eBook File and Metadata
Submission Requirements

There are three key requirements for submitting your eBook content:

1) Metadata (Excel spreadsheet template or ONIX)

2) Book Interiors (EPUB or PDF - *EPUB files preferred*)

3) Book Covers (JPG format, front cover only)

Step 1 – FTP Setup

FTP login credentials for both Metadata and Book Interiors/Covers will be provided once account setup is complete.

Step 2 – File Submission Specification Review

We accept EPUB and PDF as source material for conversion; <u>**EPUB files are preferred**</u>.

- EPUB – We recommend EpubCheck 4.2.5 (or latest) in evaluating EPUB files. EpubCheck requires that the EPUB files meet the latest standards as defined by the IDPF including OPS 2.0.1 and OCF 3.1.

- PDF – Detailed specifications for PDF submissions can be found later in this document. Some key things to remember:
  - It is important to create bookmarks when generating PDFs. Bookmarks allow our conversion process to generate a Table of Contents (TOC).
  - Please be sure to use a single page size throughout the file. Multiple page sizes will cause files to fail the conversion process and will not be made available for sale.

Step 3 – File Naming Conventions

Both interior and cover files should be named using their appropriate eISBN13.

For older titles still using eISBN10, please generate unique eISBN13's prior to submitting.

Please make sure not to use a print ISBN13 when submitting ebook files. This will create a conflict, as systems cannot recognize the same ISBN13 for multiple formats, and titles will not be made available for sale.

Step 4 – Commercial Cover Submission

We require a commercial cover (when rights are permitted) to display in the library view of the Reader. Our cover specifications can be found at:
<u>https://www.baker-taylor.com/publisher-partner</u>. Click on <u>Specifications for Submission of Cover Images</u>. Please be sure to always include a cover image along with interior file submission.

Note: Only the front cover is required.

Step 5 – Metadata

We prefer to receive ebook metadata files separate from print book metadata files. We accept either ONIX 2.1, 3.0 or our proprietary Excel template. Ebook metadata should be sent as early as possible, even before the Book Interiors or Book Covers are sent, as long as all mandatory data is included. This allows metadata to be loaded before content conversion and for preorders to be placed by customers.

- Ebooks <u>must</u> have ISBNs that are different from their print book ISBNs.
  - Corresponding print book ISBNs should be provided in the "Related Products" composite of an ONIX message or the "Related ISBN" column of the Excel template
- Ebook metadata should be consistent with print-book metadata: Title, author, series, BISAC Subject should be consistent across formats, and equally as accurate
- Be explicit about ebook detail. Do not require us and other recipients to infer or guess the meaning.
  - Sales Rights: specify countries where product can/cannot be sold
  - Price Type: List, Agency, other
  - Market: where prices, discounts, availability, or on sale date are different, break out by Institutional, Retail, or other markets
  - Price Countries: the country in which a given price/currency applies
    - Be comprehensive
    - Be consistent with Sales Rights
- Metadata should be consistent with the signed Agreement
- For any questions on metadata please contact
  - Michele Ogletree (michele.ogletree@baker-taylor.com).

EPUB Submission Requirements (Preferred)

Format
We support EPUB, the open standard eBook format maintained by the Independent Digital Publishing Forum (IDPF). EPUB standard 2.1 and above are supported. Note: We may not support all current features and capabilities of the latest standards.

Images
Our reading platforms support the core image types outlined in the IDPF specifications. This includes JPG, PNG and Scalable Vector Graphics (SVG). PNG files are preferred over JPG.

All images should use the RGB color model, and not CMYK. Encapsulated PostScript (EPS) images are not supported.

Images should be optimized for web viewing with no single image exceeding 5 MB. EPUBs with larger images will be accepted but the user's reading experience will not be optimal.

No single image inside an EPUB can be greater than 3.2 million pixels. (Total pixels = length in pixels x width in pixels).

Image dimensions should be set in percentages instead of pixels in the CSS for reflowable content. Images with dimensions set by pixels may stretch depending on the orientation, device and user settings.

Images should not have transparent backgrounds.

Interior Page Layout
Files must be provided in single-page layout; do not provide files in spread layout. The interior EPUB must be complete and in the correct view order.

Fonts
Open source / public domain / web safe fonts are preferred. They are universally supported and do not require obfuscation in order to meet licensing requirements for their use. This will maximize the compatibility of your ebook on devices and reading systems.

While the use of embedded fonts is supported, obfuscation of the fonts can cause rendering issues. A secondary font may need to be used and text may no longer render properly. This can be very troublesome in fixed layout books that required specific positioning of text and the content may not display properly.

Please do not use license protected fonts which, in the creation of ePub content, are often problematic, causing a poor user experience because the fonts cannot be correctly interpreted by web browser or eBook rendering technology. We suggest the use of open-source fonts like those you'll find at Google Web Fonts. These fonts are readily supported by all the mainstream browsers and eBook rendering technologies. Using openly supported fonts will not only provide for a great looking eBook but an eBook that can be viewed consistently on all reading platforms.

Size
Attention should be paid to making the EPUB file as compact as possible in order to maximize the user's reading experience. Print ready PDF files do not typically make great EPUB content. Visually they are fine but the resulting EPUB is typically bloated with unnecessary markup, layers and components.

PDF Submission Requirements

The PDF component is required to process the book.

Format
A single file, multi-page composite PDF of the interior must be provided. All interior pages must be the same size and orientation. An exception is made for front and back covers as they may be provided in the PDF as a different size than the rest of the internal pages.

Interior Page Layout

Files must be provided in single-page layout; do not provide files in spread layout. The interior PDF must be complete and in the correct view order.

Fonts

Fonts must be completely embedded to ensure proper on-screen representation. Incorrect font embedding can result in character substitution, and text may no longer extract properly, which will affect searchability.

Color

Files must be provided in composite color; do not provide files in color separations or plates.

Object types (text, raster, and vector objects)

Text should be left as fonts; Text should not be converted to outlines (vector objects) or images (raster objects). If text is converted to vector or raster objects, the text will no longer be extractable or searchable. Avoid using "image" PDFs or PDFX/1A files (scanned raster images wrapped in a PDF container) as they are not conducive to high quality on- screen viewing. This format has the same characteristics as TIFF except that the files can be viewed in Acrobat. Again, users will not be able to conduct keyword searches, since all of the content is image based rather than symbolic text data.

Recommendations

PDF

The following PDF recommendations are intended to facilitate the best quality and most efficient return of the customer's product. If the following recommendations are not followed, we can attempt to correct the file and continue processing; however, additional time may be needed. (In some cases, we may be unable to manually correct the file, in which case a corrected PDF from the publisher may be required.)

Image Resolution

Files should be provided with an image resolution of 150-300 DPI. PDF files with an image resolution higher than 300 DPI (i.e. 600 or 1200 DPI) should be down sampled to 300 DPI.

Fonts

Type 1 or TrueType fonts are recommended. Do not subset fonts.

Interior Page Format

Interior pages should be cropped to the final cut dimensions.

Color Space

Files should be provided in RGB color space. Spot colors should be converted to RGB color space.

Table of Contents

A table of contents (TOC) at the chapter level should be provided in the PDF as bookmarks. This is used as a source of the table of contents jump list in our app, so please remove any bookmarks or

structure that should not be seen. The TOC must be in pagination order to support the reflow view. PDFs with TOC entries that overlap each other may be rejected as the ordering of the document is ambiguous.