clipping paths that separate the product from the background.
- Questions regarding format/delivery, please contact:
        Tara Shannon – Product Content Manager - shannont@gsicommerce.com

Vendor Sample Requirements

- Apparel - Men's, Women's and Kids --- size medium
        When multiple colors are bought we'll need a sample in every color you wish to present on the site, or if unavailable, color swatches.
- Footwear - Both shoes preferred, if unavailable right will suffice
- Fitted Hats - Size 7-1/4
- Large hard-goods - we should arrange to have a rep available to assemble (home gyms, Air hockey tables, etc...)