Format and method requirements for product data feeds

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ℹ️ *Note.* This document is a translation of a document published at https://yandex.ru/support/market-tech-requirements/index.html. In case of conflict between the Russian version and this translation only the Russian version is in priority.

Data feed methods

There are two methods to create data feeds for products on Yandex.Market:

1. An advertiser can put a text file containing the data (price list) on their site. This data must meet the following requirements:

   - Materials should be posted at the URL previously approved by "Yandex.Market", and should be available over the HTTP or HTTPS protocols.

     ⚠️ **Attention.** You cannot use the FTP protocol or ports other than 80 and 443.

   - URL length must not exceed 512 characters.

   - The URL can not use the special characters \r, \n, or \x00.

   - Yandex does not support http redirects.

   - You can give standard authorization to the Yandex.Market robot to download your file automatically. Data for authorization needs to be approved.

   If the file's URL and/or the authorized data changes, the advertiser should make appropriate changes to the client's web-interface (personal account).

2. The advertiser can upload the data file using the client's web-interface (personal account). The advertiser is required to update product information no later than 30 calendar days following the last upload performed using the indicated method.

Data formats

Feed data for all product categories other than those listed below should meet the specifications of one of the following formats:

- Yandex Market Language (YML)
- Microsoft Excel File Format (XLS)
- A delimited text format (CSV, TSV)

Feed data for the following product categories should adhere specifically to YML format:

- "Upholstered furniture"
- "Computer desks"
- "Massage tables"
- "Clothing, shoes and accessories"

- "Cosmetics, perfumes, and personal-care items"
- "Children's products" with the exception of the following subcategories: "Strollers", "Diapers", "Car seats", "Construction sets", "Train sets", "Tricycles", "Cribs/beds"
- "Cases" (for mobile phones)
- "Protective films and skins" (for mobile phones)
- "Chargers" (for mobile phones)
- "Plug adaptors" (for mobile phones)
- "Bags and cases for tablets".

You can send data as an archive file by compressing it using the GNU ZIP algorithm (with the gz suffix) or the ZIP algorithm. Archives should not be named "yandex" and we don't recommend using upper-case letters in the name.

ℹ️ *Note*. Yandex.Market may stop supporting the ZIP algorithm without notice.

Yandex.Market data processing time:
- Products that already have profiles take up to 10 hours to process and match with their profiles and may not display within the time frame indicated.
- Products that don't have profiles take up to 10 hours to process and may not display within the time frame indicated.
- Products that are getting profiles for the first time will be processed within 48 hours and may not display within the time frame indicated.

Description of YML format

YML (Yandex Market Language) is a standard developed by Yandex for receiving and publishing information in the Yandex.Market database. YML is based on the XML standard.

Requirements for YML files

1. The YML standard does not support textual data that uses nonprintable characters with ASCII codes in the range from 0 to 31 (with the exception of characters with codes 9, 10, and 13 — tab, new line, and carriage return).

2. Replacing certain characters with their equivalent codes is required:

Symbol in text	Code for the YML file
"	"
&	&
>	>
<	<
'	'

3. The URL for a product listing on a store's website must be encoded in accordance with the RFC-1738 standard.

4. Permitted YML-file encodings: UTF-8, windows-1251.

Example of XML file

```xml
<?xml version="1.0" encoding="windows-1251"?>
<yml_catalog date="2016-02-05 17:22">
  <shop>
    <name>ABC</name>
    <company>ABC inc.</company>
    <url>http://www.abc.ru/</url>
    <currencies>
      <currency id="RUR" rate="1"/>
      <currency id="USD" rate="80"/>
    </currencies>
    <categories>
      <category id="1278">Электроника</category>
      <category id="3761" parentId="1278">Телевизоры</category>
      <category id="1553" parentId="3761">Медиа-плееры</category>
      <category id="3798">Бытовая техника</category>
      <category id="1293" parentId="3798">Холодильники</category>
    </categories>
    <delivery-options>
      <option cost="500" days="0" order-before="15"/>
```

```xml
      <option cost="300" days="1-3"/>
    </delivery-options>
    <cpa>1</cpa>
    <offers>
      <offer id="158" available="true" bid="80" cbid="90">
        <url>http://www.abc.ru/158.html</url>
        <price>55690</price>
        <currencyId>RUR</currencyId>
        <categoryId>1293</categoryId>
        <picture>http://www.abc.ru/1580.jpg</picture>
        <picture>http://www.abc.ru/1581.jpg</picture>
        <picture>http://www.abc.ru/1582.jpg</picture>
        <picture>http://www.abc.ru/1583.jpg</picture>
        <store>false</store>
        <delivery>true</delivery>
        <name>Смартфон Apple iPhone 6s 128gb Space Gray</name>
        <vendor>Apple</vendor>
        <model>iPhone 6s 128gb Space Gray</model>
        <description>Описание товара 1</description>
        <sales_notes>Необходима предоплата 50%</sales_notes>
        <barcode>7564756475648</barcode>
        <age>0</age>
        <manufacturer_warranty>false</manufacturer_warranty>
        <param name="Тип">моноблок</param>
        <param name="Материал">алюминий</param>
        <param name="Wi-Fi" unit="">есть</param>
        <param name="Размер экрана" unit="дюйм">27</param>
        <param name="Размер оперативной памяти" unit="Мб">4096</param>
        <param name="Объём жесткого диска" unit="Тб">1</param>
        <param name="Вес" unit="кг">13.8</param>
      </offer>
      <offer id="159" available="true" cbid="90">
        <url>http://www.abc.ru/159.html</url>
        <price>3045.5</price>
        <currencyId>RUR</currencyId>
        <categoryId>1293</categoryId>
        <picture>http://www.abc.ru/1590.jpg</picture>
        <picture>http://www.abc.ru/1591.jpg</picture>
        <store>false</store>
        <delivery>true</delivery>
        <name>Наушники Koss Sporta Pro</name>
        <vendor>Koss</vendor>
        <model>Sporta Pro</model>
        <description>Описание товара</description>
        <sales_notes>Покупка в день заказа</sales_notes>
        <cpa>0</cpa>
        <delivery-options>
          <option cost="1000" days="1" order-before="15"/>
        </delivery-options>
        <barcode>7564756475648</barcode>
        <age>0</age>
        <manufacturer_warranty>true</manufacturer_warranty>
        <param name="Тип">12344</param>
        <param name="Материал">asdfgadfg</param>
        <param name="Wi-Fi" unit="">ага</param>
        <param name="Размер экрана" unit="дюйм">27</param>
        <param name="Размер оперативной памяти" unit="Мб">4096</param>
        <param name="Объём жесткого диска" unit="Тб">1</param>
        <param name="Вес" unit="кг">13.8</param>
      </offer>
    </offers>
  </shop>
</yml_catalog>
```

Element description

⚠ **Restriction.** The text values of elements should be entered in Russian.

Element	Description
xml header	Standard `XML header`. The header should start from the first line with the null character.

Element	Description
`yml_catalog`	Any XML document can contain only one root element. The YML format uses the `<yml_catalog>` element as the root element. The `date` attribute of the `<yml_catalog>` element must match the date and time the YML file was generated on the store side. The date should be in the `YYYY-MM-DD hh:mm` format.
`shop`	This element contains a description of the store and its products. Required element.
`name`	The short name of the store should not exceed 20 characters. The name cannot contain words that are not related to the store's name (such as "best" or "cheap"), and cannot include a phone number or other such information. The name of the store must match the actual name of the store that is published on the site. If this requirement is not followed, Yandex.Market may change the contents of the name element without notice. Required element.
`company`	Full name of the company that owns the store. It is used for internal identification and not published. Required element.
`url`	URL of store's home page. Required element.
`platform`	Content management system (CMS) used for the store. Optional element.
`version`	CMS version. Optional element.
`agency`	Name of the agency that provides technical support to the store and is responsible for the site's functionality. Optional element.
`email`	Contact email for the CMS developers or agency that provides tech support. Optional element.
`currencies`	List of store's exchange rates. Required element.
`category`	List of store's categories. Required element.
`delivery-options`	Delivery cost and time frame for given region. This element is mandatory if delivery data is included in the price-list feed.
`cpa`	This element is used to manage products included in the "Yandex.Market Ordering" program. Optional element.
`offers`	List of store's products. Every product is described in a separate `offer` element. The example above doesn't contain an exhaustive list of every `offer` element because the choice of elements depends on the type of product description. The following description types work for the majority of products: - Simplified description type - Custom description type Custom description types should be used for the following product categories: - Medications - Books - Audiobooks - Music- and video-productions Required element.

Description of delimited formats

Delimited text formats (such as CSV or TSV) are universal formats for generating price lists from databases or spreadsheet editors (such as Excel, OpenOffice, or Google Docs).

Requirements for price lists in delimited formats

1. Each line in the file should correspond to a single line in the spreadsheet.

2. The columns are separated by either a comma or semicolon (CSV), or a tab (TSV).

3. Each line in the file should contain a description of a single product.

4. The first line must contain the names of elements used to describe the products.

5. The file must be UTF-8 encoded.

6. Delimited formats don't allow you to use tabs or line breaks inside data fields.

7. The file should not contain empty columns.

8. There is no set order that elements must follow, but they must be kept in the same order within a single file.

Differences between delimited and YML formats

- Delimited formats do not allow you to send product characteristics used to filter Yandex.Market search results.
- This format also doesn't allow you to indicate your currency conversion conditions. Prices displayed in your local currency will be converted to rubles and back using the current exchange rate of the Central Bank of the Russian Federation.
- In YML format, categories are uploaded as a tree, whereas in delimited formats categories are in a flat list.

Description of XLS format

XLS format simplifies data transfer for stores that keep inventory information in Excel spreadsheets.

Requirements for price lists in XLS format

1. The first line in the spreadsheet must contain the names of elements used to describe the products.

2. Each line in the file should contain a description of a single product.

3. Tabs and line breaks are not allowed inside cells.

4. The file should not contain empty columns.

5. The file must consist of a single page.

Differences between XLS and YML formats

- XLS format does not allow you to send product characteristics used to filter Yandex.Market search results.
- XLS also doesn't allow you to indicate your currency conversion conditions. Prices displayed in your local currency will be converted to rubles and back using the current exchange rate of the Central Bank of the Russian Federation.
- In YML format, categories are uploaded as a tree, whereas in XLS format they are in a flat list.

File validation in XLS, CSV

The following conditions are checked when the file is read:

- that all element names are valid
- that all mandatory elements are present
- that each element occurs only once

If any of these conditions is not met, the file is rejected.

Product description types (for all formats)

Simplified description type
Custom description type
Medications description
Books description

Simplified description type

YML example:

You can download an example of a complete price list in YML format. Here we give you an example of how to describe a product (`offer`):

```xml
<offer id="12346" available="true" bid="80">
  <url>http://best.seller.ru/product_page.asp?pid=12348</url>
  <price>600</price>
  <oldprice>800</oldprice>
  <currencyId>USD</currencyId>
  <categoryId>6</categoryId>
  <picture>http://best.seller.ru/img/device12345.jpg</picture>
  <store>false</store>
  <pickup>true</pickup>
  <delivery>false</delivery>
  <delivery-options>
    <option cost="200" days="1"/>
  </delivery-options>
  <outlets>
    <outlet id="2" instock="50"/>
  </outlets>
  <name>Наручные часы Casio A1234567B</name>
  <vendor>Casio</vendor>
  <vendorCode>A1234567B</vendorCode>
  <description>Изящные наручные часы.</description>
  <sales_notes>Необходима предоплата.</sales_notes>
  <manufacturer_warranty>true</manufacturer_warranty>
  <country_of_origin>Япония</country_of_origin>
  <age unit="year">18</age>
  <barcode>0123456789012</barcode>
  <cpa>1</cpa>
</offer>
```

CSV examples:

Download example of simplified description

XLS examples:

Download example of simplified description

⚠ **Restriction.** The text values of elements should be entered in Russian.

Elements specific to simplified description type	Element description	Element requirement
`name`	Name of the product.	Required element.
`model`	Model.	Optional element.
`vendor`	Manufacturer.	Optional element.
`vendorCode`	Vendor code of given product	Optional element.
Standard elements	**Description**	**Element requirement**
`id`	Product ID. It may contain only numbers and Latin letters. Maximum length: 20 characters. In YML this is an `offer` attribute. Detailed element description.	Required element.

Elements specific to simplified description type	Element description	Element requirement
`bid`	⚠️ **Attention.** Only used in YML format. Bids for non-profiled products (used in all places other than for the product profile). This is an `offer` attribute. Detailed element description.	Optional element.
`cbid`	⚠️ **Attention.** Only used in YML format. Bid amount for product profile. This is an `offer` attribute. Detailed element description.	Optional element.
`url`	URL of product page on store's site. The maximum length of the URL is 512 characters.	Required element for internet stores.
`price`	Price to purchase product. The price of the product is rounded off and the display format depends on the user settings. If the price list is sent in YML format, then the bottom of the price range ("from") can be indicated using the `from="true"` attribute for the following categories: "Window-seats and benches"; "Bathrooms"; "Living rooms" "Children's rooms"; "Children's dressers"; "Sofas"; "Offices" "Cradles and bassinets"; "Chests of drawers"; "Computer tables" "Chairs"; "Beds"; "Kitchen sets" "Kitchen nooks" and groups of furnishings "Playpens"; "School desks and chairs"; "Shelves"; "Entryways" "Ottomans"; "Bedrooms"; "Racks"; "Tables and end-tables" "Chairs and stools"; "Bedside tables"; "Cabinets" Example: `<price from="true">2000</price>`	Required element.
`oldprice`	The old price for the product, which has to be higher than the new price (`price`). The `oldprice` parameter is necessary in order to automatically calculate the discount. ℹ️ *Note.* Discounts update on Yandex.Market every 40 – 80 minutes.	Optional element.
`currencyId`	Product currency ID (`RUR`, `USD`, `UAH`, `KZT`, `BYN`). To correctly display prices in the national currency, use the ID with the corresponding price value (such as `UAH` with the price in hryvnias).	Required element.
`categoryId`	Product category ID assigned by the store (a number up to 18 digits long). A product can only belong to a single category.	Required element.
`market_category`	Product category it belongs to on Yandex.Market. The category name must correspond to one of the categories from the Yandex.Market product tree. Download the Yandex.Market category tree.	Optional element.
`picture`	Link to a picture of this product. See requirements to the link and image.	For some categories this is a required element. See detailed element description.

Elements specific to simplified description type	Element description	Element requirement
`delivery`	Indicates if the product can be delivered via courier. Possible values: - `true` — the product can be delivered by courier. - `false` — the product can't be delivered by courier (the customer must pick it up). If the element is not specified, then a value is assigned by default. See detailed element description.	Optional element.
`delivery-options`	⚠ **Attention.** Only used in YML format. Terms of courier delivery service for this product in your region (types of delivery, time frame, cost). Detailed element description.	This element is mandatory if the `delivery` element has the value `true`.
`local_delivery_days`	⚠ **Attention.** Only used with XLS, CSV formats. Time frame (in days) for this product to be delivered by courier in your region. Delivery on day of order (today) — 0 value, next-day delivery (tomorrow) — 1 value, etc. You can also indicate a time period "from — to" days, for example: 2-4. ⚠ **Attention.** When you enter a period "from — to" the difference between the minimum and maximum delivery period should not exceed three days . The maximum value that you can use on Yandex.Market is 31 days. Values of 32 and higher (or if no value is indicated) are indicated by the inscription "custom".	This element is mandatory if the `delivery` element has the value `true`.
`local_delivery_cost`	⚠ **Attention.** Only used with XLS, CSV formats. Cost to deliver this product by courier in your region. ℹ *Note.* Earlier, `local_delivery_cost` was used in YML format. This element is now obsolete in that format. At present, Yandex.Market still supports this element in YML, but we recommend switching to the `delivery-options` element.	This element is mandatory if the `delivery` element has the value `true`.
`pickup`	Option to get order from pickup point. Possible values: - `true` — can get product from a "pickup point" - `false` — the product is not available for pickup. If the element is not specified, then a value is assigned by default. See detailed element description.	Optional element.
`available`	**In XLS and CSV formats:** Period of delivery to pickup point: 0–2 days or "on a by-order basis". **In YML format:** - If you use the element `local_delivery_cost` , `available` gives the courier-delivery time frame as well as when the order will be available for pickup: 0–2 days or "on a by-order basis". - If you use the element `delivery-options` , `available` only gives the period when the order will be available at a pickup point (0–2 days or "on a by-order basis") In YML this is an `offer` attribute. Подробное описание элемента.	This element is mandatory if the `pickup` element has the value `true`.

Elements specific to simplified description type	Element description	Element requirement
`store`	The product can be purchased in a retail location. Possible values: • `true` — The product can be purchased in retail stores. • `false` —the product cannot be purchased in retail stores. If the element is not specified, then a value is assigned by default. See detailed element description.	Optional element.
`outlets`	⚠️ **Attention.** Only used in YML format. This element includes the following information: • number of products available at sales point (distribution point or retail location) • whether or not product can be reserved Detailed element description.	Optional element.
`description`	Description of the product. Text length can not exceed 175 characters (not including punctuation marks). HTML tags are not permitted (information inside tags will not be published).	Optional element.
`sales_notes`	This element includes the following information: • minimum order amount, minimum batch of products, required prepayment (this element is mandatory) • payment types, sale and clearance information (this element is mandatory) The text may be up to 50 characters in length.	See detailed element description.
`manufacturer_warranty`	This element is used for products that have an official manufacturer's warranty. Possible values: 1) `false` — Product does not have an official warranty. 2) `true` — Product has an official warranty.	Optional element.
`country_of_origin`	This element indicates the country where the product was manufactured. A list of countries that can be specified in this element is available at: http://partner.market.yandex.ru/pages/help/Countries.pdf. ℹ️ *Note.* If you want to participate in the "Yandex.Market Ordering", program, we recommend that you include this element.	Optional element.
`adult`	This element is mandatory for products of a sexual nature or that pertain to sexual interest in any way.	Optional element.
`age`	Product's age category. Years are set using the `unit` attribute with the value `year`, and months are set using the `unit` attribute with the value `month`. Acceptable values for the parameter when `unit="year"`: 0, 6, 12, 16, 18. Acceptable values for the parameter when `unit="month"`: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12.	Optional element.
`barcode`	Product's barcode as specified by the manufacturer. In YML format, the `offer` element can contain several `barcode` elements.	Optional element.
`cpa`	This element is used to manage products included in the "Yandex.Market Ordering" program. Detailed element description.	Optional element.
`param`	⚠️ **Attention.** Only used in YML format. This element is intended for defining product characteristics. Each parameter is described using a separate `param` element. In YML format, an `offer` element can contain several `param` elements. Detailed element description.	For some categories this is a required element. See detailed element description.

Elements specific to simplified description type	Element description	Element requirement
`expiry`	This element is used to indicate the product's period of use or expiration date. The value must be in ISO 8601 format: — for the product's period of use: `P1Y2M10DT2H30M`. This represents 1 year, 2 months, 10 days, 2 hours and 30 minutes. — for the expiration date: `YYYY-MM-DDThh:mm`.	Optional element.
`weight`	This element indicates the product weight. **Weight is defined in kilograms including packaging**. Element format: a positive number accurate to the third decimal place (0.001) using a dot as the decimal separator. If a more precise value is entered, it is automatically rounded off in the following way: — if the fourth number after the decimal point is less than 5, the third number remains and all the following numbers are removed. — if the fourth number after the decimal point is greater than or equal to 5, the third number is increased by one and all the following numbers are removed.	Optional element.
`dimensions`	This element indicates the product dimensions (length, width, height) including packaging. **Dimensions are defined in centimeters**. Element format: three positive numbers with accuracy of 0.001, using a dot as the decimal separator. The numbers must be separated by the slash symbol "/", without spaces. If a more precise value is entered, it is automatically rounded off in the following way: — if the fourth number after the decimal point is less than 5, the third number remains and all the following numbers are removed. — if the fourth number after the decimal point is greater than or equal to 5, the third number is increased by one and all the following numbers are removed.	Optional element.
`downloadable`	This element indicates a product that can be downloaded. If the parameter value is `true`, then the product will display in all regions regardless of the delivery region indicated on the store's Placement parameters page.	Optional element.
`group_id`	⚠️ **Attention.** This element is only used in YML format and only for the following categories: Clothing, shoes, and accessories, Furniture, Cosmetics, Children's products, Accessories for hand-held electronics. This element is used in descriptions for all items that are variants of a particular model; the elements should all have the same value. This element value must be an integer with no more than 9 digits. This is an `offer` attribute.	Optional element.

Custom description type

Example in YML format:

```
<offer id="12341" type="vendor.model" available="true" bid="80">
  <url>http://best.seller.ru/product_page.asp?pid=12344</url>
  <price>16800</price>
  <oldprice>17000</oldprice>
  <currencyId>USD</currencyId>
  <categoryId>6</categoryId>
  <picture>http://best.seller.ru/img/device12345.jpg</picture>
  <store>false</store>
  <pickup>false</pickup>
  <delivery>true</delivery>
  <delivery-options>
    <option cost="200" days="1"/>
  </delivery-options>
  <outlets>
```

```xml
      <outlet id="2" instock="50"/>
   </outlets>
   <typePrefix>Принтер</typePrefix>
   <vendor>HP</vendor>
   <vendorCode>CH366C</vendorCode>
   <model>Deskjet D2663</model>
   <description>
   Серия принтеров для людей, которым нужен надежный, простой в использовании
   цветной принтер для повседневной печати...
   </description>
   <sales_notes>Необходима предоплата.</sales_notes>
   <manufacturer_warranty>true</manufacturer_warranty>
   <country_of_origin>Япония</country_of_origin>
   <barcode>1234567890120</barcode>
   <cpa>1</cpa>
   <expiry>P5Y</expiry>
   <weight>2.07</weight>
   <dimensions>100/25.45/11.112</dimensions>
   <param name="Максимальный формат">A4</param>
   <param name="Технология печати">термическая струйная</param>
   <param name="Тип печати">Цветная</param>
   <param name="Количество страниц в месяц" unit="стр">1000</param>
   <param name="Потребляемая мощность" unit="Вт">20</param>
   <param name="Вес" unit="кг">2.73</param>
</offer>
```

CSV format examples:

Download example of custom description

XLS format examples:

Download example of custom description

⚠ **Restriction.** The text values of elements should be entered in Russian.

Elements specific to custom description	Element description	Element requirement
type	Type of product description. The value should be `vendor.model`. In YML this is an `offer` attribute.	Required element.
model	Model.	Required element.
vendor	Manufacturer.	Required element.
vendorCode	Vendor code of given product	Optional element.
typePrefix	The product type / category (for example, "mobile phone", "washing machine", "corner sofa").	Optional element.

Standard elements for custom descriptions are the same as those for simplified descriptions. See table above.

"Medications" description

Pharmacies are required to use this description type for all registered products.

- drugs and medicinal devices
- nutritional supplements

⚠ **Attention.**

- Controlled substances cannot be published on Yandex.Market.
- Pharmacies must present a copy of their pharmaceutical license (including appendices), as well as an original signed letter of guarantee to Yandex.Market.
- Pharmacies need to create points of sale in the partner interface.

YML format example:

```xml
<offer id="12345" available="true" type="medicine" bid="80" cbid="90">
   <currencyId>RUB</currencyId>
   <categoryId>4062</categoryId>
   <name>БАД Селен-актив n30 таблетки</name>
   <vendor>ОАО ДИОД Завод эко.тех.и питания</vendor>
```

```xml
    <vendorCode>123456</vendorCode>
    <url>http://www.example-apteka.ru/selen-aktiv.html</url>
    <picture>http://www.example-apteka.ru/selen-aktiv.jpg</picture>
    <price>1000</price>
    <delivery>false</delivery>
    <pickup>true</pickup>
    <store>true</store>
    <barcode>4981046350037</barcode>
    <sales_notes>Самовывоз возможен через 3 часа после заказа</sales_notes>
    <description>Биоусвояемый селен 50 мкг, витамин С 50 мг. Селен-актив обеспечивает оптимальную и п
остоянную антиоксидантную защиту.</description>
    <country_of_origin>Россия</country_of_origin>
    <expiry>P1Y2M10DT2H30M</expiry>
    <param name="Побочные действия">нет</param>
    <param name="Код egk">123456</param>
</offer>
```

XLS format examples: download

The "Medications" description type has the same structure as the simplified description, but some elements are not used or have strictly-defined values. Because of this, the complete list of elements for this description type is given here:

⚠️ **Restriction.** The text values of elements should be entered in Russian.

Elements with special values	Description	Element requirement
`type`	Type of product description. ⚠️ **Attention.** The value has to be `medicine`. In YML this is an `offer` attribute.	Required element.
`pickup`	Option to get product from pickup point. ⚠️ **Attention.** This value has to be `true`.	Required element.
`available`	Product delivery period to pickup point. Possible values: • `true` — product will be delivered in 0-2 days • `false` — product will be delivered in 3-60 days. In YML format, this is an `offer` attribute.	Required element.
`delivery`	Indicates if the product can be delivered via courier. ⚠️ **Attention.** This value has to be `false`.	Required element.
`cpa`	If a store participates in the "Yandex.Market Ordering" program, use of this element is mandatory. This value should be 0. If a store doesn't participate in the program, this element is not required.	If a store participates in the program, this element is mandatory.
`param`	⚠️ **Attention.** Only used in YML format. Characteristics and parameters of medicinal product. Each parameter is described using a separate `param` element. An `offer` element may contain multiple `param` elements. The medicine code from the Yedinom gorodskom klassifikator (United City Classifier) should be one of the parameters entered in a `<param>`. Detailed element description.	Optional element.
Remaining elements	**Description**	**Element requirement**
`name`	The product name: type (nutritional supplement, drug, medical product, etc.) + brand name of drug.	Required element.
`vendor`	Manufacturer.	Optional element.
`vendorCode`	Vendor code of given product	Optional element.
`id`	Product ID. It may contain only numbers and Latin letters. Maximum length: 20 characters. In YML this is an `offer` attribute. Detailed element description.	Required element.

Elements with special values	Description	Element requirement
`bid`	⚠ **Attention.** Only used in YML format. Bids for non-profiled products (used in all places other than for the product profile). This is an `offer` attribute. Detailed element description.	Optional element.
`cbid`	⚠ **Attention.** Only used in YML format. Bid amount for product profile. This is an `offer` attribute. Detailed element description.	Optional element.
`url`	URL of product page on store's site. The maximum length of the URL is 512 characters.	Required element for internet stores.
`price`	Price to purchase product. The price of the product is rounded off and displayed in the format set by the user. If the price list is sent in YML format, then the bottom of the price range ("from") can be indicated using the `from="true"` attribute for the following categories: "Window-seats and benches"; "Bathrooms"; "Living rooms" "Children's rooms"; "Children's dressers"; "Sofas"; "Offices" "Cradles and bassinets"; "Chests of drawers"; "Computer tables" "Chairs"; "Beds"; "Kitchen sets" "Kitchen nooks" and groups of furnishings "Playpens"; "School desks and chairs"; "Shelves"; "Entryways" "Ottomans"; "Bedrooms"; "Racks"; "Tables and end-tables" "Chairs and stools"; "Bedside tables"; "Cabinets" Example: `<price from="true">2000</price>`	Required element.
`oldprice`	The old price for the product, which has to be higher than the new price (`price`). The `oldprice` parameter is necessary in order to automatically calculate the discount. ℹ *Note.* Discounts update on Yandex.Market every 40 – 80 minutes.	Optional element.
`currencyId`	Product currency ID (`RUR`, `USD`, `UAH`, `KZT`, `BYN`). To correctly display prices in the national currency, use the ID with the corresponding price value (such as `UAH` with the price in hryvnias).	Required element.
`categoryId`	Product category ID assigned by the store (a number up to 18 digits long). A product offer can only belong to a single category.	Required element.
`picture`	Link to a picture of this product. Sending a link to the store's logo or a "placeholder" saying that "there is no picture" is not permitted. The maximum length of the URL is 512 characters.	For some categories this is a required element. See detailed element description.
`store`	The product can be purchased in a retail location. Possible values: - `true` — The product can be purchased in retail stores. - `false` —the product cannot be purchased in retail stores. If the element is not specified, then a value is assigned by default. See detailed element description.	Optional element.

Elements with special values	Description	Element requirement
`outlets`	⚠️ **Attention.** Only used in YML format. This element includes the following information: • number of products available at sales point (distribution point or retail location) • whether or not product can be reserved Detailed element description.	Optional element.
`description`	Description of the product. Text length can not exceed 175 characters (not including punctuation marks). HTML tags are not permitted (information inside tags will not be published).	Optional element.
`sales_notes`	This element includes the following information: • minimum order amount, minimum batch of products, required prepayment (this element is mandatory) • payment types, sale and clearance information (this element is mandatory) The text may be up to 50 characters in length.	See detailed element description.
`country_of_origin`	This element indicates the country where the product was manufactured. A list of countries that can be specified in this element is available at: http://partner.market.yandex.ru/pages/help/Countries.pdf. ℹ️ *Note.* If you want to participate in the "Yandex.Market Ordering", program, we recommend that you include this element.	Optional element.
`barcode`	Product's barcode as specified by the manufacturer. In YML format, the `offer` element can contain several `barcode` elements.	Optional element.
`expiry`	This element is used to indicate the product's period of use or expiration date. The value must be in ISO 8601 format: — for the product's period of use: `P1Y2M10DT2H30M`. This represents 1 year, 2 months, 10 days, 2 hours and 30 minutes. — for the expiration date: `YYYY-MM-DDThh:mm`.	Optional element.
`weight`	This element indicates the product weight. **Weight is defined in kilograms including packaging**. Element format: a positive number accurate to the third decimal place (0.001) using a dot as the decimal separator. If a more precise value is entered, it is automatically rounded off in the following way: — if the fourth number after the decimal point is less than 5, the third number remains and all the following numbers are removed. — if the fourth number after the decimal point is greater than or equal to 5, the third number is increased by one and all the following numbers are removed.	Optional element.
`dimensions`	This element indicates the product dimensions (length, width, height) including packaging. **Dimensions are defined in centimeters**. Element format: three positive numbers accurate to the third decimal place (0.001), using a dot as the decimal separator. The numbers must be separated by the slash symbol "/", without spaces. If a more precise value is entered, it is automatically rounded off in the following way: — if the fourth number after the decimal point is less than 5, the third number remains and all the following numbers are removed. — if the fourth number after the decimal point is greater than or equal to 5, the third number is increased by one and all the following numbers are removed.	Optional element.

"Books" description

YML format example:

```xml
<offer id="12342" type="book" available="true" bid="80">
    <url>http://best.seller.ru/product_page.asp?pid=14345</url>
    <price>80</price>
    <oldprice>90</oldprice>
    <currencyId>RUR</currencyId>
    <categoryId>3</categoryId>
    <picture>http://best.seller.ru/product_page.asp?pid=14345.jpg</picture>
    <store>false</store>
    <pickup>false</pickup>
    <delivery>true</delivery>
    <delivery-options>
        <option cost="200" days="1"/>
    </delivery-options>
    <author>Александра Маринина</author>
    <name>Все не так. В 2 томах. Том 1</name>
    <publisher>Эксмо</publisher>
    <series>А. Маринина — королева детектива</series>
    <year>2007</year>
    <ISBN>978-5-699-23647-3</ISBN>
    <volume>2</volume>
    <part>1</part>
    <language>rus</language>
    <binding>70x90/32</binding>
    <page_extent>288</page_extent>
    <description>
        Все прекрасно в большом патриархальном семействе Руденко...
    </description>
    <downloadable>false</downloadable>
    <age unit="year">18</age>
</offer>
```

⚠ **Restriction.** The text values of elements should be entered in Russian.

Elements specific to this description type	Element description	Element requirement
`name`	Name of product.	Required element.
`author`	Author of the work.	Optional element.
`publisher`	Publisher.	Optional element.
`series`	Series.	Optional element.
`year`	Year of publication.	Optional element.
`ISBN`	International Standard Book Number is an international system that assigns a unique number to each book published. If there are several ISBN's, they are separated by commas. The ISBN and SBN formats are checked for validity. Code validation checks the length of the code as well as the check digit (the last digit in the code must correspond to the remaining digits according to a special formula.) When the ISBN is divided into hyphenated parts (such as 978-5-94878-004-7), the code is verified against additional requirements for the number of digits in each part.	This is required for product profiles of books.
`volume`	Number of volumes.	Optional element.
`part`	Volume number.	Optional element.
`language`	Language of the work. Optional element.	Optional element.
`table_of_contents`	Contents. Information about names of works for a collection of stories or poetry.	Optional element.
`type`	Type of product description. For book descriptions, the value should be `book`. In YML this is an `offer` attribute.	Required element.
`binding`	Binding (hardcover, paperback).	Optional element.
`page_extent`	Total number of pages in the book; must be a positive integer.	Optional element.

Standard elements for "Book" descriptions correspond to standard elements for simplified descriptions. See table above.

"Audiobooks" description

YML format example:

```xml
<offer id="12342" type="audiobook" available="true" bid="80">
    <url>http://best.seller.ru/product_page.asp?pid=14345</url>
    <price>200</price>
    <oldprice>250</oldprice>
    <currencyId>RUR</currencyId>
    <categoryId>3</categoryId>
    <picture>http://best.seller.ru/product_page.asp?pid=14345.jpg</picture>
    <author>Владимир Кунин</author>
    <name>Иванов и Рабинович, или Ай'гоу ту 'Хайфа!</name>
    <publisher>1С-Паблишинг, Союз</publisher>
    <year>2008</year>
    <ISBN>978-5-9677-0757-5</ISBN>
    <language>ru</language>
    <performed_by>Николай Фоменко</performed_by>
    <performance_type>начитана </performance_type>
    <storage>CD</storage>
    <format>mp3</format>
    <description>
    Перу Владимира Кунина принадлежат десятки сценариев к кинофильмам, серия книг про КЫСЮ и многое,
многое другое.
    </description>
    <downloadable>true</downloadable>
    <age unit="year">18</age>
</offer>
```

⚠ **Restriction.** The text values of elements should be entered in Russian.

Elements specific to this description type	Element description	Element requirement
`name`	Name of product.	Required element.
`author`	Author of the work.	Optional element.
`publisher`	Publisher.	Optional element.
`series`	Series.	Optional element.
`year`	Year of publication.	Optional element.
`ISBN`	International Standard Book Number is an international system that assigns a unique number to each book published. If there are several ISBN's, they are separated by commas. The ISBN and SBN formats are checked for validity. Code validation checks the length of the code as well as the check digit (the last digit in the code must correspond to the remaining digits according to a special formula.) When the ISBN is divided into hyphenated parts (such as 978-5-94878-004-7), the code is verified against additional requirements for the number of digits in each part.	This is required for product profiles of books.
`volume`	Number of volumes.	Optional element.
`part`	Volume number.	Optional element.
`language`	Language of the work. Optional element.	Optional element.
`table_of_contents`	Contents. Information about names of works for a collection of stories or poetry.	Optional element.
`type`	Type of product description. For audiobook descriptions, the value should be `audiobook`. In YML this is an `offer` attribute.	Required element.
`performed_by`	Performer. If there are several, they are separated by commas.	Optional element.
`performance_type`	Type of audiobook (radio drama, "reading of a work", etc.).	Optional element.
`storage`	The media format of the audiobook.	Optional element.
`format`	Audiobook format.	Optional element.
`recording_length`	The length of the recording is set in the format mm.ss (minutes.seconds).	Optional element.

Standard elements for "Audiobook" descriptions correspond to standard elements for simplified descriptions. See table above.

"Music- and video-productions" description

Example of video-production in YML format:

```
<offer id="12344" type="artist.title" available="true" bid="80">
  <url>http://best.seller.ru/product_page.asp?pid=92347</url>
  <price>93</price>
  <oldprice>100</oldprice>
  <currencyId>RUR</currencyId>
  <categoryId>2</categoryId>
  <picture>http://best.seller.ru/img/device92347.jpg</picture>
  <store>false</store>
  <pickup>false</pickup>
  <delivery>true</delivery>
  <title>Свадьба Мюриэл</title>
  <year>1999</year>
  <media>DVD</media>
  <starring>Тони Колетт (Toni Collette), Рэйчел Грифитс (Rachel Griffiths)</starring>
  <director>П Дж Хоген</director>
  <originalName>Muriel's wedding</originalName>
  <country>Австралия</country>
  <description>
    Гадкий утенок из провинциального городка покидает свое гнездо, и в компании своей подруги отправляется
искать веселой жизни в большой и загадочный город...
  </description>
  <age unit="year">18</age>
  <barcode>3456789012345</barcode>
</offer>
```

Example of musical production in YML format:

```
<offer id="12345" type="artist.title" available="true" bid="80">
  <url>http://best.seller.ru/product_page.asp?pid=12946</url>
  <price>450</price>
  <oldprice>500</oldprice>
  <currencyId>USD</currencyId>
  <categoryId>2</categoryId>
  <picture>http://best.seller.ru/product_page.asp?pid=14345.jpg</picture>
  <store>false</store>
  <pickup>false</pickup>
  <delivery>true</delivery>
  <artist>Pink Floyd</artist>
  <title>Dark Side Of The Moon, Platinum Disc</title>
  <year>1999</year>
  <media>CD</media>
  <description>
    Dark Side Of The Moon, поставивший мир на уши невиданным сочетанием звуков, — это всего—навсего
девять треков, и даже не все они писались специально для альбома...
  </description>
  <age unit="year">18</age>
  <barcode>2345678901234</barcode>
</offer>
```

⚠ **Restriction.** The text values of elements should be entered in Russian.

Elements specific to this description type	Element description	Element requirement
type	Type of product description. This value should be `artist.tite` for descriptions of music- and video-productions. In YML this is an `offer` attribute.	Required element.
artist	Performer.	Optional element.
title	Title.	Required element.
year	Year of release.	Optional element.
media	Media format.	Optional element.

Elements specific to this description type	Element description	Element requirement
`starring`	Actors.	Optional element.
`director`	Director.	Optional element.
`originalName`	Original title.	Optional element.
`country`	Country.	Optional element.

Standard elements for "Music- and video-productions" descriptions correspond to standard elements for simplified descriptions. See table above.

"Event tickets" description

YML format example:

```
<offer id="1234" type="event-ticket"  available="true" bid="80">
  <url>http://best.seller.ru/product_page.asp?pid=57384</url>
  <price>1000</price>
  <oldprice>1100</oldprice>
  <currencyId>RUR</currencyId>
  <categoryId>3</categoryId>
  <picture>http://best.seller.ru/product_page.asp?pid=72945.jpg</picture>
  <store>false</store>
  <pickup>false</pickup>
  <delivery>true</delivery>
  <local_delivery_cost>300</local_delivery_cost>
  <name>Дмитрий Хворостовский и Национальный филармонический оркестр России...</name>
  <place>Московский   международный Дом музыки</place>
  <hall>Большой зал</hall>
  <hall_part>Партер р. 1-5<hall_part>
  <date>2012-02-25 12:03:14</date>
  <is_premiere>0<is_premiere>
  <is_kids>0</is_kids>
  <description>
  Концерт Дмитрия Хворостовского и Национального филармонического оркестра России...
  </description>
  <age>6</age>
</offer>
```

⚠ **Restriction.** The text values of elements should be entered in Russian.

Elements specific to this description type	Element description	Element requirement
`type`	Type of product description. For a description of event tickets, the value should be `event-ticket` . In YML this is an `offer` attribute.	Required element.
`name`	Event name.	Required element.
`place`	Event venue.	Required element.
`hall`	The venue.	Optional element.
`hall_part`	Row and seat number.	Optional element.
`date`	Date and time of the show. Preferred format: YYYY-MM-DD hh:mm:ss. Recommended formats.	Required element.
`is_premiere`	Indicates the event is a premiere.	Optional element.
`is_kids`	Indicates the event is for children.	Optional element.

Standard elements for "Event tickets" descriptions correspond to standard elements for simplified descriptions. See table above.

"Tours" description

YML format example:

```
<offer id="12341" type="tour"  available="true" bid="80">
  <url>http://best.seller.ru/product_page.asp?pid=12344</url>
  <price>24129</price>
```

```
    <oldprice>25000</oldprice>
    <currencyId>USD</currencyId>
    <categoryId>6</categoryId>
    <picture>http://best.seller.ru/img/device12345.jpg</picture>
    <store>false</store>
    <pickup>true</pickup>
    <delivery>false</delivery>
    <local_delivery_cost>300</local_delivery_cost>
    <worldRegion>Африка</worldRegion>
    <country>Египет</country>
    <region>Хургада</region>
    <days>7</days>
    <dataTour>2012-01-01 12:00:00</dataTour>
    <dataTour>2012-01-08 12:00:00</dataTour>
    <name>Hilton</name>
    <hotel_stars>5*****</hotel_stars>
    <room>SNG</room>
    <meal>ALL</meal>
    <included>авиаперелет, трансфер, проживание, питание, страховка</included>
    <transport>Авиа</transport>
    <description>Отдых в Египте.</description>
    <price_min>24000</price_min>
    <price_max>25000</price_max>
    <options>?</options>
</offer>
```

⚠ **Restriction.** The text values of elements should be entered in Russian.

Elements specific to this description type	Element description	Element requirement
type	Type of product description. For tour descriptions, the value should be `tour`. In YML this is an `offer` attribute.	Required element.
name	Name of the hotel (in some cases, name of the tour).	Required element.
worldRegion	Part of the world.	Optional element.
country	Country.	Optional element.
region	Resort or city.	Optional element.
days	Number of days in the tour.	Required element.
dataTour	Arrival days. Preferred format: YYYY-MM-DD hh:mm:ss. Recommended formats. In YML format, the `offer` element can contain several `dataTour` elements.	Optional element.
hotel_stars	Hotel's star classification.	Optional element.
room	Room type (SNG, DBL, etc.).	Optional element.
meal	Meal plan (All, HB, etc.).	Optional element.
included	What the tour price includes.	Required element.
transport	Transportation.	Required element.
price_min	The lowest price for the product. The lowest price for the product is rounded and displayed in accordance with the user's settings.	Optional element.
price_max	The highest price for the product. The highest price for the product is rounded and displayed in accordance with the user's settings.	Optional element.
options	Options.	Optional element.

Standard elements for "Tour" descriptions correspond to standard elements for simplified descriptions. See table above.

Previous versions of document

Previous version of technical requirements (in effect from Sep. 12, 2016 to Dec. 18, 2016)

Previous version of technical requirements (in effect from Feb. 11, 2016 to Sep. 11, 2016)

Previous version of technical requirements (in effect from Dec. 23, 2015 to Feb. 10, 2016)