Book Assets Specification Sheet

We will receive and display the following Content Types for all titles:

Descriptions: brief summary of the content of the product. The suggested maximum is 2000 characters, but may be longer. Descriptions are distinct from Flap or Jacket Copy.

Flap or Jacket Copy: content from a book's flap or back cover. May contain descriptions, review quotes, testimonials, author information, and other marketing copy.

Excerpt: may be a preface, chapter, or other selection.

Author Biographies: brief description of the author(s)'s lives, accomplishments and/or qualifications.

Tables of Contents: both structured (with page numbers and indentations) or unstructured (simple chapter headings). TOCs are requested for works of non-fiction or fiction collections.

Specifications

1. Content is pulled from ONIX files. If ONIX is not available, Content should be provided in text (.txt) files.
   - No hard copies, PDFs, or images of content will be accepted. Other formats such as Word, Excel or text within an e-mail will delay display and may introduce errors
2. Character set should be basic ASCII. Extended ASCII characters may cause display problems on different systems
3. Files may be submitted by FTP, e-mail attachment, or mailed CD-ROM.
4. Publisher should submit separate .txt files for each Content Type, i.e. one file for Descriptions, one for Biographies, one for Jacket Copy, etc. Please label files by publisher and type, e.g. "ABC Publishing Descriptions Spring 2020.txt."
   - Each file should include ISBN-13 and text. HTML coding may be included in the text
   - Our preference is delimit the ISBN13 and text with two backslash characters. At the end of the text, there should be a Carriage Return:

   <ISBN13-1>\\<Text><Carriage Return>
   <ISBN13-2>\\<Text><Carriage Return> etc.

   9780123456789\\A remarkable story about a boy and his dog who…
   9780123459876\\For children who like kittens, this book includes…
   9780199876543\\The history of the American Revolution is…

5. Structured TOCs can be submitted with internal separators between lines. Separators should be characters that are not usually found in the body of the text. Pipe character (|) is recommended; do not use <tab> within the TOC.

   <ISBN13-1><tab><TOC1 Line1><Separator><TOC1 Line2><Separator><TOC1 Line3>etc
   <ISBN13-2><tab><TOC2 Line1><Separator><TOC2 Line2><Separator><TOC2 Line3>etc

Content may be placed on Follett School Solution's e-commerce sites and software including _Titlewave_ and _Destiny_, Baker & Taylor's applications including _TitleSource360, Axis 360_, and _Content Café_, and licensed to retailers for title sales and promotions.

Please submit your content to btannotations@baker-taylor.com _or contact_ sam.dempsey@baker-taylor.com