

Every placement, every limit, one page

Shoot one master at 1920 x 1080 or 4K and export per placement. The same file almost never passes everywhere.

WHERE VIDEO LIVES

Placement	Format	Max file size	Length	Min resolution
Product detail page	MP4, MOV	5 GB	No fixed limit	1280 x 720
Premium A+ Content	MP4	Varies by module	No fixed limit	800 x 600 to 960 x 540
Storefront	MP4, MOV + others	4 MB to 500 MB by module	2 to 20 sec (looping)	640 x 640 to 1280 x 640
Sponsored Brands	MP4, MOV	500 MB	6 to 45 sec	1280 x 720 (or 720 x 1280)
Sponsored Display	MP4 (H.264, MPEG-2/4)	500 MB	6 to 45 sec	1920 x 1080
Sponsored TV	MP4 (H.264, HEVC, MPEG-2/4)	500 MB	6 to 45 sec	1920 x 1080 (4K rec.)

AD FORMATS, SIDE BY SIDE

	Sponsored Brands	Sponsored Display	Sponsored TV
Aspect	16:9 or 9:16	16:9 only	16:9
Codec	H.264 (main/baseline)	H.264, MPEG-2, MPEG-4	H.264, HEVC, MPEG-2/4
Frame rate	23.976-29.98 fps	23.976-30 fps	23.976-120 fps, constant
Min bitrate	1 Mbps	1 Mbps	4 Mbps (15 Mbps rec.)
Audio	44.1 kHz+, 96 kbps+	44.1/48 kHz, 96 kbps+	44.1/48/96 kHz, 192 kbps+

WHAT GETS YOU REJECTED

- Pricing, discounts or limited-time claims	- Black or blank frames at head or tail
- Competitor brands or other marketplaces	- Endings cut off mid-sentence
- On-screen reviews or star ratings	- Product on screen that the ASIN does not sell
- Fake UI: play buttons, cursors, watermarks	- Low-quality audio, sync drift or dead air
- Letterbox or pillarbox bars on any side	

Specs verified September 2026 against Amazon's creative acceptance policies. Amazon changes specs without notice - confirm against the official policy pages before a major upload. Amazon Posts was shut down on 31 July 2025.