

Retailer Posting Procedures

Each season, your publishing company sends a detailed file of your forthcoming season's book data to Perseus Distribution. This data goes into many databases, including online retailers.

Initial book data from the title files submitted to Regina Muscatelli, and further corrections, are sent to the following online stores only:

- Amazon.com
- Barnes&Noble.com
- Baker & Taylor
- Books A Million
- Bowker
- Ingram
- Muze.com
- BookManager (only for clients with sales in Canada)

Other stores may get data feeds from Bowker or Ingram or others, but they do not request a direct feed from Perseus. NOTE: If you send a correction to Regina, it automatically is sent it to all of the above stores, but changes are not instantaneous and can take several days.

ENHANCEMENTS

Many online retailers allow for enhancements of your product on their pages, with the addition of cover images, synopsis, author bios, and more. As the publisher, you will be responsible for this content. This document will help you post items on various websites that display your books.

New Amazon Guidelines for Publishers

Please read carefully and visit the links below for more information and to submit title content.

Bibliographic information and the initial listing of titles is fed to Amazon by third-party databases (Ingram and Baker & Taylor), which are fed by Perseus Distribution through your Title Information file. If you notice a persistent error in price, publisher, or other bibliographic data in your Amazon listings, please let Perseus Distribution know, as the problem may originate with the third-party database.

Amazon requires publishers to submit descriptive content and corrections via its online forms. Instructions and links are below. Please keep in mind that all corrections, additions, and updates have to be vetted by Amazon before appearing online, and that this process usually takes 3-5 days.

For general information and a table of contents, visit:

Amazon Publisher Guide/Books:

<http://www.amazon.com/gp/help/customer/display.html/102-7680916-5772102?ie=UTF8&nodeId=13685551>

ADDING OR UPDATING TEXT

1. DESCRIPTIONS, PUBLISHER'S COMMENTS, AUTHOR'S COMMENTS, AUTHOR BIO, TABLE OF CONTENTS, FLAP COPY, BACK COVER COPY, REVIEW QUOTES, EXCERPT/FIRST CHAPTER

To update or add any of the fields above, publishers must use the online content update form (link below). Please follow the word limits on the form carefully, or your submission will be rejected.

<http://www.amazon.com/gp/content-form/?ie=UTF8&product=books>

2. TITLE, PUBLICATION DATE, PUBLISHER, PAGE COUNT, EDITION, FORMAT, LANGUAGE

To submit corrections for the fields above, Amazon says the fastest procedure is to use the "Propose Corrections Using Our Online Update Form" found in every title listing. Your authors may also use this link if they want to make a correction. For more information, see the following link:

<http://www.amazon.com/gp/help/customer/display.html/102-7680916-5772102?ie=UTF8&nodeId=13685621>

ADDING OR UPDATING JACKETS

Jackets can be uploaded through Amazon's vendor central site. Before you can begin this process, you must be set up with a vendor central username and password. Contact PD for a username if you do not have one.

Image Specifications (if these guidelines are not followed, your image may be rejected):

- * TIF or JPG format
- * 72 pixels/inch resolution
- * A minimum of 500 pixels on the longest side
- * RGB color mode
- * 8 bits/channel
- * File must be named by the ten digit ISBN (no dashes needed), ie: 6004435678.tif; 1254545332.jpg
- * Do not insert words in the file name, such as '1254545332new.jpg' or '1254545332[CORRECT].tif' - the file will not process
- * Image should be full-front view of cover, no borders

CONTACTS

Here are contact email addresses to use if you have any questions on enhancing your products on the various websites (aside from Amazon) we are dealing with:

BAM: content@booksamillion.com

BN.com: mtdsrl@bn.com

Baker & Taylor: coverimages@btol.com

Muze: books_corrections@muze.com

Bowker: stephanie.halpern@bowker.com

Ingram: andy.stone@ingrambook.com

BookManager: carley@bookmanager.com (for Canadian Indie sales only)

Indigo: electronicdata@indigo.ca (Canadian chain store)

COVERS:

For clarity's sake, here are the minimum specs a publisher should use when posting an image to any [except Amazon] of the online retailers (please follow these minimum guidelines for all other e-tailers):

- File formats should be either TIFF or JPEG. Use highest jpeg quality setting.
- The longest side of the digital image must be between 750 -- 2,000 pixels, with the shorter side proportional.
- Scanner resolution must be between 100 -- 150 dpi.
- Do not send extremely high resolution scans. Files large in size tend to be rejected.
- The image must be a flat cover scan cropped tight to the sides of the product with a full front view of the cover. No spine image should be included.
- Images MUST be provided for every ISBN. If the same cover is being used for a paperback & hardcover, you will need to duplicate the image and name it accordingly.
- Images should contain only one product or ISBN. Do not submit group shots of products.
- The image must be in RGB (do not send images in CMYK).
- The bit depth should be set no lower than 8 bits.
- File names must consist of the 10-digit ISBN. Use no hyphens in ISBNs and use capital letters if any in ISBN contains an "X." (this will most likely change when ISBN-13 becomes effective in January 2007).
- Files that are improperly named cannot be processed.

BOOKS-A-MILLION

Here is a login where you can upload cover images and book descriptions to be used on Booksamillion.com:

address: onyx.netcentral.net
username: publish
password: 6Bf96Lq
directory: publish

Here is an online reference page where you can view the preferred file formats:

<http://www.booksamillion.com/ncom/books/publishers/books>

Also, keep in mind that our data is based on Ingram data, so if you submit your images and data to Ingram it should automatically flow through to Booksamillion.com and you won't need to upload it to us directly.

At this time, we only feature titles carried by one of our distributors. They are:

American Wholesale Book Company (205) 956-4151

Ingram Book Company (800) 937-8000

Baker & Taylor (800) 775-1100

content@booksamillion.com

BARNESANDNOBLE.COM

Submitting Content

There are three ways to provide B&N.com with information about your books.

Email

If you are a publisher or distributor who offers 25 or fewer titles via Barnes & Noble.com, this is the preferred means for adding content. Please send your content via email to Titles@bn.com.

File Transfer Protocol (FTP)

If you are a publisher or distributor who offers 25 or more titles via Barnes & Noble.com, this is the preferred means for adding content.

FTP content must be properly formatted according to the protocols described below in [Preparing Text](#). If you wish to submit data via FTP, please email Rachel Rushefsky at rrushefsky@bn.com. Due to the volume of requests, it may take several days for an account to be processed. Please note that due to the heavy volume of material we deal with, we cannot retrieve data from your web site.

CD-ROM, Zip Disk, or Floppy Disk

These media provide an optional but slower method for sending us your information.

Content on a CD-ROM or zip/floppy disk should be formatted according to the protocols described below in [Preparing Text](#). If you are submitting content on CD-ROM or zip/floppy disk, it should be mailed to:

Rachel Rushefsky
Barnes & Noble, Inc.
122 Fifth Avenue, 4th Floor
New York, NY 10011

Preparing Text

Any merchandising data, as well as cover images, should be sent to Barnes & Noble as soon as they are available.

Any or all of the following merchandising data may apply to a product:

Description
Table of Contents
Sample Chapter
Review (a fair-use review excerpt; the source must be cited)

Although we are able to receive data in any format, our preference would be to receive files in one of the following: ONIX/XML EDI - BASIC X12-832 Access Excel Fixed ASCII Text
Delimited ASCII Text (pipe-delimited preferred)
Please note that PDF is not an acceptable file format for data transfer.

Making Changes via Email

If you detect an error in a title listing, please send an email to corrections@barnesandnoble.com. Be sure to include the ISBN of the book. We receive a lot of copy that does not reference a specific ISBN, and this copy cannot be processed. THIS IS ONLY IF YOU DON'T NEED TO CHANGE THE DATA THRU PERSEUS DISTRIBUTION.

To add text content or a cover image to the site, please email the information to: titles@bn.com.

To See the complete information from B&N, **Read Move at:**

http://www.barnesandnoble.com/help/Perseus_Distribution2.asp?PID=8150&z=y&Perseus_Distribution2Pid=8148

BAKER & TAYLOR

Carol Kachek is the contact at B&T. Use the coverimages@btol.com email to contact her. You can send images via email to her, or contact her to set up an FTP account.

Transmission

1. We can receive images via e-mail attachment, CD-ROM, diskette, or FTP.
2. Preferred method is FTP. B&T will set up an account on their FTP site for any publisher or supplier who has FTP capability. FTP is most efficient for us and ensures timely processing of your images.
3. Many suppliers provide their images on a regular schedule: weekly, monthly, seasonally. We request that as soon as an image is finalized, submit it to us.
4. Images should be transmitted individually, not within a folder. Creation of a folder complicates our automated processing and may result in lost images.
5. We prefer you do not submit a zip or otherwise compressed file containing images. If for size considerations you do FTP a zip file, you need to notify us at coverimages@btol.com so we can process the file. Our automated processing does not include zip or compressed files.
6. We strongly encourage all vendors to load all cover images **regularly**, monthly, seasonally, as often as works best for your processes. It is important to get your images in front of the customer as early in the publication cycle as possible.

Images will be placed on Baker & Taylor's websites, B&T Link Online (www.btol.com) and TitleSource II (ts2.informata.com). Images will also be provided to many other websites, including Walmart.com, VarsityBooks.com, and others.

BOOKMASTER (Canadian Independent bookstores only)

To submit cover images to BookManager, please contact Carley Bortolin at Carley@bookmanager.com or 250-763-4415. She will need to set-up a login & password so that you can ftp your files. If you have any questions regarding these cover images, please contact Carley.

The bibliographic data that BookManager requires will be submitted by Regina each season as is done for the major accounts in the U.S. & Indigo in Canada.

MUZE

For complete information on what Muze is and what they do with your book info, as well as sending covers, et al, please see:

<http://www.muze.com/html/industry/publishers.htm>

BOWKER

We accept data for forthcoming titles as soon as the information becomes available. Our retail customers like to have the data 180 days prior to publication so that they may calculate their order quantities.

BowkerLink.com is a publisher access system in which publishers register their titles on their own (but Perseus Distribution does this for you). They can also update their information, including contact information.

Here is information on how to register:

To register:

1. Go to the BowkerLink home page: <http://www.bowkerlink.com/>
2. From the home page click on **Books In Print®** directly below CHOOSE A DATABASE.
3. From the log in screen click on .
4. Read the Statement of Use & click on **YES - I agree** if you wish to continue to register.
5. On the next screen, you will need to type in your **Publisher Name** & then click on the search button below the **Publisher Name** line (please follow the search examples). A list, or possibly just your company name, will display. Click on your company to display the registration form.
6. Fill in the registration form & submit it. You will receive back your password by e-mail (note it may take up to 3 business days to activate your password; if you entered your publisher number your password is activated immediately). If you do not receive an e-mail with your password within a reasonable time please e-mail us at bip.BowkerLink@Bowker.com .

Once your password is active you'll just need to follow steps 1 & 2 to get to the log in screen.

Then enter your username & password and click on  to access the Search Item screen. Here you can enter your search criteria.

INGRAM

JACKET IMAGES

Publishers can help us get their titles' covers on the web and into our databases by providing pre-scanned images to us for processing or by sending the cover for us to scan.

The following are the two methods available for sending covers or jackets:

1. Providing digital images of the jackets and covers
2. Providing actual cover or jacket. This will ensure that a high quality scanned image will be available for Ingram's web-based database, and for on-line retailers

Format

Use the file specifications as noted above.

Images must be supplied via FTP, CD-ROM, ZIP disks, or 3 ½" diskette. Images may also be uploaded via the Product Management (SUPPLiWAY) option on ipage®. E-mail is not an acceptable form of transmission. Note: Ingram will begin accepting images named by ISBN-13 beginning July 1, 2006. We will continue to accept images named by ISBN-10 until March 1, 2007. After March 1, 2007 all images must be named by ISBN-13 with extension. Note 2: If electronic images are not available, physical books or jackets should be delivered to the following address for scanning:

Ingram Book Company
Attn: Book-In-Hand Editors
14 Ingram Blvd. - MS – 409
Lavergne, TN 37086-1986

DESCRIPTIVE INFORMATION

We request that descriptive copy be delivered via electronic methods. The following formats are available for delivery of descriptive data:

- ONIX International, Version 1.2 or higher via FTP, CD-ROM, DVD, or email
- Product Management (SUPPLiWAY) option on ipage®
- Proprietary Bibliographic Excel Format via FTP, CD-ROM, DVD, or email

Note 1: SUPPLiWAY and the Proprietary Excel Format are restricted to descriptions of no more than 1000 characters in length. Descriptions delivered longer than 1000 characters may be truncated.

Note 2: Please do not cut and paste descriptions from word processors or other programs into ipage® or the Excel format unless the data is first converted to ASCII text. Doing so may result in hidden or special characters being incorrectly represented in our system, on ipage®, and in our feeds to online retailers.

INGRAM CONTINUED ON NEXT PAGE ...

PRICE/STATUS INFORMATION

Price and status information are the most fluid pieces of information about a product. We request notification of price and status changes via the following methods (listed in order of preference). THIS IS DONE VIA YOUR EXCEL SPREADSHEET UPDATES TO REGINA.

- ONIX International 1.2 or higher
- X.12 832 EDI
- ipage® Product Management
- Proprietary Bibliographic Excel Format via FTP, CD-ROM, DVD or email
By emailing the change to tqdata@ingrambook.com (not for large quantities of changes nor can titles be added via this address).

CATALOG REQUEST

Please send EIGHT copies of your new catalogs to Ingram Book Company. You will no longer need to send catalogs separately to your buyer, to Title Information Management Systems or other departments. All catalogs should be delivered to the following contact:

TIMS Administrative Group
Attn: Catalog Administrator
MS #216
14 Ingram Blvd
LaVergne, TN 37086-1986

PLEASE NOTE

Due to the increasing cost of postage and the large quantity of media that we receive in the TIMS department, we regret that we are unable to return any physical media (CD-ROM, ZIPdisk, DVD-ROM, etc...) unless return postage is supplied with the media.

If you have any questions about these guidelines and formats or to request an FTP account or proprietary format, please contact:

Andy Stone - MS #216
Manager, Metadata Acquisition
TIMS Administrative Group
P.O. Box 3006
1 Ingram Blvd
LaVergne, TN 37086-1986
Phone: (615) 213-3391
Fax: (888) 468-6526
E-mail: andy.stone@ingrambook.com

INDIGO

COVER SCANS/COVER IMAGES

Scan Submission Detail Options:

- 1) Emailed to electronicdata@indigo.ca <<mailto:electronicdata@indigo.ca>> with the words "Scan Submission" in the subject line or
- 2) Saved to CD-Rom and sent via postal mail to:
Scans
C/O RESOURCE COORDINATOR, MASTER DATA
Indigo Books & Music Inc. (Chapters/Indigo)
468 King Street West, Suite 500
Toronto, ON M5V 1L8

WRITTEN CONTENT INFORMATION

Our online and store kiosk customers can now see any of the following where provided:

- Book Description
- Table of Contents
- Publisher Comments/Description
- About the Author
- Author's Comments
- About the Illustrator
- Review Blurbs (permissions required)
- Sample Chapter/Excerpt
- Recipes
- Off the Jacket/Jacket Copy
- Tips for your Reading Group
- Author Interviews / Q&A

More information means more sales!

We create a unique web page for every single one of your titles and we can share with our customers virtually everything you can share with us. Every single piece of information added to these pages creates value and increases the likelihood of a sale.

Titles that do not contain even a brief description of the book are not as likely to sell or attract customers. Keep in mind that written content information is your way of giving a customer the feeling of holding the product in their hands (even when the product is not physically there) Special features such as "Author's Comments" "Author Interview" or "Tips For Your Reading Group" are the online equivalent of the customer meeting the author in person at an in-store book signing and finding out interesting details about the book or the author themselves or perhaps sitting in on a fascinating book group discussion.

A sample book that contains many different types of descriptive content:

http://www.chapters.indigo.ca/item.asp?Catalog=books&Section=books&Lang=en&Item=978088762167&boutique=GG_wards&N=35&zxac=1

(2005 Governor General's Award Winner "A Perfect Night to Go to China" by Author David Gilmour)

INDIGO Continued ...

Technical Details

Right now there are currently two different ways we can receive written data.

- 1) Text delimited format -- (for the more technically adept)
- 2) Single Note Type Data File -- (all you need is a word processor)

TEXT DELIMITED FORMAT DETAILS

(If your written content does not already exist in a database or you are unfamiliar with databases, importing and exporting files, etc, you will likely want to skip reading about TEXT DELIMITED FORMAT DETAILS and move directly to the SINGLE NOTE TYPE DATA FILE)

Export the content to a text (txt) format with pipe (|) delimiters, where the ISBN is in the first column and the written content you wish to display appears in the following columns. This format allows one ISBN to have many different note types presented on one line. It also allows for multiple ISBNs to be presented in one file.

Sample Header Row:

ISBN | Title | About The Author | Publisher's Comments | Review Blurbs

Please note that for this format, you MUST include the html tags that denote BOLD, ITALICS, LINE BREAKS, NEW PARAGRAPH, etc (as seen in the attached sample of this format), otherwise the note will be imported in one non-formatted block of text.

SINGLE NOTE TYPE DATA FILE

These can be sent in one of three ways:

1) The best and easiest format that results in the most reliable transmission of data is a text (.txt) file that includes basic html coding, such as:

 BOLD ,
<i> *ITALICS* </i>,
Line Break
 or
New Paragraph <p>

2) The other two methods are a WORD(.doc) or Rich Text Format (.rtf) file. These use BOLD, ITALICS, Line Breaks and New Paragraph within a built-in HTML editor – something that will do the HTML coding for you.

With any of these formats, please ensure that the file name is saved with a prefix identifier (which identifies the type of note it is) then underscore and then the ISBN.

(For example, for ISBN 0312967131, "About the Author" would be named AA_0312967131.txt if it were in the txt format [with html tags to denote line breaks, bold and italics].)

Example: If you would like to submit an About The Author, a Publisher's Description and a set of Review blurbs for a book where the ISBN is 1234567890, you would need to submit three files, each named appropriately as:

AA_1234567890.doc,

PC_1234567890.doc,

RV_1234567890.doc

INDIGO Continued ...

Please DO NOT include any information outside of the intended text in each file (such as author name, price, publisher, publication date, etc), as that will show up on the site and make your listing look confusing to customers.

FILE NAME IDENTIFIERS

AA_ISBN = "About the Author"
AC_ISBN = "Author's Comments"
AI_ISBN = "About the Illustrator"
CH01_ISBN = "Complete text of Chapter One"
D_ISBN = "Publisher's Description/Comments"
INT_ISBN = "Interview with Author"
JC_ISBN = "Jacket Copy/Off the Jacket"
RG_ISBN = "Reading Group Guide/Tips"
RP_ISBN = "Sample Recipe(s)"
RV_ISBN = "Reviews/Review Quotes"
TC_ISBN = "Table of Contents"
X1_ISBN = "Excerpt of Chapter 1"

PLEASE NOTE THAT BY SENDING US ANY THIRD PARTY SOURCE (Reviews, etc), you are acknowledging that you have the proper rights and permissions to allow us to display this content online.

Written Data Submissions Detail Options:

- 1) Email to Indigo as attachment to electronicdata@indigo.ca (must be < 1 MB) with the words "Written Content" in the subject line or
- 2) Placed on your own FTP site and notification email sent to electronicdata@indigo.ca with the words "Written Content" in the subject line or
- 3) File copies saved to CD-Rom and mailed to:

Written Content Information

C/O RESOURCE COORDINATOR, MASTER DATA
Indigo Books & Music Inc. (Chapters/Indigo)
468 King Street West, Suite 500
Toronto, ON M5V 1L8

Again, thank you for your interest in sending written content data for your titles to Indigo. If you have any questions or problems with the formats outlined, please send your question to electronicdata@indigo.ca or contact:

RESOURCE COORDINATOR, MASTER DATA
Indigo Books & Music Inc. (Chapters/Indigo)
468 King Street West, Suite 500
Toronto, ON M5V 1L8

A WORD OR THREE ON REVIEWS, EXCERPTS AND SEARCH RESULTS:

REMOVING REVIEWS

If the review was posted by the publisher and you would like it removed, contact the site.

If the review was posted by a customer and you would like it removed, I suggest you use the “Was this review helpful to you?” option on Amazon, and/or report the review on the book’s detail page. There is nothing PERSEUS DISTRIBUTION or Perseus can do to have these reviews removed.

NOTE: Publishers Weekly, Booklist, Library Journal, and Washington Post Book World reviews on Amazon are licensed content; they are sold to Amazon in large batches, and Amazon cannot pick and choose which books have these reviews posted. These reviews are displayed in their entirety, and they cannot be removed.

EXCERPTS

Amazon no longer accepts excerpts over 1,000 words (such as first chapters). Instead, see below on how to submit books for their “search inside” program.

SEARCH RESULTS

Search results, particularly those on Amazon, **cannot** be changed manually.

According to Amazon:

“Results that appear under the ‘most popular results’ heading are not just based on author, title, or subject matches to the terms being entered. That feature also takes into account similarity purchases and page hits based on customer sessions and their searches.”

However, there are factors that contribute to poor search results:

1. Typos in a book’s title
2. Omission of the edition in a book’s title
3. Omission of the subtitle

Therefore if a subtitle or the edition is not listed, send an update to Regina as a title correction and this may improve the search results.

In addition, Amazon search results only list **one edition** for each title. Straight from the Amazon FAQ:

“In order to simplify the search results list, we currently display only one entry per title in a search results and provide links to other available editions. While we understand that a publisher or author's desired edition may not appear as the initial item in the search results list, this search results feature is operating as intended by Amazon.com's Development Team.

Please know that the initial edition of a title that appears in a search results list is subject to change over time. Furthermore, the edition that surfaces may differ depending on the type of search and the search terms being used.”