

Create A Product Ads File

The Product Ads template has a header row with the following columns: Category, Manufacturer, Title, Description, Link, Image, SKU, Quantity on Hand, Condition, Shipping Weight, Shipping Cost, Bid, Promo Text, UPC, and Price. Don't modify or delete the column headers and don't delete any of these pre-set columns. We'll be more specific about these column categories below.

You should always include a UPC for each product. UPCs make it easier for us to match your product to the correct Product Ads item category and speed up the file upload process. Using UPCs is the best way to make sure your products get the most relevant placement on Amazon.com. Without UPCs your Product Ads may not appear on the site, or may be very difficult for shoppers to find.

Product Ads Field Descriptions

Field	Description	Examples	Requirements
Category	While we make the final match, you must suggest a category for your item. To see our Product Ads categories click the "View list of category IDs" link from the Add Products page.	<i>Alphanumeric:</i> nursery-beds	Required
Manufacturer	Enter the manufacturer or brand. Do not use your store name in this field unless you are the manufacturer or brand owner.	<i>Alphanumeric:</i> OLYMPUS	Strongly Recommended
Title	Enter the product name. To avoid an error, do not include any of the following: HTML tags, hard returns, quotation marks or any special characters. Some examples of special characters not to use are *, \$, &, +.	<i>Alphanumeric:</i> OLYMPUS Stylus 810	Required
Description	The description should complement your title since it allows you to provide more details about your product (2000 character max). To avoid an error, do not include any of the following: HTML tags, hard returns, quotation	<i>Alphanumeric:</i> The new Worn Cherry and Worn Brown finishes give this classic model the	Strongly Recommended

	marks or any special characters. Some examples of special characters not to use are *, \$, &, +.	look of a well-worn, well-loved instrument.	
Link	This is an extremely important field, since this will be the URL that directs customers to the product on your Web site. The URL must be fully-formed and valid. Be sure to include http:// on your links.	<i>URL:</i> http://www.companyname.com/products/item.htm	Required
Image	Images should have 72-pixels-per-inch resolution and be at least 500 pixels on the longest side. Acceptable file formats are JPG and GIF, and the URL must be fully-formed and valid. Be sure to include http:// when naming your image. There cannot be any spaces in the image URL. Save the image to your Web server and enter the URL in the Image field.	<i>URL:</i> http://www.companyname.com/image/125.main.jpg	Strongly Recommended
SKU	A unique identifier for each product, assigned by you. After you have established a SKU for a product do not change it. SKUs can be from 1 to 40 characters long.	<i>Alphanumeric:</i> 1H3400	Required
Quantity on Hand	Currently, we do not support this feature.	<i>Alphanumeric</i>	Not Currently Supported
Condition	We are storing this information, but we are not currently displaying it on site. This field indicates the condition of the product. Select one of the following values: New, Refurbished, Used, Open Box, OEM	<i>Alpha:</i> New, Refurbished, Used, Open Box or OEM	Not Currently Supported
Shipping Weight	Use this field if you calculate shipping costs based on product weight. Enter shipping weight in pounds, and without commas.	<i>Numeric:</i> 2.33 or 100.00 (note that you must include the digits to the right of the decimal)	Recommended Include item weights and use the Shipping Tool to set your price per pound

Shipping Cost	Shipping included in the file OVERRIDES rules set in the shipping tool. This NUMERIC field should contain the lowest amount (in US\$) a buyer would be required to pay to have ONLY one of that product shipped. If you have a flat rate, include that. If you have free shipping, enter 0.00. Do not use "\$" or commas.	<i>Numeric:</i> 5.00 or 9.99 (note that you must include the digits to the right of the decimal)	Not Recommended if you are going to use the Shipping Tool under Settings Tab
Bid	Currently, we do not support Product-level Bids. Use the Bidding Tool to set subcategory-specific bids.	<i>Numeric</i>	Not Currently Supported
Promo Text	Currently, we do not support this feature.	<i>Numeric</i>	Not Currently Supported
UPC	Enter the 12 digit UPC (Universal Product Number). Do not remove or insert any characters or spaces. Without a UPC we will try to match your listing to an existing product detail page. However, if there is no match, we will not create a new page for your listing and it may be very difficult for a shopper to find your items.	<i>Numeric:</i> 798888465012 or 068381012098	Strongly Recommended
Price	List the product price in US dollars, without a \$ sign, commas, text, or quotation marks. Do not include taxes, shipping costs, rebates, coupons, or bulk discounts.	<i>Numeric:</i> 59.95 or 1000.00 (note that you must include the digits to the right of the decimal)	Required

Saving Your Product Ads File in Excel

After you finish populating the Product Ads template with your product data, you are ready to upload it.

1. When you finish entering your product data, save your work one final time. You might want to create a backup copy and add a date to the file name in case you want to refer to prior versions later.
2. Now, save it as a tab-delimited text file. Choose **File** -> **Save as**.

3. From the **Save as type** box, choose "**Text (Tab-delimited) (*.txt)**" and then click **Save**.
4. You might see a warning that the current file format (the tab-delimited file type) does not support workbooks containing multiple worksheets. Because you do want to create a text file without multiple worksheets, click **Yes**.
5. Next you may see a warning that your file contains features incompatible with Text (Tab delimited) file format. Because you do not need to retain the appearance of your original workbook, click **Yes**.