

Selling on Amazon

**CATEGORY STYLE GUIDE:
COLLECTIBLE COINS**

amazon services™

About this document

This style guide is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business in the Collectibles Coins Store.

In addition to using this document, we encourage you to take advantage of the wealth of information available in our Help pages. Click Help in the upper-right corner of any page in your seller account.

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Section I: Overview of Collectible Coins (Approval required to sell in this category)

Whether you're selling Individual US Coins, Coin Sets or Precious Metal Coins, accurate data is crucial to discoverability and sales. How you present your products will greatly influence the customer's purchasing decision when shopping on Amazon.com. Providing a clear and concise listing while following a consistent format will better inform customers and enhance discoverability of your products. This can result in increased traffic to your product listings.

The following products may be listed in the Collectible Coins Store:

- ❖ **COLLECTIBLE COINS:** US Coins from the Colonial to Federal Eras
 - Colonial Coins (Pre-1792)
 - US Minted (1792-Present)
 - US Minted Circulation Coins
 - US Minted Proof Coins
 - US Minted Commemorative Coins
 - Custom Collectible Coin Sets (Not in US Mint Packaging)
 - Other World coins (maximum 20% of your total listings)

- ❖ **SEALED US MINT COIN SETS:**
 - US Mint Sealed Coin Sets (must be sealed in Original Mint Packaging)
 - Uncirculated Sets
 - Proof Sets
 - Silver Proof Sets

- ❖ **COLLECTIBLE SILVER COINS:** US Minted coins made of primarily Silver.

- ❖ **COLLECTIBLE GOLD COINS:** US Minted coins made of primarily Gold.

- ❖ **COLLECTIBLE PLATINUM COINS:** US Minted coins made of primarily Platinum.

Related products that should be listed in other categories (not in Collectible Coins) include:

- Coin Storage/Collecting Supplies, listed in the Toys category
- Coin Books/Price Guides, listed in the Books/Media category

Note: Related products should not be listed in Collectible Coins. Please download the appropriate inventory file template for each category.

Section II: Coin Authentication and Grading Requirements

Amazon encourages sellers to have all rare coins professionally graded before selling the items on Amazon. The grading must be provided by our list of approved third party graders which currently includes PCGS and NGC as well as CAC verification.

- All coins \$1500+ must be professionally graded
- Coins can be listed as graded/authenticated by US Mint when in the original unopened US Mint packaging.

Coin	Seller Graded	Professional or Third Party Graded*
\$1-\$1500	ALLOWED	RECOMMENDED
\$1500+	NOT ALLOWED	REQUIRED*
Gold Coins	ALLOWED	RECOMMENDED

**Grading is only recognized from PCGS, NGC, CAC, US Mint and the US Treasury*

[Certified Acceptance Corporation \(CAC\)](#) is a coin grade verification service that evaluates coins that have been previously graded by [Numismatic Guaranty Corporation \(NGC\)](#) or [Professional Coin Grading Service \(PCGS\)](#). CAC examines a coin to determine whether, in its opinion, the coin is correctly graded, over-, or under-graded.

Note: Coins graded by other Third Party Grading Services not on our approved list above must be removed from slab and listed as Graded by Seller.



Section II(a): Coin Authentication and Grading Requirements

Below are the rules for applying Grades to the coins listed in the Collectible Coins Store.

- Grades given by Third Party Grading Services (TPG) are represented on a numerical grade 1-70 with a prefix identifying the descriptive grade abbreviation.
- Seller graded coins require the *Common Term* description of the condition such as Very Good or Extremely Fine.

Note: The grading guide and information below may not be current and Amazon always suggests doing your own research with the companies for the most up to date information.

Common Term (Seller Graded Coins)	Numeric Term	NGC Alpha - Numeric	PCGS Alpha - Numeric
Poor	1	PR1	PO-1
Fair	2	FR2	FR-2
About Good	3	AG3	AG-3
Good	4-6	G-4, G-6	G-4, G-6
Very Good	7-10	VG-8, VG-10	VG-8, VG-10
Fine	11-19	F-12, F-15	F-12, F-15
Very Fine	20-39	VF-20, 25, 30, 35	VF-20, 25, 30, 35
Extremely Fine	40-39	XF-40, XF-45	EF-40, EF-45 (+)
Almost Uncirculated	50-59	AU-50,53, 55, 58	AU-50(+), AU-53(+), AU-55(+), AU-58(+)
Mint State / Uncirculated	60-70	MS(60-70)	MS(60-70)
Proof	45-70	PF	PR(60-70)

The *Variety Designation* is a suffix providing additional attributes to the coin.

(NGC)	Designation	(PNGC)
Red	Color: RD	Red
Red-Brown	Color: RB	Red-Brown
Brown	Color: BN	Brown
5 Full Steps	Strike: 5FS	-
6 Full Steps	Strike: 6FS	-
-	Strike: FS	Full Steps
Full Split Bands	Strike: FB	Full Bands
Full Head	Strike: FH	Full Head
Full Bell Lines	Strike: FBL	Full Bell Lines
-	Surface: DM	Deep Mirror Prooflike
Deep Prooflike	Surface: DPL	-
Full Torch	Strike: FT	-
Prooflike	Surface: PL	Prooflike
-	Surface: DC	Deep Cameo
Cameo	Strike: CA	Cameo
Ultra Cameo	Surface: UC	-
-	Strike: BM	Branch Mint Proof
-	Strike: BMCA	Branch Mint Cameo
-	FS	First Strike
-	SF	Satin Finish
-	SMS	Special Mint Set
-	SP	Specimen

Section III: Titles (auto-generated)

To provide the best shopping experience for customers and to remove the worry of making sure your listing titles are structured in the optimal format, Amazon makes it easy by automatically generating the coin titles from the required attributes provided by you. Sellers provide a year, mint mark, series, and denomination as the primary attributes used to derive a consistent title.

Section IV: Key Coin Information

The key coin information on the Detail Page is placed directly below the product title. It automatically organizes and provides the important attributes of the coin and is derived from a combination of data provided by sellers and other sources.

2014 US Gold Buffalo Collectible Coin 1 oz .9999 pure
by US Mint
Be the first to review this item

List Price: \$1,897.00
Price: **\$1,845.00** + \$4.99 shipping
You Save: \$52.00 (3%)

Only 5 left in stock.
Ships from and sold by My Gold Advisor.

- Time Group: Federal
- Designation: Full Band
- Edge Type: Reeded
- Designer:
- Engraver: James Earle Fraser
- Mint Location:
- Mintage: 17,429
- Grading Provided By: US Mint
- Grade Rating: MS70
- Third Party Grading ID: 399926 PCGS
- Total Metal Weight: 3.11 grams
- Diameter: 16.50 mm
- Composition: Gold
- Fineness: 24k

Share [Email] [Facebook] [Twitter] [Pinterest]

Qty: 1

\$1,845.00 + \$4.99 shipping
In Stock. Sold by My Gold Advisor

Add to Cart

or

Sign in to turn on 1-Click ordering.

Add to Wish List

More buying choices

Have one to sell? Sell on Amazon

Customers Who Viewed This Item Also Viewed

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Section V: Images

Good images are important to your products' success

In an online store, the product image is one of your most valuable marketing tools. When customers browse Amazon.com pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn away customers.

Use your product images to communicate the selling points and detail of your coins, to inform and interest customers, and reinforce the quality of your storefront. Every SKU must have a main image. Learn more about [Amazon's Image Requirements](#) and the Collectible Coin Images Best Practices below and in Seller Central Help.

Understand the Types of Images

Amazon.com can display several images for each product in the catalog. As a seller, it is in your interest to provide several high-resolution product images for your products so that customers can make informed buying decisions. Listings with missing images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Required Images for all Coins

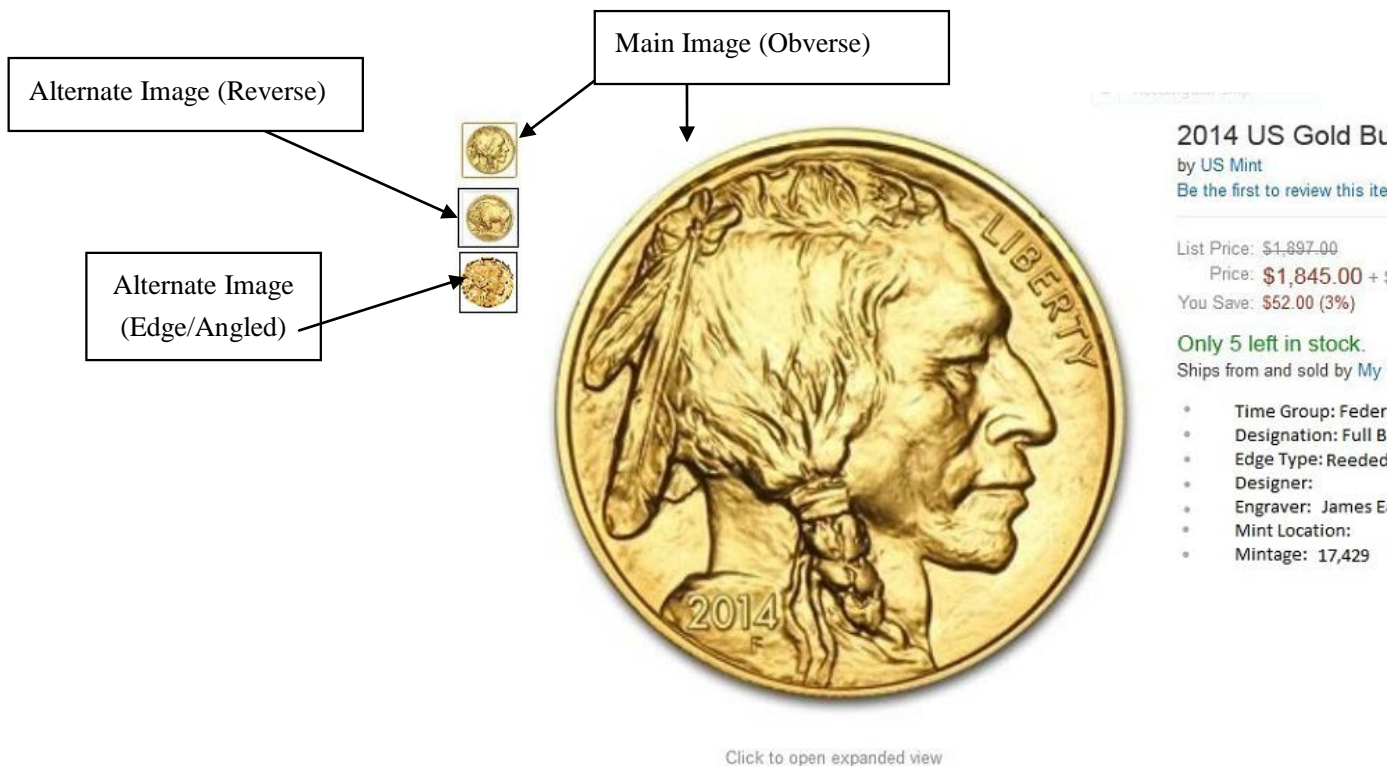
- **Obverse Image:** Obverse view of the coin.
- **Reverse Image:** Reverse view of the coin.

Suggested

- **Detail Image:** Label detail for slabbed coins or edge view for unslabbed coins.

Tip:

You can supply up to eight alternate images. Show detail in year, mint mark, and other attributes.



Images Continued: Requirements

Required

- **Background must be white (hex color code #ffffff), with a high quality image that truly represents the coin being sold**
- **Images uploaded must be at least 1,001px on the longest side to enable zoom functionality**
- **Product image should depict the actual coin to be purchased. Images or accessories that are not part of the purchase should not be shown**
- **Alternate images can be different angles or views but must adhere to the same image quality/size guidelines**
- **Product must be photographed flat or angled to see edges. Not held in hand.**
- **The product should make up 85% of the image frame to optimize the customer’s ability to evaluate the product**
- **Main image must be of the Obverse side of the coin, Second image must be of Reverse side of coin**
- **Main image must be of a single product, not stacks or images containing multiple products**
- **Obverse & Reverse Images are required. It is suggested to have a Detail Image which should be of the label for graded coins.**
- **Multiple angles of each product are preferred**

Prohibited

- **Colored backgrounds**
- **Borders, watermarks, text, color blocks, or other decorations (Arrows in micro-pictures showing detail are ok)**
- **Other products, items, or accessories that are not part of the product listing; include only what the customer is buying**
- **Sketches or drawings of the product; use real images only**
- **Main image with a duplicate or “twin” alternate view**
- **Stacks of products or images containing multiple Coins other than sets**
- **Seller graded coins with any writing or stickers on paper flips**
- **Promotional text such as "sale" or "free ship" (use the Manage Promotions tool instead)**
- **“Unsearched Rolls,” “Unsearched Bags,” or “Mixed Bag or Lot of Coins” of any kind**

Desired Image Examples of Professionally-Graded Coins



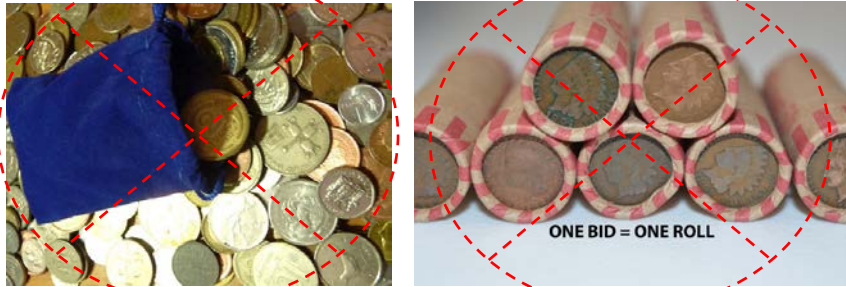
Obverse & Reverse Detail Images

Desired Image Examples of Raw/Seller-Graded Coins

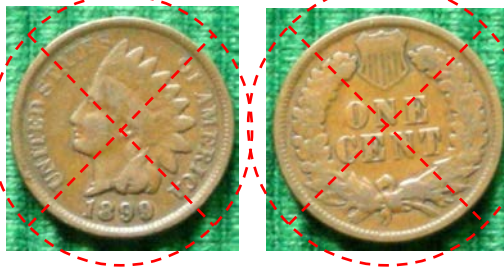


Prohibited Image Examples

Rolls / Grab Bags/ Unidentified Coins are Not Allowed No Text on Images



Obverse & Reverse Images are not on White Background



Front and Back View in Same Image



Packaging is Non US Mint or Graded Slab



Slab Does Not Fill Entire Image (Too Far Away)



Section VI: Browse and Search

Browse & Search

Customers find your products by using the Browse option or by using Search Terms. Make sure customers can find your products either way. Drive traffic by providing Search Terms and Item Type Keywords (for Browse).

Classification- Browse

To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type. Make your Item Type Keywords more specific and help your sales grow!

Item-Type-Keyword is required and is the most important attribute for helping customers find your product when they are browsing instead of searching.

Note:

- The Item Type Keyword must have the same exact spelling and formatting as listed in the Valid Values tab of the inventory template.
- Make sure all of your products have keywords for the most specific subcategory possible.

Search Terms

Search terms help customers find your products. Your product titles and seller name are already searchable, so think about other words that describe your products. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure customers can find your products!

Amazon automatically uses the search terms that are derived from the “Condition Rating” and “Condition Provided By fields”, so you don't have to add those as search terms.

For each product you can add up to five search-term lines of 50 characters per line. Individual search terms should be separated by commas. Any combination of title words and other search terms are fully searchable.

For more information about how to create effective search terms, see [Using Search & Browse](#).

Section VII: Bullet Points (Key Product Features)

Customers read the Key Product Features bullet points on the product detail page to get a quick understanding of the product. They might make a purchase decision based on this information alone, or it might interest them enough that they will then read the full product description.

The following guidelines will help you develop effective bullet points for the detail page of your product:

DO

- Highlight the five key features you want customers to consider, such as unique selling points, how the product was obtained, descriptive content, and so on
- Maintain a consistent order; if your first bullet point for one product is condition, use that same order for all of your products
- Repeat or expand on important information from the title and description
- Begin each bullet point with a capital letter
- Use phrases, not full sentences, and do not use ending punctuation, not even an exclamation point
- In bullets with multiple phrases, separate phrases with semicolons
- Write all numbers as numerals (for example, 2 instead of two)
- Spell out measurements such as inches, feet, and so on
- Do not include promotional or pricing information
- Do not include shipping or company information; Amazon policy prohibits including seller, company, or shipping information in product information
- Feature bullets help customers evaluate a product, so information that is not specific to the product can distract from a customer's purchase decision

DO NOT

- Do not guarantee a product, unless you state how it is guaranteed and by whom
- Do not use hyphens, symbols, periods, or exclamation points
- Do not use vague statements
- Do not include commentary, such as "Makes a great gift"
- Do not enter company-specific information
- Do not use ALL CAPS (unless for acronyms, such as NGC)

Section VIII: Product Description

Consider including key features as bullet points in your product description. Go beyond a simple to-the-point description. Well-written product descriptions help customers imagine the experience of owning your product. Put yourself in the customers' shoes: what would they want to see, touch, or ask? Incorporating information about the feel, usage, and benefits of your product can fire the customers' imagination. This is as close as you can come to creating an in-store experience. Product Descriptions are limited to 2,000 characters.

Do	Do Not
<ul style="list-style-type: none"> ▪ Describe the major coin features and list coin information including errors, dealer or private party, how long you've had it, anything special 	<ul style="list-style-type: none"> ▪ Do not include your seller name, e-mail address, Website URL, or any company-specific information
<ul style="list-style-type: none"> ▪ Keep it short, but include critical information 	<ul style="list-style-type: none"> ▪ Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are considering buying
<ul style="list-style-type: none"> ▪ Include dimensions, accurate seller vs. TPG grading, and specific coin details 	<ul style="list-style-type: none"> ▪ Do not include promotional language such as "sale" or "free ship" (use Manage Promotions instead)
<ul style="list-style-type: none"> ▪ Use correct grammar and complete sentences 	<ul style="list-style-type: none"> ▪ Do not use ALL CAPS