

The eBay logo is rendered in a light green, lowercase, sans-serif font. The letters are closely spaced, with the 'y' having a distinctive upward curve. The logo is positioned on the right side of the slide, set against a dark blue background. The overall design is clean and modern, with a color palette of teal, light green, and dark blue.

2019 Seller Center Modules

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Navigation Closed

Seller Center

Get Started ▾ Listing and Marketing ▾ Run Your Store ▾ Shipping ▾ Service and Payments ▾ [Start Selling](#)

Navigation Open

Seller Center

Get Started ▾ **Listing and Marketing ▾** Run Your Store ▾ Shipping ▾ Service and Payments ▾ [Start Selling](#)

Listing & Marketing
Create listings that bring in shoppers and sell at the best price.

<p>Create Listings</p> <ul style="list-style-type: none"> Your First Listing Listing Best Practices Pricing Guidance Photo Tips eBay Price Guarantee Verified Rights Owner Program 	<p>Manage Listings</p> <ul style="list-style-type: none"> Seller Hub Product-based Shopping Experience Product Identifiers eBay Bulk Listing Tools Third-Party Listing Tools Browser Security Standards 	<p>Promote Listings</p> <ul style="list-style-type: none"> Promotion Strategies Promotions Manager Promoted Listings Promoted Listings Lite Boost Traffic with SEO Social Media
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Additional Resources

- Announcements
- Community
- eBay for Business Blog
- eBay for Business Facebook
- Help & Contact
- Meetups
- Selling on eBay Podcast
- Selling on eBay YouTube
- Webinars

[Seller Updates](#)

Navigation Closed

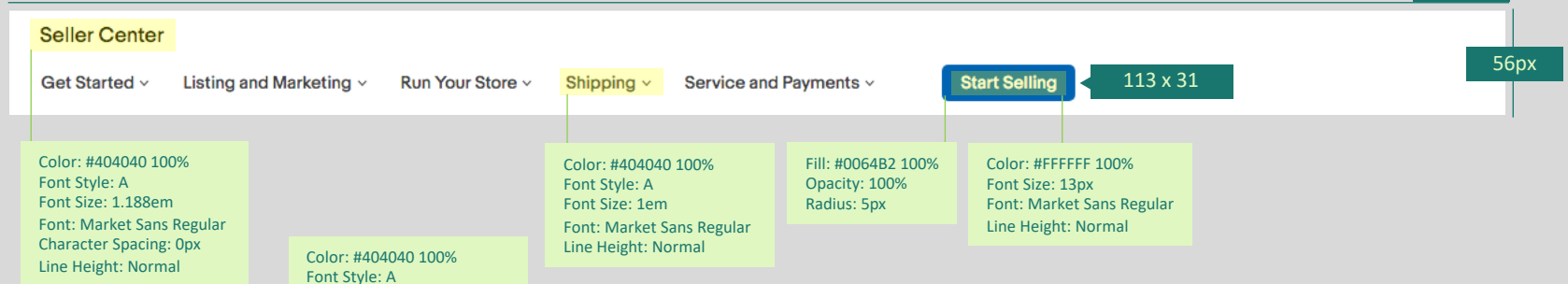
☰ **Seller Center**

Navigation Open

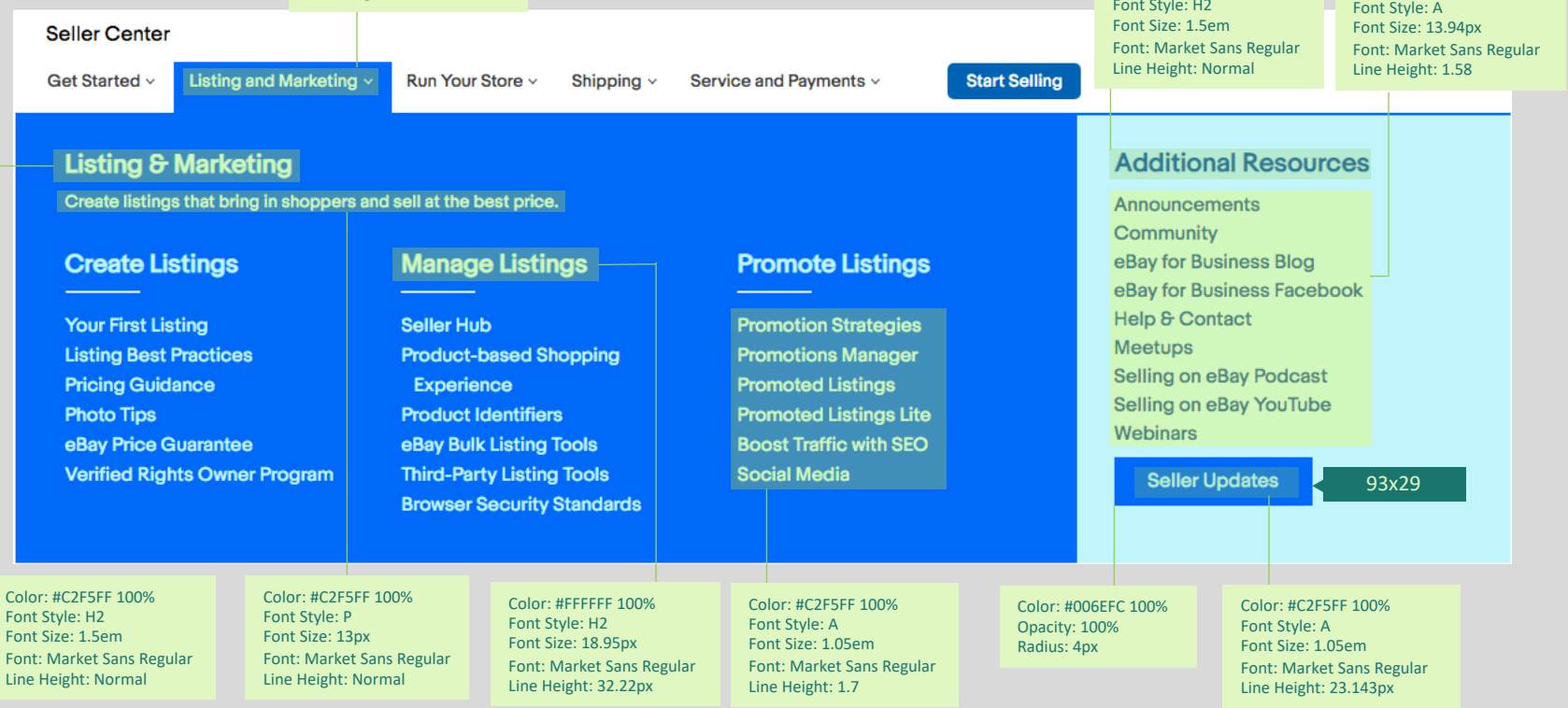
✕ **Seller Center**

- [Get Started](#) +
- [Listing and Marketing](#) -
- [Create Listings](#) -
 - Your First Listing
 - Listing Best Practices
 - Pricing Guidance
 - Photo Tips
 - eBay Price Guarantee
 - Verified Rights Owner Program
- [Manage Listings](#) +
- [Promote Listings](#) +
- [Run Your Store](#) +
- [Shipping](#) +
- [Service and Payments](#) +
- [Start Selling](#)
- [Additional Resources](#) +

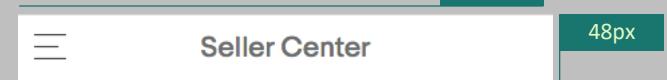
Navigation Closed



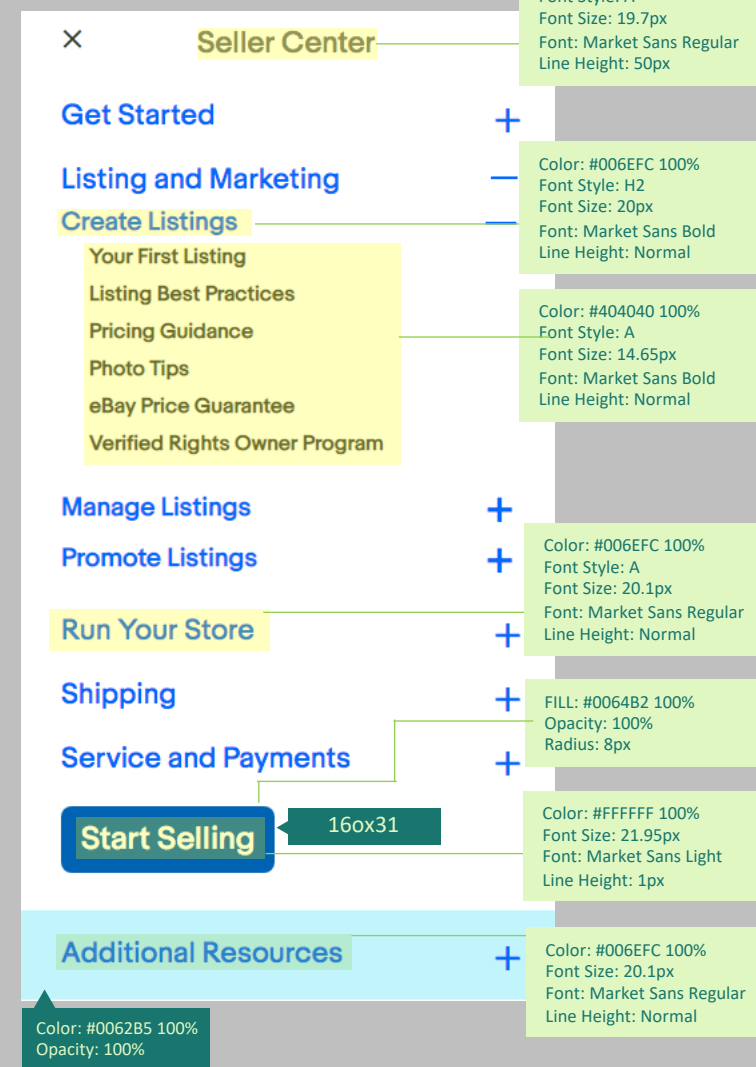
Navigation Open



Navigation Closed



Navigation Open



Seller Hub

Manage and grow your business with one free tool.

Seller Hub

Manage and grow your business with one free tool.

Color: #FFFFFF 100%
 Font Style: H1
 Font Size: 47px
 Font: Market Sans Regular
 Line Height: 47px

Color: #620843 100%

1200px

141px

Color: #620846 100%
 Font Style: P
 Font Size: 18px
 Font: Market Sans Regular
 Line Height: Normal

Color: #0062B5 100%

48px

Seller Hub

Manage and grow your business with one free tool.

360px

112px

Seller Hub

76px

Manage and grow your business with one free tool.

Selling starts here

Learn what to source and how to price.



What do buyers want?

See what buyers have been searching for in the last month.

[Explore](#) →



How much is it worth?

Look up price and sales trends for specific items.

[Explore](#) →



What's selling at a premium?

Discover what items are selling at a higher retail price.

[Explore](#) →

Selling starts here

Learn what to source and how to price.



What do buyers want?

See what buyers have been searching for in the last month.

[Explore](#) →



Color: #404040
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: 40px




Color: #404040
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

1200px

Selling starts here

Learn what to source and how to price.

165x290

410px

600px

Color: #404040 100%
Font Style: H3
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 1.5

What do buyers want?

See what buyers have been searching for in the last month.

Explore →

154x34
Fixed Width

Color: #0062B5 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 1.5

Color: #0064B2 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: 18px

Copy Recommendations:
Subhead characters (with spaces): 40
Body copy characters (with spaces): 83
CTA characters (with spaces): 10


Image Recommendations:
Use retina-optimized images
Minimum image size: 580x330 pixels
Aspect ratio 58:33
Image live area: 290x165 pixels

360px

632px

Selling starts here


Learn what to source and how to price.



What do buyers want?

See what buyers have been searching for in the last month.

Explore →

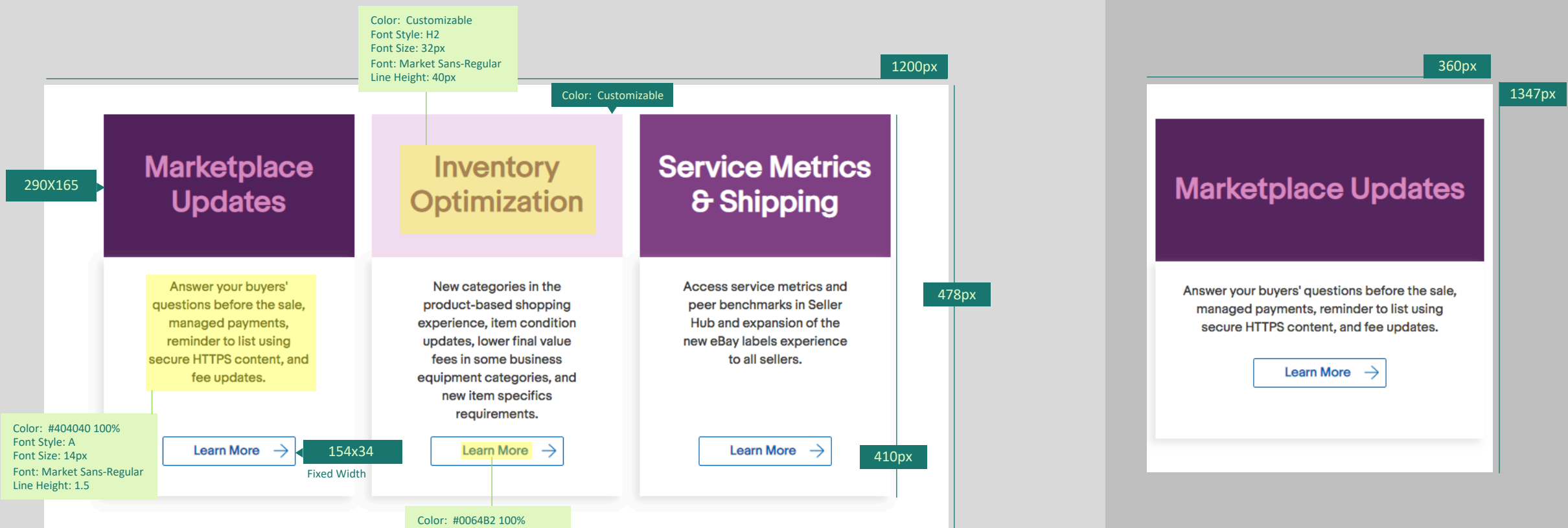


The desktop layout features three distinct promotional cards arranged horizontally. Each card has a colored header, a white body with text, and a 'Learn More' button with a right-pointing arrow.

- Marketplace Updates:** Header in dark purple. Text: "Answer your buyers' questions before the sale, managed payments, reminder to list using secure HTTPS content, and fee updates."
- Inventory Optimization:** Header in light purple. Text: "New categories in the product-based shopping experience, item condition updates, lower final value fees in some business equipment categories, and new item specifics requirements."
- Service Metrics & Shipping:** Header in dark purple. Text: "Access service metrics and peer benchmarks in Seller Hub and expansion of the new eBay labels experience to all sellers."

The mobile layout features a single promotional card. It has a dark purple header, a white body with text, and a 'Learn More' button with a right-pointing arrow.

- Marketplace Updates:** Header in dark purple. Text: "Answer your buyers' questions before the sale, managed payments, reminder to list using secure HTTPS content, and fee updates."



Color: #404040 100%
 Font Style: A
 Font Size: 14px
 Font: Market Sans-Regular
 Line Height: 1.5

Color: Customizable
 Font Style: H2
 Font Size: 32px
 Font: Market Sans-Regular
 Line Height: 40px

Color: Customizable

1200px

360px

1347px

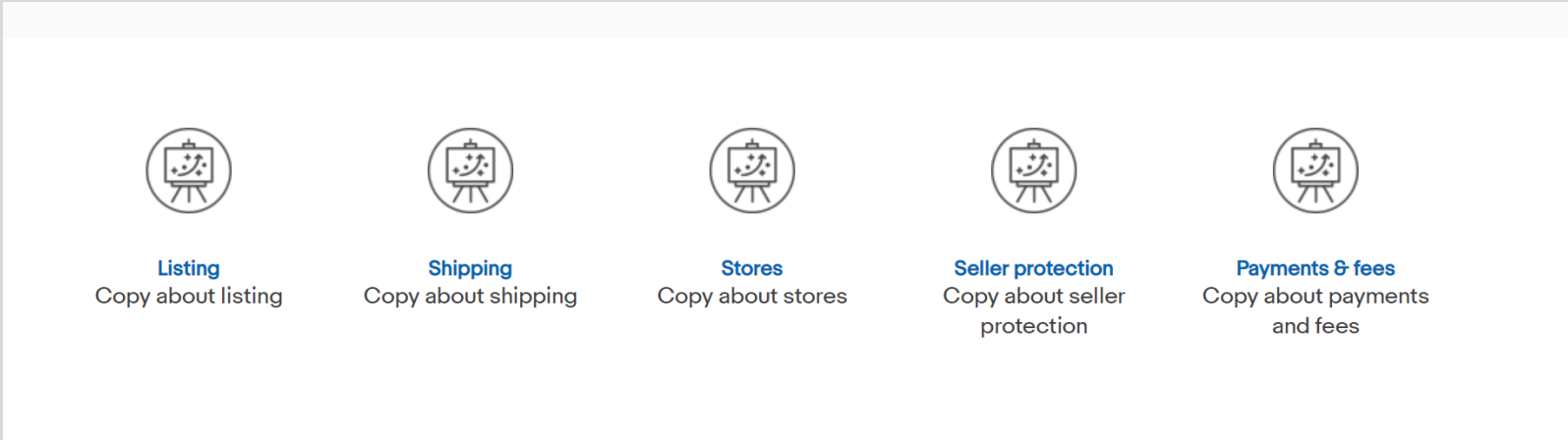
478px

154x34
 Fixed Width

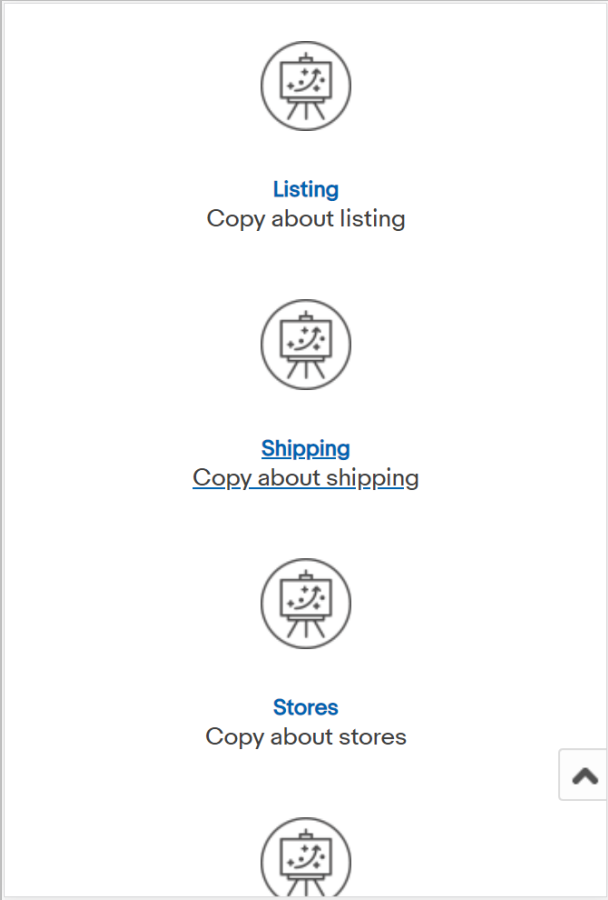
410px

Color: #0064B2 100%
 Font Style: P
 Font Size: 14px
 Font: Market Sans-Regular
 Character Spacing: 0px
 Line Height: 18px

Copy Recommendations:
 Subhead characters (with spaces): 40
 Body Copy characters (with spaces): 83
 CTA characters (with spaces): 10



The desktop layout features a horizontal row of five topic cards. Each card consists of a circular icon of a whiteboard with a pencil and a list, followed by a blue title and a subtitle. The topics are: Listing (Copy about listing), Shipping (Copy about shipping), Stores (Copy about stores), Seller protection (Copy about seller protection), and Payments & fees (Copy about payments and fees).



The mobile layout displays a vertical list of topic cards. Each card features the whiteboard icon, a blue title, and a subtitle. The visible topics are: Listing (Copy about listing), Shipping (Copy about shipping), and Stores (Copy about stores). A fourth card is partially visible at the bottom. A small white box with a black upward-pointing arrow is located at the bottom right of the mobile view.

1200px

56x56

Listing
Copy about listing

Shipping
Copy about shipping

Stores
Copy about stores

Seller protection
Copy about seller protection

Payments & fees
Copy about payments and fees

283px

Color: #0064B2
Font Style: H4
Font Size: 13px
Font: Market Sans-Regular
Character Spacing: 0px
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Character Spacing: 0px
Line Height: 20px

Copy Recommendations:

Subhead characters (with spaces): 30
Body Copy characters (with spaces): 70

Icon Recommendations:

SVG format
Aspect ratio: 1:1

360px

Listing
Copy about listing

Shipping
Copy about shipping

Stores
Copy about stores

934px

[Seller Hub](#) [Webinars](#) [Seller Update](#)

Stay Connected [f](#) [t](#) [in](#)



[Seller Hub](#) [Webinars](#) [Seller Update](#)

Stay Connected [f](#) [t](#) [in](#)

14x17px

1200px

Seller Hub Webinars Seller Update

Stay Connected   

55px

10x17px




21x17px

Color: #767676
 Font Style: A
 Font Size: 12
 Font: Market Sans-Regular
 Line Height: Normal

360px

102px

Seller Hub Webinars Seller Update

Stay Connected   

Fees on eBay

Learn what to source and how to price.

Insertion Fees

Also called listing fees, you get 50 free per month*, and beyond that, the fee for listing in most categories is just \$0.35. (See restrictions.)

Final Value Fees

Also known as selling fees, they're a percentage of an item's total sale price. For most sellers, it's 10% or lower! (See restrictions.)

Listing Upgrades

With optional upgrades like international site visibility, larger photos, and more, you've got the power to attract more buyers.

Fees in Select Categories

Fees are different for certain categories, including [motor vehicles](#), [real estate](#), and select [business and industrial items](#).

Fees on eBay

Insertion Fees

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Listing Upgrades

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Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: 40px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

Color: #0064B2 100%
Font Style: A
Font Size: 18px
Font: Market Sans-Regular
Line Height: 30px

Fees on eBay

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Final Value Fees

Also known as selling fees, they're a percentage of an item's total sale price. For most sellers, it's 10% or lower! (See restrictions.)

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

Listing Upgrades

With optional upgrades like international site visibility, larger photos, and more, you've got the power to attract more buyers.

Fees in Select Categories

Fees are different for certain categories, including motor vehicles, real estate, and select business and industrial items.

1200px

425px

360px

Fees on eBay

Insertion Fees

Also called listing fees, you get 50 free per month*, and beyond that, the fee for listing in most categories is just \$0.35. (See restrictions.)

Final Value Fees

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Listing Upgrades

With optional upgrades like international site visibility, larger photos, and more, you've got the power to attract more buyers.

893px

Copy Recommendations:
Subhead characters (with spaces):30
Body copy characters (with spaces):147

Box Recommendations:
Maximum of 4 Link Boxes in one Row.
If there is an uneven number, center below.

Listing tools

Learn what to source and how to price.

Promoted Listings

Put your items in front of more shoppers to increase the likelihood of sale.

[Learn More](#)

eBay bulk listing tools

Change happens fast. These tools let you create and update listings even faster.

[Learn More](#)

Third-party listing tools

Third-party developers have created tools for every kind of eBay seller.

[Learn More](#)

Listing tools

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Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Character Spacing: 0px
Line Height: 40px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

1200px

Color: #404040 100%
Font Style: H4
Font Size: 24px
Font: Market Sans-Regular
Line Height: 30px

Listing tools

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Learn More

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Learn More

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Learn More

518px

290x234

Color: #0064B2 100%
Font Style: P
Font Size: 14px
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

Copy Recommendations:
Subhead characters (with spaces):37
Body copy characters (with spaces):86

360px

683px

Listing tools

Promoted Listings

Put your items in front of more shoppers to increase the likelihood of sale.

[Learn More](#)

eBay bulk listing tools

Change happens fast. These tools let you create and update listings even faster.

[Learn More](#)

Third-party listing tools

Third-party developers have created tools for every kind of eBay seller.

[Learn More](#)

Have a question?

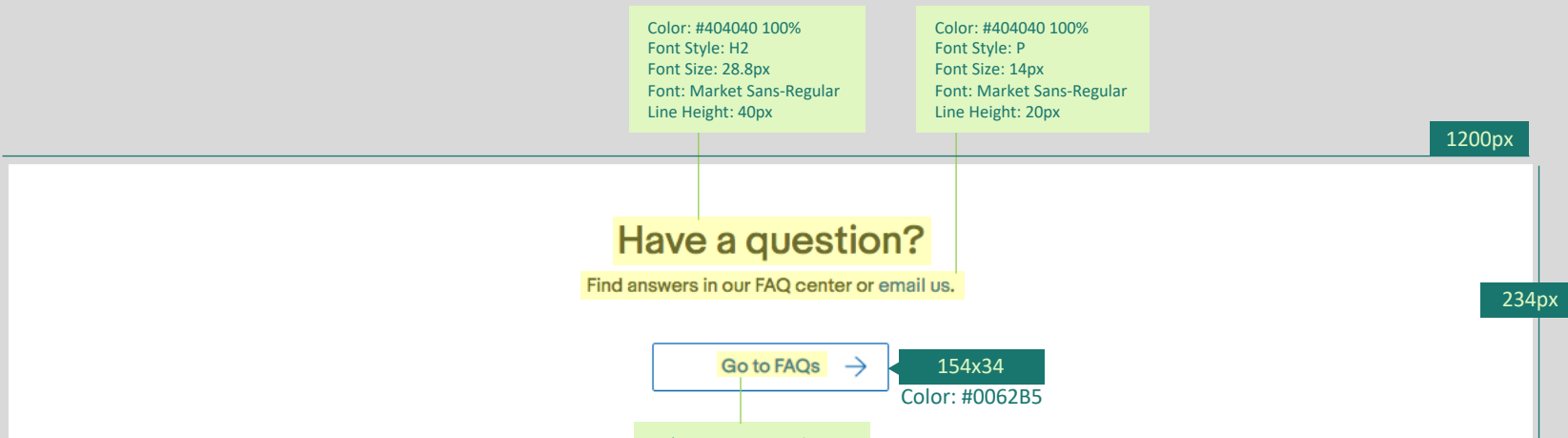
Find answers in our FAQ center or [email us](#).

[Go to FAQs](#) →

Have a question?

Find answers in our FAQ center or [email us](#).

[Go to FAQs](#) →

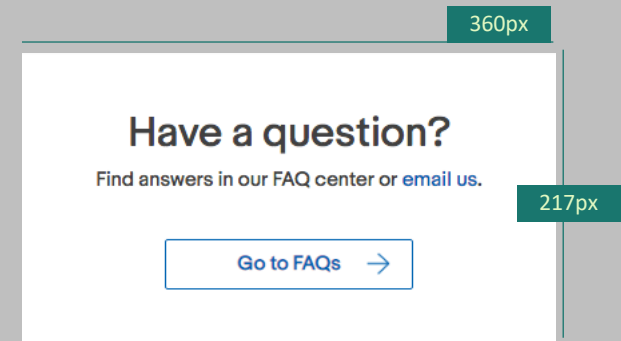


Copy Recommendations:

Subhead characters (with spaces): 42

Body copy characters (with spaces): 44

CTA Characters (with spaces): 10



On This Page

Selling starts here

What do you want to sell?

Listing guidance

Sell your car on eBay

On This Page

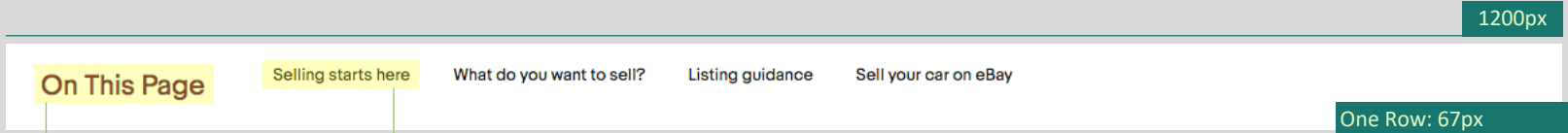
Selling starts here

What do you want to sell?

Listing guidance

Sell your car on eBay

[2018 Fall Seller Update](#) [See What's New](#)



On This Page

Selling starts here

What do you want to sell?

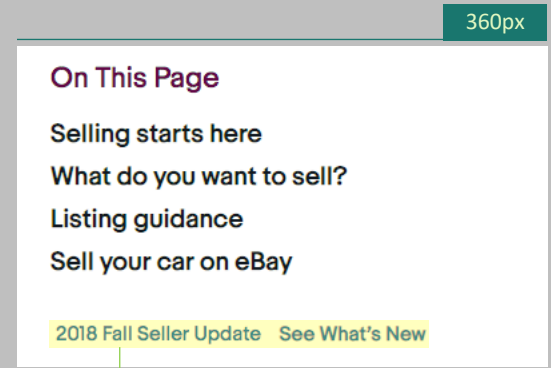
Listing guidance

Sell your car on eBay

Color: #620846 100%
 Font Style: Div
 Font Size: 20px
 Font: Market Sans-Semi-Bold
 Line Height: 2.5em

Color: #111820 100%
 Font Style: A
 Font Size: 12px
 Font: Market Sans-Regular
 Line Height: 2.5em

One Row: 67px
 Two Rows: 82px
 Three Rows: 115px



On This Page

Selling starts here

What do you want to sell?

Listing guidance

Sell your car on eBay

2018 Fall Seller Update See What's New

192px

Variable

Color: #111820 100%
 Font Style: A
 Font Size: 18px
 Font: Market Sans-Bold

After the sale

Learn what to source and how to price.

1

Use eBay labels

Get discounted postage and manage all your shipping needs-including scheduling pickup-without ever leaving your office.

[Learn More](#)

2

Customs forms

You'll need to fill out a customs form provided by your shipping carrier. eBay labels makes this easier than ever.

[Learn More](#)

3

Add insurance with Shipcover

Cover yourself when you ship internationally. Purchase insurance with Shipcover at a great rate as you print your eBay label.

[Learn More](#)

4

Tracking number

Add a tracking number to your shipment so you and your buyer can follow its journey. eBay labels adds tracking automatically.

[Learn More](#)

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2

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[Learn More](#)

Color: #404040 100%
Font Style: H3
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 1.8

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

1200px

Color: #5DF0AD 100%
Font Style: H3
Font Size: 120px
Font: Monserrat-Regular
Line Height: 100px

1 Use eBay labels

Get discounted postage and manage all your shipping needs-including scheduling pickup-without ever leaving your office.

[Learn More](#)

Color: #0064B2 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Bold
Line Height: Normal

2 Customs forms

You'll need to fill out a customs form provided by your shipping carrier. eBay labels makes this easier than ever.

[Learn More](#)

3 Add insurance with Shipcover

Cover yourself when you ship internationally. Purchase insurance with Shipcover at a great rate as you print your eBay label.

[Learn More](#)

631px

4 Tracking number

Add a tracking number to your shipment so you and your buyer can follow its journey. eBay labels adds tracking automatically.

[Learn More](#)

Color: #404040 100%
Font Style: H4
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 1.5

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 1.5

360px

1626px

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Copy Recommendations:
Subhead characters (with spaces): 30
Body copy characters (with spaces):128

Number Recommendations:
Maximum of 3 numbers in one Row.
If there is an uneven number, center below.

How much can you save?

Learn what to source and how to price.

25%*

Possible savings on USPS First Class Package Service. See complete [USPS savings info](#).

37%**

Possible savings on FedEx. See complete [FedEx savings info](#).

19%***

Possible savings over PayPal shipping.

How much can you save?

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37%**

Possible savings on FedEx. See complete [FedEx savings info](#).

19%***

Possible savings over PayPal shipping.

Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: 40px

Color: #5DF0AD 100%
Font Size: 76px
Font: Monserrat-Regular
Line Height: 100px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 1.1

1200px

400px

How much can you save?

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25%*
Possible savings on USPS First Class Package Service. See complete USPS savings info.

37%**
Possible savings on FedEx. See complete FedEx savings info.

19%***
Possible savings over PayPal shipping.

Copy Recommendations:

Body copy characters (with spaces): 54

Row Recommendations:

Maximum of 3 numbers in one row.

360px

960px

How much can you save?

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25%*
Possible savings on USPS First Class Package Service. See complete USPS savings info.

37%**
Possible savings on FedEx. See complete FedEx savings info.

19%***
Possible savings over PayPal shipping.

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4

Tracking number

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[Learn More](#)

5

Tracking number

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[Learn More](#)

6

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Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: 1.8

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20

940px

Color: #fDFOAD 100%
Font Style: H2
Font Size: 90px
Font: Monserrat-Bold
Line Height: 80px

After the sale

Learn what to source and how to price.

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[Learn More](#)

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[Learn More](#)

Color: #404040 100%
Font Style: H2
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 1.5

Column width:
225.6px (24%)

5

Tracking number

Add a tracking number to your shipment so you and your buyer can follow its journey. eBay labels adds tracking automatically.

[Learn More](#)

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 1.5

6

Tracking number

Add a tracking number to your shipment so you and your buyer can follow its journey. eBay labels adds tracking automatically.

[Learn More](#)

Color: #0064B2 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Bold
Line Height: Normal

Auto

360px

After the sale

Learn what to source and how to price.

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2

Customs forms

You'll need to fill out a customs form provided by your shipping carrier. eBay labels makes this easier than ever.

[Learn More](#)

1968px

Benefits for sellers

For eBay sellers who want to streamline their business processes with a simpler way to sell and get paid, eBay offers an upgraded selling experience to fit their needs. Benefits include:

- One place to sell and get paid: manage all your selling and payment needs from within your eBay account.
- Simpler invoicing of your eBay fees: all your fees in one place on your eBay invoice.
- Daily payouts: direct to your bank account. No need to transfer funds between accounts.
- New ways for your buyers to pay: such as mobile payments.
- Be protected: claim and chargeback seller protections provided by eBay, with one place to manage disputes.

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Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: Normal

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Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

940px

Auto

360px

Auto

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- Be protected: claim and chargeback seller protections provided by eBay, with one place to manage disputes.

eBay protects you

When you sell on eBay, you're protected by policies, transaction monitoring, and data systems that make eBay a safe and vibrant community.

You can sell with confidence, because our dedicated seller protection team works around the clock to enforce policies and track problems before they start.

Backed by large-scale, automated detection systems monitoring millions of transactions every day, our team uses world-class technology so you can focus on your business.

Read up on our policies and best practices, then get back to doing what you're great at: selling on eBay.

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Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: 20px

1200px

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Width: 920px

600px

Copy Recommendations:

Body copy characters (with spaces): 1,100

360px

Auto

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Get Inspiration

We know what buyers are looking for. Use our expertise to score more.

[See Insights](#)



Get Inspiration

We know what buyers are looking for. Use our expertise to score more.

[See Insights](#)

284x145

Color: #404040 100%
Font Style: H3
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 30px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

1200px

340px

Get Inspiration

We know what buyers are looking for. Use our expertise to score more.

See Insights

Color: #0062B5100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

Copy Recommendations:

Subhead copy characters (with spaces): 46
Body copy characters (with spaces): 208

Image Recommendations:

Use retina optimized images
Minimum image size: 568x290 pixels
Aspect ratio: 284:165

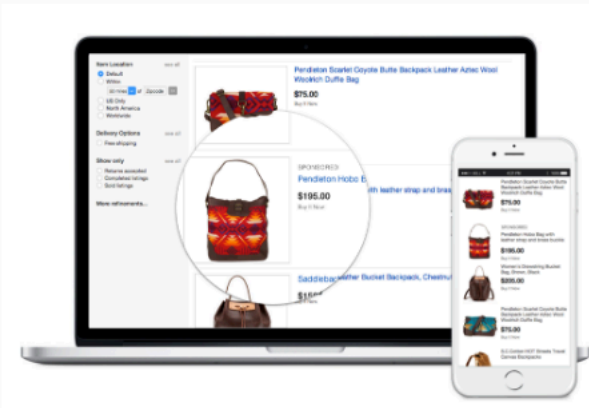
360px

450px

Get Inspiration

We know what buyers are looking for. Use our expertise to score more.

See Insights

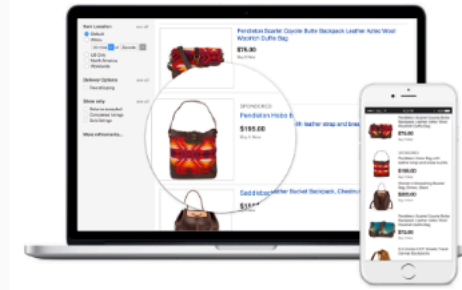


A spotlight on your listings

Promoted Listings is the smart way to get your items noticed, and it's available to all Stores subscribers and Top Rated Sellers.

Promoted Listings puts your merchandise in front of more active shoppers, boosting item exposure by 30%* and increasing the likelihood of sale.

[Try It Now](#)



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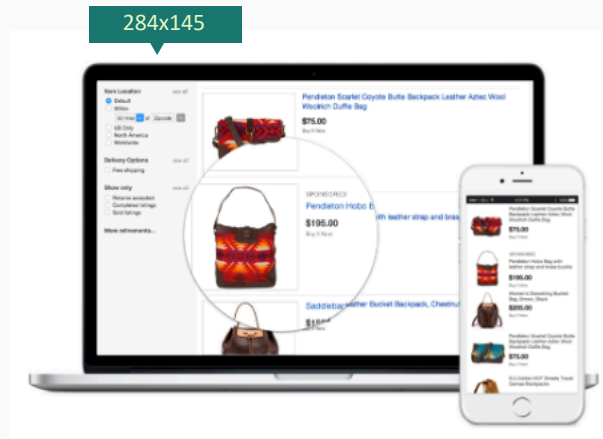
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[Try It Now](#)

Color: #404040 100%
Font Style: H2
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 30px

Color: #404040 100%
Font Style: P
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Line Height: 20px

1200px



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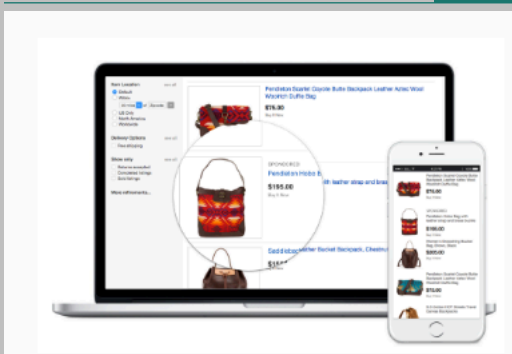
Color: #0064B2 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

340px

Copy Recommendations:
Subhead copy characters (with spaces): 46
Body copy characters (with spaces): 208

Image Recommendations:
Use retina-optimized images.
Minimum image size: 568x290px
Aspect ratio: 284:165

360px



935px

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Try It Now



Sell for Charity

With eBay, you can support the causes you care about. Donate between 10 and 100 percent of your sale to the charities of your choice.

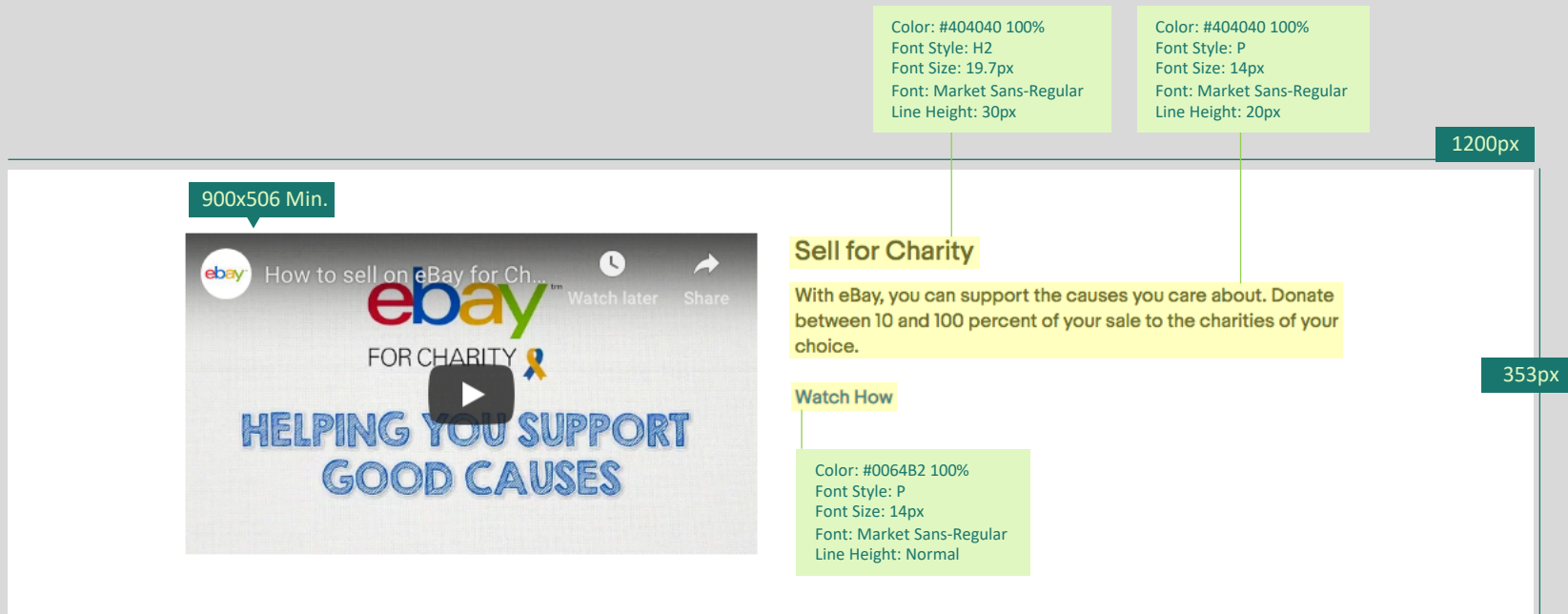
[Watch How](#)



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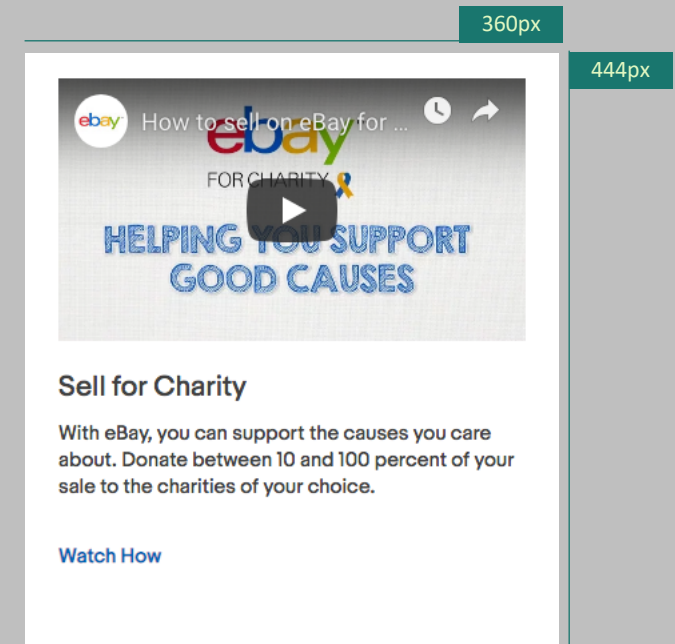
[Watch How](#)

**Video Recommendations:**

Minimum image size: 900x506 pixels

Aspect ratio: 450:253

Play button size: 50x50px





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[Watch How](#)



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900x506 Min.



Color: #404040 100%
 Font Style: P
 Font Size: 19.7px
 Font: Market Sans-Regular
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Color: #404040 100%
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1200px

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Watch How

Color: #0064B2 100%
 Font Style: P
 Font Size: 14px
 Font: Market Sans-Bold
 Line Height: Normal

357px

Video Recommendations:
 Minimum image size: 900x506 pixels
 Aspect ratio: 450:253
 Play button size: 50x50px

360px



449px

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[Watch How](#)

Keep returns to a minimum

Learn what to source and how to price.

Returns best practices

Prevent "item not as described" requests

Prevent "item not received" requests

- Ensure your products match accurate item description and clear photos.
- Remove products with high rates of manufacturing flaws from your inventory.
- Make sure you aren't sending the wrong items.

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Prevent "item not received" requests

Color: #404040 100%
Font Style: H2
Font Size: 28.8
Font: Market Sans-Regular
Line Height: 40px

Color: #404040 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

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Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

33.33% X 52px

Returns best practices

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Color: #404040 100%
Font Style: P
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Font: Market Sans-Regular
Line Height: 20px

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1200px

510px

940px

Copy Recommendations:

Headline copy characters (with spaces): 32

Subhead copy characters (with spaces): 73

Body Copy characters (with spaces): 364

360px

746px

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Prevent "item not as described" requests

Prevent "item not received" requests

320px

Standard fees

Fee type	Cost	Details
Insertion fees	50 FREE listings†	Include auction-style and fixed price
Auction-style listing	35¢	Insertion fee per listing after monthly free allotment
Fixed price listing	35¢	
Final value fees	10% in all categories. Exceptions apply.	Percentage charged on total amount of the sale by category <ul style="list-style-type: none"> • Maximum fee \$750* • Top Rated Plus listings get a 10% final value fee discount (not including shipping)
	3.5% Guitars & Basses	Maximum fee \$350
	2% Heavy Equipment	Maximum fee \$300
	12% Books, DVDs & Movies, Music (excluding Records)	Maximum fee \$750

Standard fees

Fee type	Cost	Details
Insertion fees	50 FREE listings†	Include auction-style and fixed price
Auction-style listing	35¢	Insertion fee per listing after monthly free allotment
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	12% Books, DVDs & Movies, Music (excluding Records)	Maximum fee \$750

Color: #404040 100%
 Font Style: td
 Font Size: 14px
 Font: Market Sans-Regular
 Line Height: Normal

Color: #404040 100%
 Font Style: H2
 Font Size: 28.8px
 Font: Market Sans-Regular
 Line Spacing: 40px

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Fee type	Cost	Details
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1200px

518px

360px

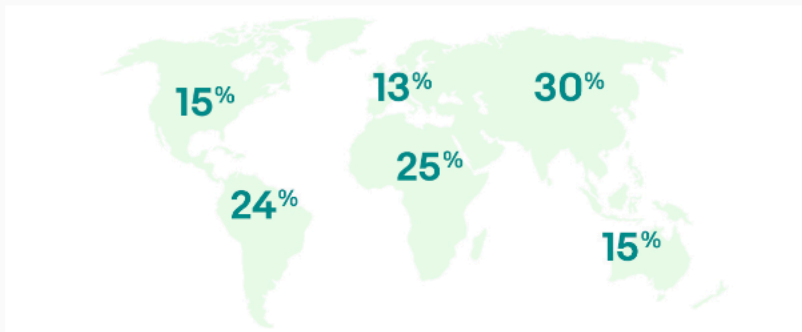
773px

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Global opportunity**

Global ecommerce sales in 2016 reached an estimated \$2.29 trillion.
Check out projected ecommerce growth rates for 2017, and make your business part of it.



Asia Pacific:
30% growth

North America:
15% growth

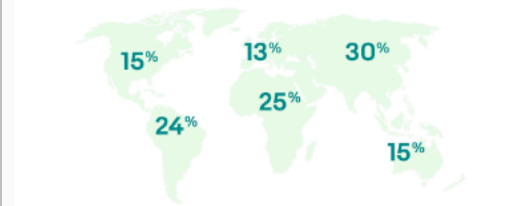
Western Europe:
13% growth

Latin America:
24% growth

Africa & Middle East:
25% growth

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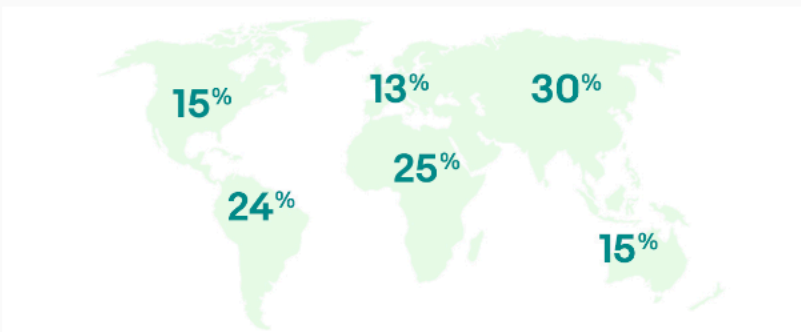
Color: #404040 100%
 Font Style: H2
 Font Size: 28.8px
 Font: Market Sans-Regular
 Line Height: 40px

Color: #404040 100%
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 Font Size: 14px
 Font: Market Sans-Regular
 Line Height: 20px

Color: #404040 100%
 Font Style: P
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 Font: Market Sans-Regular
 Line Height: 20px

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Western Europe:
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Latin America:
24% growth

Africa & Middle East:
25% growth

1200px

600px

607x408

Copy Recommendations:

Header characters (with spaces): 45
 Body characters (with spaces): 178

Image Recommendations:

Use retina-optimized images
 Minimum image width: 1214 pixels
 Height is flexible

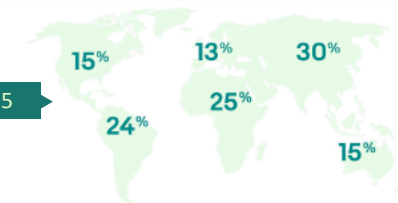
360px

738px

Global opportunity**

Global ecommerce sales in 2016 reached an estimated \$2.29 trillion.
 Check out projected ecommerce growth rates for 2017, and make your business part of it.

320x215



Asia Pacific:
30% growth

North America:
15% growth

Western Europe:
13% growth

Latin America:
24% growth

Africa & Middle East:
25% growth

M20 2-Column Text Tout

When should I promote?

Take advantage of the "Recommended Items" feature when selecting your listings. Consider which of your items might benefit most from added exposure and traffic of Promoted Listings.

When you create new listings, don't forget to promote them.

When should I promote?

Holidays, events, and seasons provide great opportunities to attract motivated buyers and market your business.

Plan ahead and create inspiring targeted campaigns.

M20 2-Column Text Tout

When should I promote?

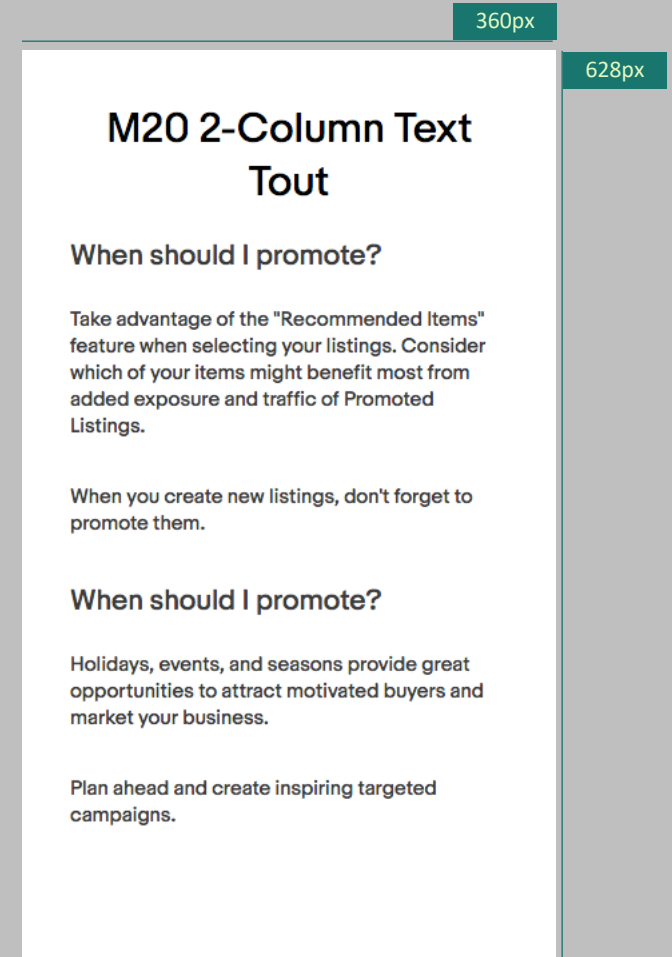
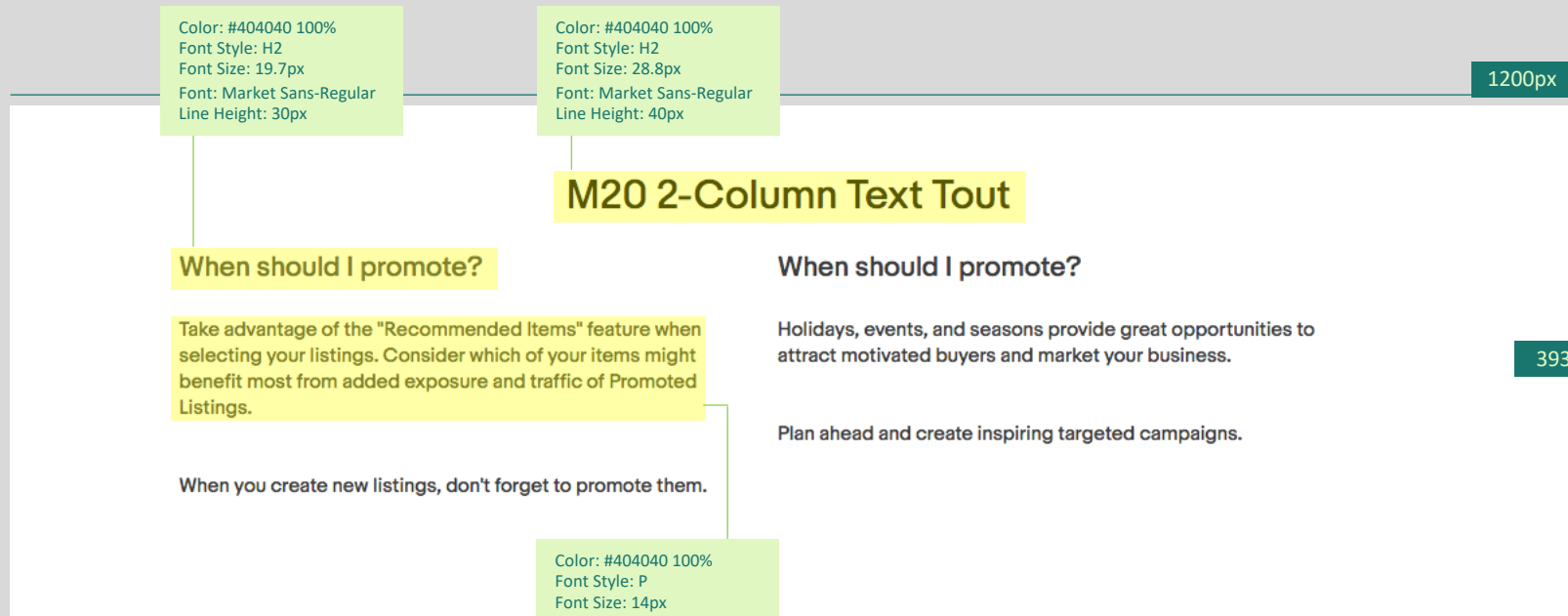
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eBay Stores

Discover the right eBay Stores subscription for your business, find out how much it will cost, and learn about the potential savings.

[Learn More →](#)

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[Learn More →](#)

Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: 40px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

eBay Stores

Discover the right eBay Stores subscription for your business, find out how much it will cost, and learn about the potential savings.

Learn More →

Color: #0064B2 100%
Font Style: a
Font Size: 14px
Font: Market Sans-Regular
Line Height: 18px

1200px

298px

154x34

Copy Recommendations:
Subhead characters (with spaces): 42
Body characters (with spaces): 44
CTA characters (with spaces): 10

360px

320px

eBay Stores

Discover the right eBay Stores subscription for your business, find out how much it will cost, and learn about the potential savings.

Learn More →

Best practices		Expand all	Collapse all
Use quality photos	×		
High-quality pictures encourage your customers' confidence. Follow our photo-taking tips for inspiration and help.			
Photo Tips			
Write clear descriptions	+		
Choose the right listing format	+		
Price competitively	+		
Allow offers	+		
Share your listing	+		

Best practices	
Use quality photos	×
High-quality pictures encourage your customers' confidence. Follow our photo-taking tips for inspiration and help.	
Photo Tips	
Write clear descriptions	+
Choose the right listing format	+
Price competitively	+
Allow offers	+
Share your listing	+

Color: #000000 100%
Font Style: H6
Font Size: 16px
Font: Market Sans-Regular
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 12px

Color: #FFFFFF 100%
Font Style: H2
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: Normal
Max. Character Count: 31

Color: #FFFFFF 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

1200px

Best practices

Expand all Collapse all

Use quality photos ×

High-quality pictures encourage your customers' confidence. Follow our photo-taking tips for inspiration and help.

Photo Tips

Write clear descriptions +

Choose the right listing format +

Price competitively +

Allow offers +

Share your listing +

490px

Row size: 940x45

Color: #0064B2 100%
Font Style: P Strong
Font Size: 13px
Font: Market Sans-Semi-Bold
Line Height: Normal

360px

Best practices

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High-quality pictures encourage your customers' confidence. Follow our photo-taking tips for inspiration and help.

Photo Tips

Write clear descriptions +

Choose the right listing format +

Price competitively +

Allow offers +

Share your listing +

537px

Row size: 320x46

M23 Photo Grid

Subhead text



Seller protection policy

See all the ways you're covered when you sell on eBay.

[Learn More](#)



Customer service

Find answers to common problems and connect with us directly.

[Learn More](#)



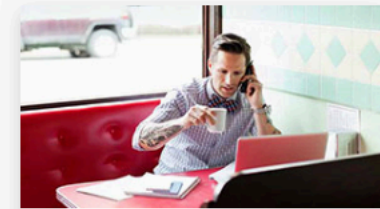
Buyer practices policy

To make sure buyers treat you right, familiarize yourself with their policies, too.

[Learn More](#)

M23 Photo Grid

Subhead text



Seller protection policy

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[Learn More](#)



Customer service

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Color: #404040 100%
Font Style: H2
Font Size: 29px
Font: Market Sans-Regular
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

1200px

M23 Photo Grid

Subhead text

Color: #404040 100%
Font Style: H3
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

206x304

685px

Color: #0064B2 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

360px

640px

M23 Photo Grid

Subhead text

Seller protection policy
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[Learn More](#)

Customer service
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[Learn More](#)

M24 Image + Text



You include links to eBay in your social media, website, blog, email, or newsletter.



You earn commissions any time a customer clicks your link and buys any item on eBay within 24 hours.



You'll earn double commissions during the first 3 months.

M24 Image + Text



You include links to eBay in your social media, website, blog, email, or newsletter.



You earn commissions any time a customer clicks your link and buys any item on eBay within 24 hours.



You'll earn double commissions during the first 3 months.

Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: Normal

1200px

M24 Image + Text



56x56

You include links to eBay in your social media, website, blog, email, or newsletter.

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px



You earn commissions any time a customer clicks your link and buys any item on eBay within 24 hours.



You'll earn double commissions during the first 3 months.

460px

Icon Recommendations:
SVG format
Aspect ratio: 1:1

360px

M24 Image + Text

580px



You include links to eBay in your social media, website, blog, email, or newsletter.



You earn commissions any time a customer clicks your link and buys any item on eBay within 24 hours.



You'll earn double commissions during the first 3 months.

* Motors Vehicles, Real Estate, Classified Ads, Heavy Equipment found in Heavy Equipment, Parts & Attachments, Concession Trailers & Carts, and Commercial Printing Presses are excluded.

† Optional feature fees and final value fees apply. Excludes some listing styles and categories. [See details.](#)

* Motors Vehicles, Real Estate, Classified Ads, Heavy Equipment found in Heavy Equipment, Parts & Attachments, Concession Trailers & Carts, and Commercial Printing Presses are excluded.

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Color: #404040 100%
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Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

1200px

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130px

360px

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† Optional feature fees and final value fees apply. Excludes some listing styles and categories. [See details.](#)

130px

M28 2-Up Touts

Learn what to source and how to price.



eBay Guaranteed Delivery

Buyers love guaranteed delivery dates. Sellers love increased listing visibility. eBay Guaranteed Delivery gives everybody what they want.

[Learn More →](#)



Selling internationally

Start shipping to the millions of buyers around the globe, and start reaping the benefits.

[Learn More →](#)

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Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

1200px

M28 2-Up Touts

Learn what to source and how to price.

500x450

eBay Guaranteed Delivery

Buyers love guaranteed delivery dates. Sellers love increased listing visibility. eBay Guaranteed Delivery gives everybody what they want.

[Learn More →](#)

Selling internationally

Start shipping to the millions of buyers around the globe, and start reaping the benefits.

[Learn More →](#) 234x34

Color: #404040 100%
Font Style: H3
Font Size: 19.7px
Font: Market Sans-Regular
Line Spacing: 30px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Spacing: 20px

Color: #0062B5 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Spacing: 18px

681px

Copy Recommendations:
Subhead characters (with spaces): 23
Body characters (with spaces): 180
CTA characters (with spaces): 22


Image Recommendations:
Use retina optimized images
Minimum image size: 900x498
Aspect ratio: 150:83
Image live area: 450x249

360px

1295px

M28 2-Up Touts

Learn what to source and how to price.




340x???

eBay Guaranteed Delivery

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[Learn More →](#)



Selling internationally

Start shipping to the millions of buyers around the globe, and start reaping the benefits.

Grow Your Business

Subhead text

More With a Store
Get space to market your merchandise.

Terapeak + eBay
Access research on selling trends and more.

Seller Hub Exclusives
Find listing guidance, marketing tools, and more.

Order Shipping Supplies
Ship professionally with eBay branded materials.

Grow Your Business

Subhead text

More With a Store
Get space to market your merchandise.

Terapeak + eBay
Access research on selling trends and more.

Seller Hub Exclusives
Find listing guidance, marketing tools, and more.

Order Shipping Supplies
Ship professionally with eBay branded materials.

Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: Normal

Color: #404040 100%
Font Style: H3
Font Size: 16px
Font: Market Sans-Regular
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Character Spacing: 0px
Line Height: 20px

1200px

215x240

Subhead text

680px

Grow Your Business

More With a Store
Get space to market your merchandise.

Terapeak + eBay
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Seller Hub Exclusives
Find listing guidance, marketing tools, and more.

Order Shipping Supplies
Ship professionally with eBay branded materials.

360px

680px

Grow Your Business

Subhead text

More With a Store
Get space to market your merchandise.

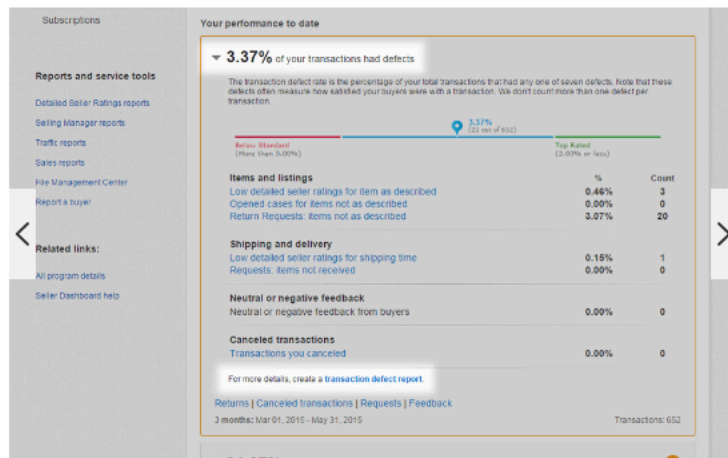
Terapeak + eBay
Access research on selling trends and more.

Seller Hub Exclusives
Find listing guidance, marketing tools, and more.

Order Shipping Supplies
Ship professionally with eBay branded materials.

Copy Recommendations:
Subhead characters (with spaces): 18
Body characters (with spaces): 75

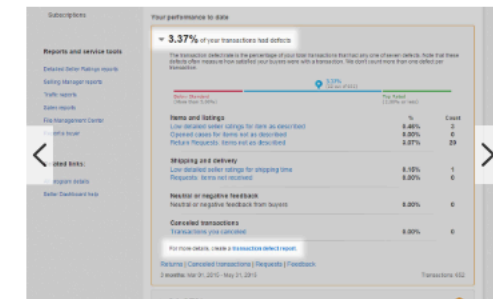
M30 Gallery with Carousel



Accessing your new transaction defect report

To view this report, go to your seller dashboard and expand either the "Current seller level" or the "If we evaluated you today" section. Then expand the transaction defect rate section and click "Get full report".

M30 Gallery with Carousel

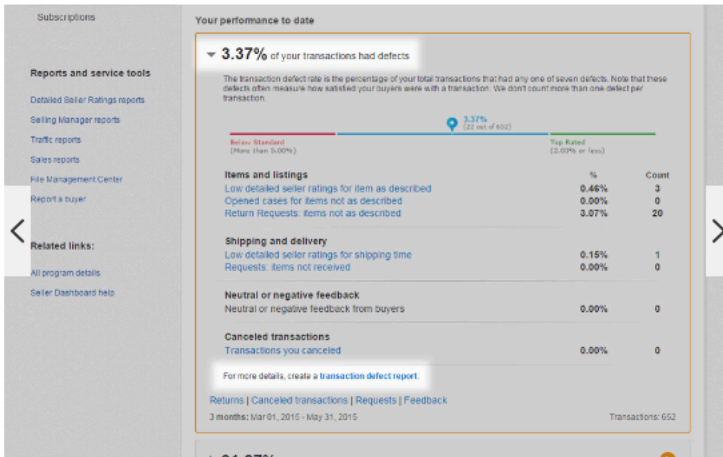


Accessing your new transaction defect report

To view this report, go to your seller dashboard and expand either the "Current seller level" or the "If we evaluated you today" section. Then expand the transaction defect rate section and click "Get full report".

Color: #404040 100%
Font Style: H2
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: 40px

M30 Gallery with Carousel



Color: #404040 100%
Font Style: List item; strong
Font Size: 28.8px
Font: Market Sans-Regular
Line Height: Normal

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

1200px

Accessing your new transaction defect report
To view this report, go to your seller dashboard and expand either the "Current seller level" or the "If we evaluated you today" section. Then expand the transaction defect rate section and click "Get full report".

520px

Arrows: 20x68

546x340

Copy Recommendations:
Subhead characters (with spaces): 44
Body characters (with spaces): 420

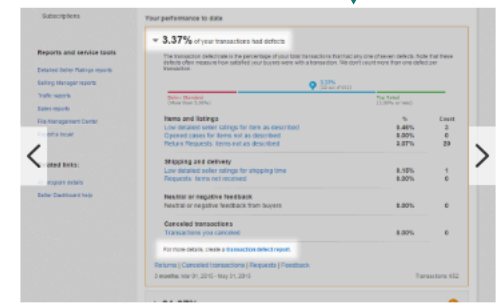
Image Recommendations:
Use retina-optimized images
Minimum image size: 1092x680 pixels
Aspect ratio: 273:170

360px

580px

M30 Gallery with Carousel

284x182



Accessing your new transaction defect report
To view this report, go to your seller dashboard and expand either the "Current seller level" or the "If we evaluated you today" section. Then expand the transaction defect rate section and click "Get full report".

Best practices

Create listings that are sure to sell with these tips.

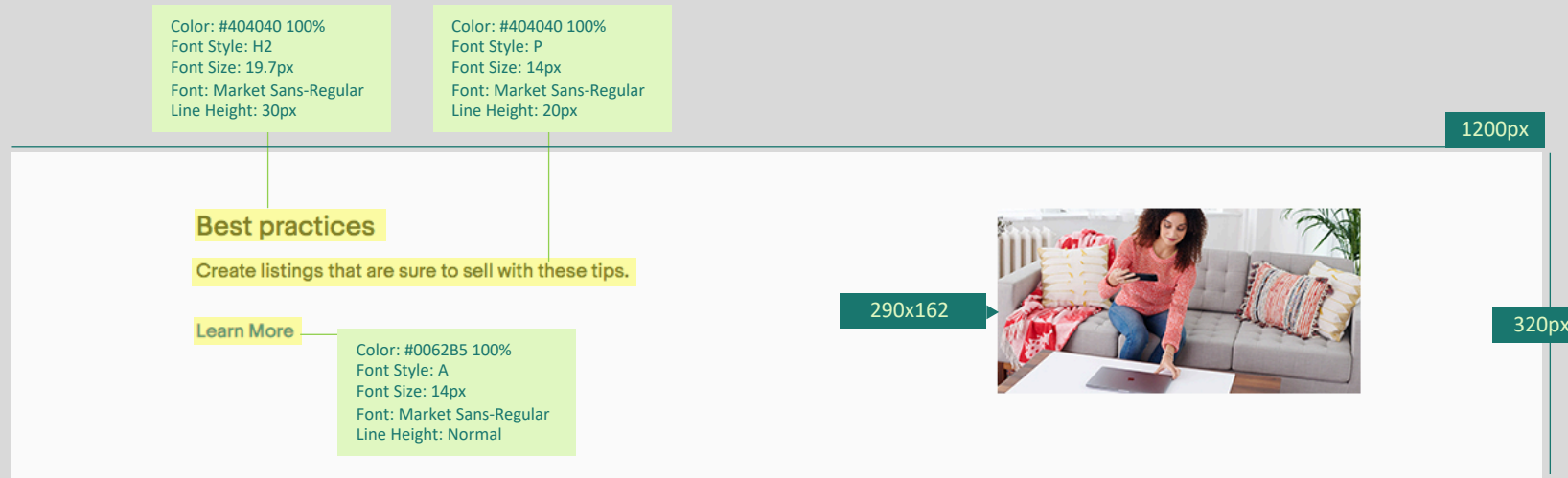
[Learn More](#)



Best practices

Create listings that are sure to sell with these tips.

[Learn More](#)

**Copy Recommendations:**

Subhead characters (with spaces): 46

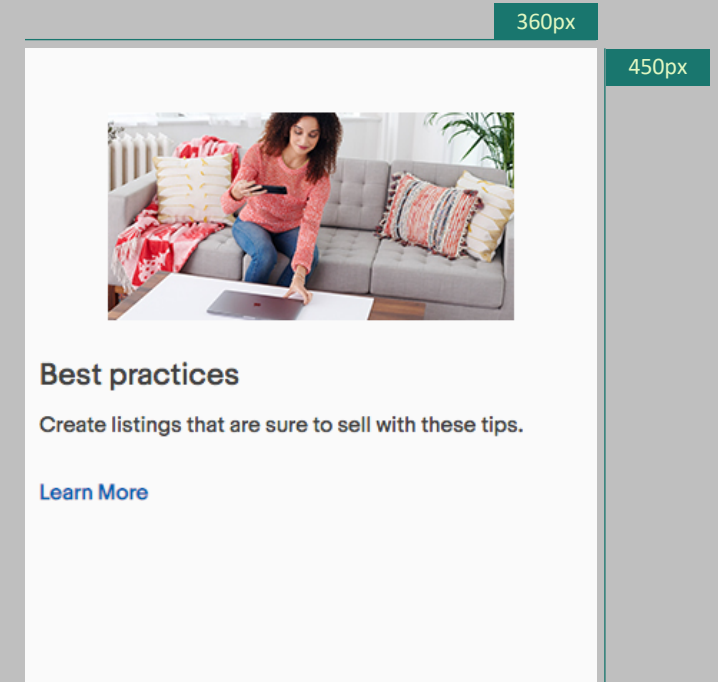
Body characters (with spaces): 208

Image Recommendations:

Use retina-optimized images

Minimum image size: 568x290 pixels

Aspect ratio: 284:165



Need ideas for what to sell?

Check out the top-selling items on eBay to get inspired!

[See In-demand Items](#)



Need ideas for what to sell?

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[See In-demand Items](#)

Color: #404040 100%
Font Style: H2
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 30px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

Need ideas for what to sell?

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[See In-demand Items](#)

Color: #0062B5 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal

450x253



1200px

420px

Copy Recommendations:

Subhead characters (with spaces): 33
Body characters (with spaces): 355

Image Recommendations:

Use retina-optimized images
Minimum image size: 900x506 pixels
Aspect ratio: 450:253

360px

460px



Need ideas for what to sell?

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[See In-demand Items](#)

M33 2/3 Image - RIGHT

A world of selling opportunities awaits you.

[Become Top Rated](#)



M33 2/3 Image - RIGHT

A world of selling opportunities awaits you.

[Become Top Rated](#)

Color: #404040 100%
Font Style: H2
Font Size: 19.7px
Font: Market Sans-Regular
Line Height: 30px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

M33 2/3 Image - RIGHT

A world of selling opportunities awaits you.

[Become Top Rated](#)

Color: #0062B5 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal



600x246

1200px

420px

Copy Recommendations:

Subhead characters (with spaces): 46

Body characters (with spaces): 208

Image Recommendations:

Use retina-optimized images

Minimum image size: 568x290 pixels

Aspect ratio: 284:165

360px

460px



M33 2/3 Image - RIGHT

A world of selling opportunities awaits you.

[Become Top Rated](#)

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Need ideas for what to sell?

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Color: #404040 100%
Font Style: H2
Font Size: 29.7px
Font: Market Sans-Regular
Line Height: 30px

Color: #404040 100%
Font Style: P
Font Size: 14px
Font: Market Sans-Regular
Line Height: 20px

Need ideas for what to sell?

Check out the top-selling items on eBay to get inspired!

[See In-demand Items](#)

Color: #0064b2 100%
Font Style: A
Font Size: 14px
Font: Market Sans-Regular
Line Height: Normal



1200px

312px

460x248

360px

410px



Need ideas for what to sell?

Check out the top-selling items on eBay to get inspired!

[See In-demand Items](#)

Next-step tips

Learn what to source and how to price.

Use returns automation

Save time by automating parts of the returns process or expediting refunds and exchanges.

[Learn More →](#)

Learn the restrictions

Part of selling internationally is knowing the rules of what can-and can't-ship where.

[Learn More →](#)

Learn the threshold

The de minimis threshold is the price below which an item is exempt from import duties and taxes, and each country's is different!

[Learn More →](#)

Use AfterShip tracking

For the best international tracking, the experts use AfterShip.

[Learn More →](#)

Next-step tips

Learn what to source and how to price.

Use returns automation

Save time by automating parts of the returns process or expediting refunds and exchanges.

[Learn More →](#)

Learn the restrictions

Part of selling internationally is knowing the rules of what can-and can't-ship where.

[Learn More →](#)

Learn the threshold

The de minimis threshold is the price below which an item is exempt from import duties

The desktop layout features a main header with the text "Next-step tips" and a subheader "Learn what to source and how to price." Below this are four columns of content:

- Column 1:** "Use returns automation" with a subheader "Save time by automating parts of the returns process or expediting refunds and exchanges." and a "Learn More" button.
- Column 2:** "Learn the restrictions" with a subheader "Part of selling internationally is knowing the rules of what can-and can't-ship where." and a "Learn More" button.
- Column 3:** "Learn the threshold" with a subheader "The de minimis threshold is the price below which an item is exempt from import duties and taxes, and each country's is different!" and a "Learn More" button.
- Column 4:** "Use AfterShip tracking" with a subheader "For the best international tracking, the experts use AfterShip." and a "Learn More" button.

Annotations include:

- Top header: "Next-step tips" (Color: #404040 100%, Font Style: H2, Font Size: 28.8px, Line Height: 40px); "Learn what to source and how to price." (Color: #404040 100%, Font Style: P, Font Size: 14px, Line Height: 20px).
- Column 1: "Use returns automation" (Color: #078B89 100%, Font Style: H3, Font Size: 24px, Line Height: 30px); subheader (Color: #404040 100%, Font Style: P, Font Size: 14px, Line Height: 20px); "Learn More" button (Color: #0064B2 100%, Font Style: A, Font Size: 14px, Line Height: 18px).
- Column 4: "215x338" dimension callout.
- Bottom right: "??px" dimension callout.
- Bottom left: "154x34" dimension callout.
- Overall width: "1200px" callout.

Copy Recommendations:
 Subhead characters (with spaces): 24
 Body characters (with spaces): 43

The mobile layout stacks the content vertically:

- Header: "Next-step tips" (360px width)
- Subheader: "Learn what to source and how to price." (631px width)
- Card 1: "Use returns automation" with subheader "Save time by automating parts of the returns process or expediting refunds and exchanges." and "Learn More" button.
- Card 2: "Learn the restrictions" with subheader "Part of selling internationally is knowing the rules of what can-and can't-ship where." and "Learn More" button.
- Card 3: "Learn the threshold" with subheader "The de minimis threshold is the price below which an item is exempt from import duties" and "Learn More" button.

Annotations include:

- Header: "360px" width callout.
- Subheader: "631px" width callout.

Another test for popover

*Optional feature fees and final value fees apply. Excludes some listing styles and popover. [See details.](#)

[Show details](#)

Popover in [Seller Center](#) is an information snippet that appears in a popover window when a link set to open a popover information is clicked.

Popover can contain multiple paragraphs of data, can contain hyperlinks, however images are discouraged.

Popover has a maximum width of 500px and it is recommended to keep the character count to under 400 and the number of paragraphs not more than 3.

the
season.
→



List for **FREE***
and see how
easy it is to sell

Another test for popover

*Optional feature fees and final value fees apply. Excludes some listing styles and popover. [See details.](#)

[Show details](#)

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Tips for the
selling season.

[Learn More](#) →



List for **FREE***
and see how
easy it is to sell

Color: #404040 100%
 Font Style: P
 Font Size: 13px
 Font: Market Sans-Regular
 Line Height: Normal

Another test for popover

*Optional feature fees and final value fees apply. Excludes some listing styles and popover. [See details.](#)

[Show details](#)

500xAuto

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the
season.
→



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and see how
easy it is to sell

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[Show details](#)

???x???

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Tips for the
selling season.
[Learn More →](#)



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and see how
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