

Populate the template with your product information. For products that do not have models, enter all the product data in a single row and leave the model fields blank. For products that have models, enter all the product data in one row along with the data for the first model. For each subsequent model, repeat the product row and change the model data as appropriate (please refer to the sample data in the template).

**If a product name, model, or subcategory already exists in the database, that data record will be updated. Otherwise, a new data record will be created.**

The product/model data columns are as follows:

Column	Required	Description
PRODUCT_NAME	YES	The name of the product.
AVAILABILITY	YES	0 = Not available. 1 = Available from vendor, only. 2 = Available to purchase.
VENDOR	YES	Vendor Name. This refers to the Vendor list under the List Manager tool. If you have no vendors, enter 'None' as the vendor.
OUR_PRICE	YES	Your selling price.
RETAIL_PRICE	no	Retail price.
WHOLESALE_PRICE	no	The price you paid for this product.
LIMIT_PER_CUSTOMER	YES	The maximum quantity a single customer may purchase. 0 = no limit.
PRODUCT_TYPE	YES	0 = Physical/shipped product. 1 = Downloadable product. 2 = Service-based product.
PACKAGE_WEIGHT	Maybe	(required for physical products) Package shipping weight, in pounds.
PACKAGE_LENGTH	Maybe	(required for physical products) Package shipping length, in inches.
PACKAGE_WIDTH	Maybe	(required for physical products) Package shipping width, in inches.
PACKAGE_HEIGHT	Maybe	(required for physical products) Package shipping height, in inches.
DOWNLOAD_URL	Maybe	(required for downloadable products) Link to download product.
TAXABLE	YES	Whether or not State tax applies to this product. 0 = not taxable, 1 = taxable.
DESCRIPTION	no	Product description. This field supports HTML tags and formatting.
META_KEYWORDS	no	Comma-delimited list of keywords for search engines / SEO.
META_DESCRIPTION	no	Short (155 character maximum) description for search engines / SEO.
MODEL_SORTNUM	Maybe	(required for models) Controls where the model will appear in the list, in relation to the other models for this product. The lower the sort number, the earlier it appears in the list.
MODEL_SKU	no	The model SKU or model number.
MODEL_NAME	Maybe	(required for models) Model name or short description.
MODEL_COLORRANGE	no	Model color range. This refers to the Color Range list under the List Manager.
MODEL_SIZE	no	Model size.
MODEL_PRICE	no	Model price. If all models for a product are the same price, you can just enter the product price and leave the model price blank.
SUBCATEGORIES	no	A comma-delimited list of the subcategories where you want this product to appear. If a subcategory in your list does not yet exist in the database, it will automatically be created.