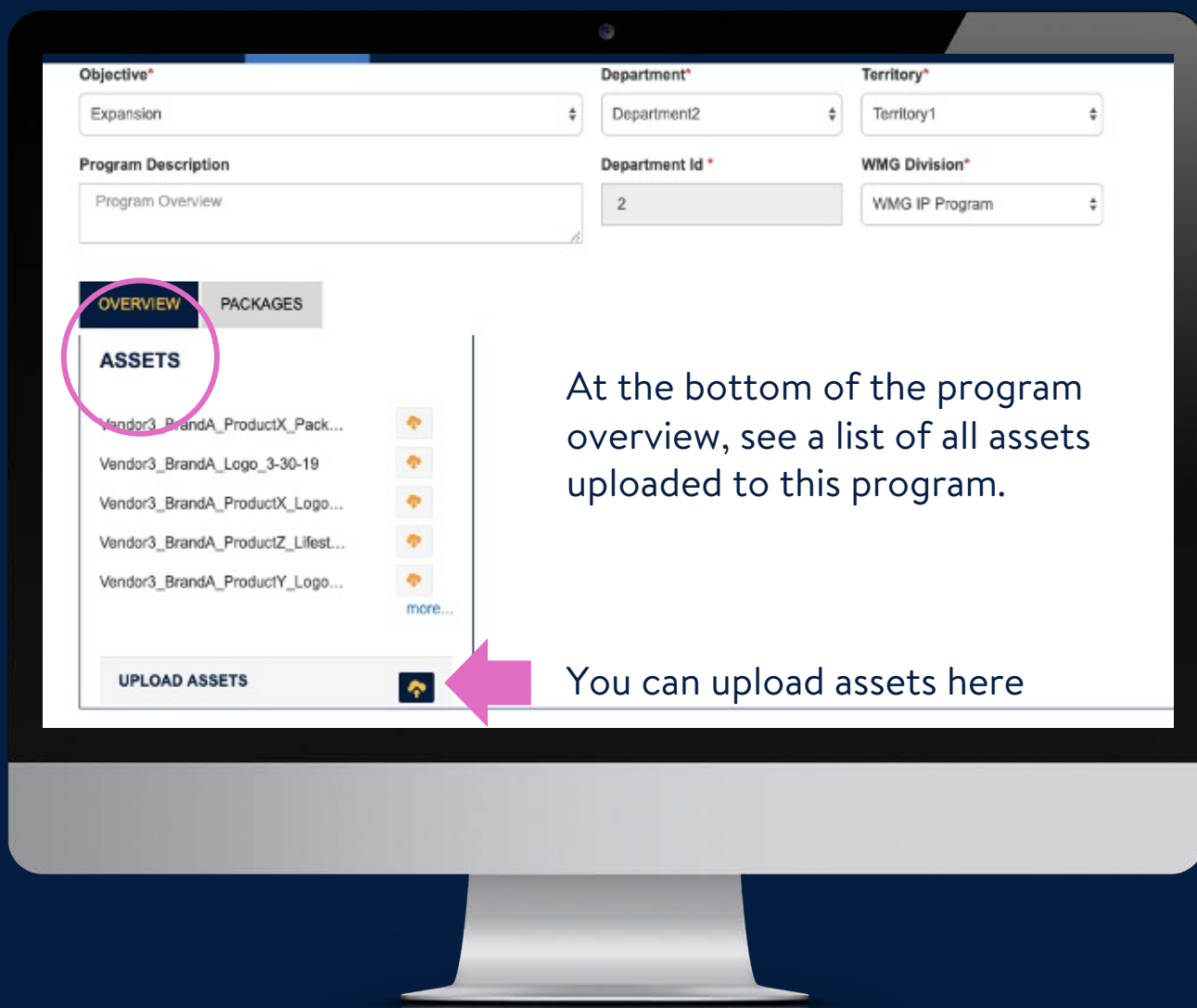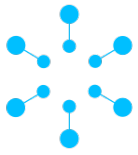**Walmart** Connect

Creative asset upload/delivery process

As of June 2021, the following asset delivery process must be followed for all WMC programs where a vendor is providing assets for use in media tactics (in-store, digital, etc.)

At the bottom of the program overview, see a list of all assets uploaded to this program.

You can upload assets here

Walmart Connect

Creative asset delivery requirements

The below asset delivery requirements have been set up to make your program tactic development and activation as efficient as possible.

Valid file types include:
.jpeg, .jpg, .png, .tif, .gif, .psd, .is, .zip, .pdf, .doc, .ppt, .xls, .xlsx, .docx, .pptx, .eps, .ai

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Naming Convention
FYXX-XXXX_ VENDORNAME_ASSETTYPE

If a product image, add Item# and Item Description –
FYXX-XXXX_VENDORNAME_PRODUCTIMAGE_ITEMNUMBER_ITEMDESCRIPTION

File name must NOT include spaces, periods, back slashes, or other special characters like @, #, %, & and *
It must have underscores "_ " or hyphens "-" and no spaces
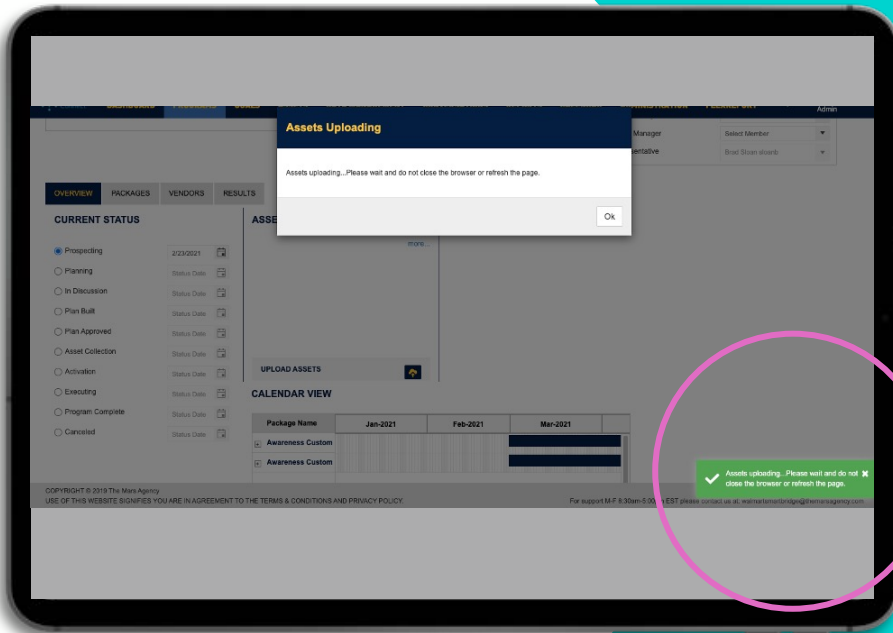

File size information:

The system limit for each asset is no more than 250MBs.

You may load up to 10 files at a time, each at 250MBs each.

Please reach out to your WMC contact if you are required to provide files larger than the file limit for further instructions.
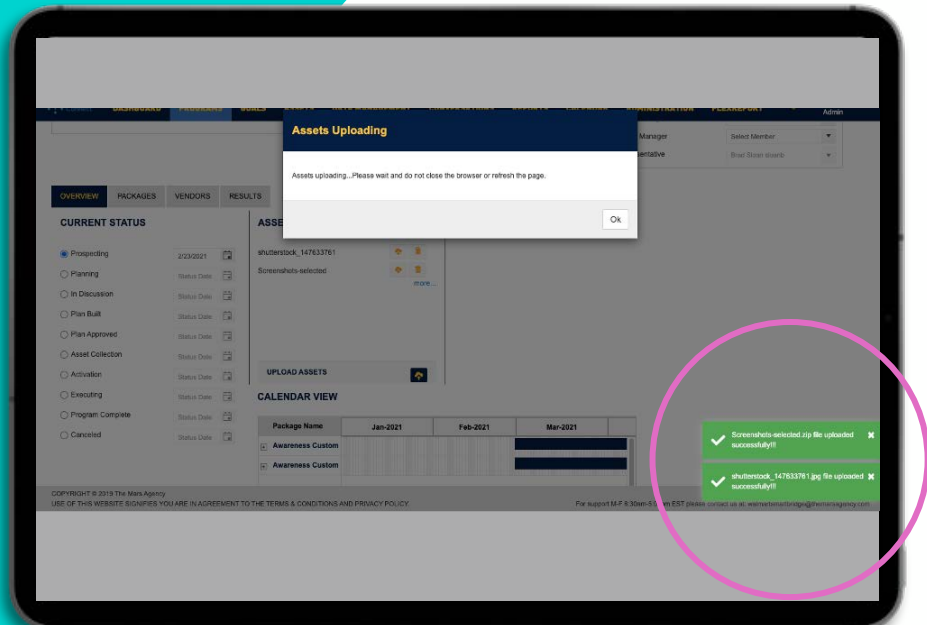
Walmart Connect

Uploading files

When uploading files, a pop-up will show up and a green box at the bottom right will show up like shown. It's important not to close the browser OR refresh the page while the assets are uploading in the background.

Once the system has completed the upload of each asset submitted, additional green boxes will pop up at the bottom right.

Walmart Connect

File types

Logos:
People interacting with product
Product in situation
Preferred Format: PSD, TIFF or JPG

Digital
- o Minimum Size: 200px x 200px at 72 dpi
- o Maximum Size: 500px x 500px at 72 dpi

Print
- o Minimum Size: 3" x 3" at 300 dpi
- o Maximum Size: 6" x 6" at 300 dpi

In-pack shots or product image(s)
Preferred Layout: Multiple angles and perspectives
Minimum Layout: Front-facing
Preferred Format: PSD or PNG
Additional Formats: TIFF or JPG with clipping path

Digital
- o Preferred Size: 1080px x 1080px at 72 dpi
- o Minimum Size: 500px x 500px at 72 dpi

Print
- o Minimum Size: 4" x 8" at 300 dpi
- o Maximum Size: 6" x 10" at 300 dpi

Walmart Connect

File types

Lifestyle images:
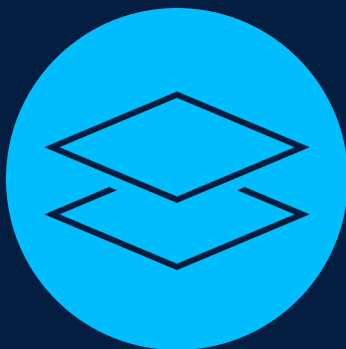People interacting with product
Product in situation
Preferred Format: PSD, TIFF or JPG

Digital
- Preferred Size: 1080px x 1080px at 72 dpi
- Minimum Size: 500px x 500px at 72 dpi

Print
- Minimum Size: 7" x 5" at 300 dpi
- Maximum Size: 7" x 13" at 300 dpi
  (in case of full bleed background)

Layered marketing/brand files
Preferred Format: PSD, AI or InDesign
Marketing/Brand files must
- Be layered
- Elements/Links not flattened
- Be packaged (include all elements that link to the file, high res art, fonts, pdf, etc.)
- If PSD file, links cannot be in the cloud library, please embed into Photoshop
- Adhere to the file spec requirements above this section for all individual elements

Files provided zipped: zip file must include all element

Walmart Connect

File types

Video:
Required Languages: Both English and French versions

Required Accessibility Compliance Detail: If voice-over, subtitles must be included

Preferred Format: MP4 with embedded captions for both English and French versions

Preferred Content: videos should feature learning content only (tutorials, how-tos, step-by-step, guidelines, etc.). No commercials allowed.

Preferred Length/Video Duration: :30 max

NOTE - For MP4 and files larger than 50MBs please work with your WMC contact for file upload directions