

# Amazon Advantage Naming Your Image Files

## Naming Your Image Files for a book or product

Amazon uses the file name of your images to associate them with your item's Product Detail Page, and to identify them as MAIN or additional images. The file name you'll use has three components, separated from each other by a period: product identifier + variant code + file extension. For example: **B000123456.MAIN.jpg** (see additional [Examples](#) below).

### Product Identifier

The product identifier is either the Amazon ASIN code, or one of the following ID codes, with no dashes, spaces, or other punctuation.

| Product Identifier                                 | Where to Find It                                                                                                                                          |
|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| ASIN (Amazon Standard Identification Number)       | You should have received the ASIN # from your vendor manager. Alternatively, ASIN can be located under <b>Product Details</b> on the Product Detail Page. |
| ISBN-10 or 13 (International Standard Book Number) | These product identifiers can be found under the barcode of every product.                                                                                |
| EAN (European Article Number)                      |                                                                                                                                                           |
| JAN (Japanese Article Number)                      |                                                                                                                                                           |
| UPC (Universal Product Code)                       |                                                                                                                                                           |

Use ISBN-10 or 13 for books, and ASIN, EAN, JAN or UPC for products other than books. Note that spaces, dashes or additional characters (e.g. "NEW-B000123456.jpg" or "978-0-30-747427-8.jpg") will prevent your image from going online.

\*These instructions do not apply to the Search Inside the Book program. See For more information, see [Learn more about our Search Inside the Book program](#)

### Variant Code

The variant code is a 4-character code that indicates what type of image you are uploading. For MAIN images, the variant code is "MAIN." In addition, images with no variant code in their name will be treated as a MAIN.

Example: **B000123456.MAIN.jpg** or **B000123456.jpg**

For additional images, choose a four-character variant code based on the content of the image:

- **SWATCH SHOTS:** SWCH - Usually identical to the MAIN or a color sample image for use on detail pages that offer multiple versions of the product - [Example 1](#) [Example 2](#)
- **PART SHOTS:** PT01, PT02, PT03, PT04, PT05, PT06, PT07, PT08, PT09 etc. - Additional angles, product in use, screen shots, accessories, or product details
- **INTERIOR SHOTS:** IN01, IN02, IN03 - Usually for sample pages of books
- **ANGLE SHOTS:** TOPP, BOTT, LEFT, RGHT, FRNT, BACK, SIDE - Used to show additional angles or sides of a product

Example: **B000123456.PT01.jpg** or **B000123456.BACK.jpg**

## File Extensions

The file extension indicates the file format of your image. Common extensions are .jpg or .jpeg for JPEG files, and .tif or .tiff for TIFF files. In most cases, the correct extension is added to an image's file name when it's created or saved, and you shouldn't change this before submitting the image to Amazon.

## Examples

The examples that follow are based on this UPC:



| Main Image                                                                                         |                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Correct                                                                                            | Incorrect                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"><li>• 604978005724.jpg</li><li>• 604978005724.MAIN.jpg</li></ul> | <ul style="list-style-type: none"><li>• 0497800572.jpg</li><li>• 6_04978_00572_4.jpg</li><li>• upc604978005724.jpg</li><li>• cover-604978005724.jpg</li><li>• 604978005724-main.jpg</li><li>• NEW-604978005724.jpg</li><li>• The_Name_Of_The_Book.jpg</li></ul> |

| Alternate Image                                                                                         |                                                                                                                                                                                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Correct                                                                                                 | Incorrect                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"><li>• 604978005724.PT01.jpg</li><li>• 604978005724.PT02.jpg</li></ul> | <ul style="list-style-type: none"><li>• 604978005724.PT-01.jpg</li><li>• 604978005724.PT1.jpg</li><li>• 604978005724.PIECE1.jpg</li><li>• 604978005724.alternate.jpg</li><li>• 604978005724.view1.jpg</li><li>• 604978005724.TOP.jpg</li><li>• 604978005724TOP.jpg</li><li>• 604978005724_TOP.jpg</li><li>• 604978005724-TOP.jpg</li></ul> |