



PALMETTO
DIGITAL MARKETING GROUP

“A+ Submission, Rejection & Guidelines”

To have your A+ content published you must first submit the content for approval. The approval process can take up to 7 days or longer during peak times. Once the content has been approved it can take up to 24 hours for the content to be published to your detail page.

How Do I Determine The Status Of My Content?

- If your content has been approved it will show ‘approved’ under the status of your submission
- If the status shows as ‘error’ you will need to click ‘details’ to determine what part of your content errored out
- If your content was rejected you will see a rejection message in the A+ Content Manager
 - If you do not see your project under the A+ Content Manager landing page you may need to search by ASIN or project name

Image & Text Format

- Supported image file types: .jpg, .bmp, and .png in the RGB colorspace. CMYK colorspace is not supported. Image files must remain under 2 MB. Resolution should be at least 72 dpi. The use of animated images (.GIF) is prohibited.
- Submitting blurry or low-quality images, images with a watermark, images with small text that is not readable from a mobile device are not permitted
- Images and text submitted must be unique to the A+ content (do not repeat or reuse content used on the standard detail page contributions)
- Include only one brand logo
- Spell out all numbers under 10 and follow all grammar rules or this may result in content rejection
- Content written in languages other than the one specified in the content, including HTML tags, is not permitted, except that a small amount of text in a different language is acceptable if it is part of the brand’s identity.
- If you are referencing any awards or certifications in your content, you must provide the date in which the product received an award or certification

Content Restrictions

- Warranty or guarantee information, this includes references to returns or refund policies from third-party websites
- Do not include or reference any restricted, prohibited or program policies
- Do not include seller specific information (distributor info, address, free shipping, company contact information, etc.)
- No quotes or attributions may be made in A+ content to individuals, customers, or other private figures. A maximum of four quotes or endorsements is allowed, and these should only be from well-known publications or public figures and must be accompanied by the author, date, and if citing a publication, the title
- Do not reference or compare competitor products
- Comparison charts must only compare products from the same brand
- Do not include pricing, promotional language or discounts (ex: free, bonus, on sale)
- Trademarks and copyright symbols (TM, ®, ©) are acceptable if they’re of reasonable size and either already included on product packaging or always displayed as part of the logo or both (standalone symbols are not permitted).
- Hyperlinks or links leading to websites outside of Amazon are not permitted
- Content referencing an adult product is not permitted
- Images or text that attempt to mimic Amazon logos, detail pages headings or details is not permitted