Submission Guidelines: PDF and EPUB
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<th>Owner</th>
<th>Revision</th>
<th>Rel. #</th>
<th>Date</th>
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1 Preface

This document contains the EPUB and Web-Ready PDF guidelines for submitting files to EBSCO Information Services. EPUBs must adhere to the industry guidelines for EPUB 2.0.1. WebReady PDFs are eBooks that are appended, cropped, paginated, contain a bookmarked electronic Table of Contents (eTOC), and a cover that meet the specifications described in this document.

1.1 Intended Audience

This document is intended for publishers and distributors that submit EPUB and/or WebReady PDF eBook files to EBSCO. It is also a reference resource for 3rd party content partners and other EBSCO departments for the eBook Production Department’s requirements and recommendations.

1.2 Assumptions

This document assumes a basic understanding of how to use the software programs needed to produce and submit eBook files that meet EBSCO requirements.

It also assumes that you have already received your FTP account login and password from EBSCO’s Publisher Content Management Team.

1.3 Layout of this Document

The sections in this document contain required, supported, and recommended guidelines, as applicable. Some sections also include ancillary information. In many instances, there will be no supporting text, as the section header speaks for itself.

Required and/or supported information is always listed first, followed by recommended or ancillary information.

1.4 Support

Contact your EBSCO Publisher Content Management Specialist if you have questions regarding the creation or submission of WebReady PDF files being submitted to EBSCO.
2 EPUB Requirements

2.1 Industry Requirements

- EPUB 2.0.1. Files must be formatted according to the industry standard guidelines ([http://idpf.org/epub/201](http://idpf.org/epub/201)). EBSCO doesn’t currently support the EPUB 3 format.
  
  - To verify compliance with the EPUB 2.0.1 standard, please use ePubCheck v.3.0.1 ([http://validator.idpf.org/](http://validator.idpf.org/)).

- An electronic Table of Contents (eTOC) that properly links to sections and/or chapters within the text.

- All included unzipped html files should be less than 300k to ensure readability across all eReaders, especially older models.

2.2 EBSCO Requirements

- Cover must be included as the first page in the EPUB

- Text must be re-sizeable

- Text must reflow. EBSCO does not accept EPUBs that have a fixed layout or fixed width

- Cover in RGB (color format of images mainly used for digital viewing). CMYK format is not viewable in some eReaders (CMYK is a color format used primarily in print production).

- All images should be flow-able and resize with the reader. This will ensure a good user experience across all eReaders. (Optional, but strongly recommended.)
3 PDF Requirements and Recommendations

This section contains the specific requirements and recommendations a WebReady PDF MUST meet when being submitted to EBSCO.

3.1 Format/Version

Required:
- PDF 1.6 or later, created with Adobe Acrobat version 4.0 (minimum) or higher.
- PDFs created with third party plug-ins that embeds fonts, built-in PDF writers, scripts, and other creation methods MUST match EBSCO’s WebReady requirements.

Supported:
- Files can be submitted via FTP

Recommended:
- PDF created with Adobe Acrobat version 7.0.

3.2 Covers

Required:
- Cover page MUST be the first page in the eBook. EBSCO only displays the front cover in EBSCOhost search results, however, front and back covers may both be included in the PDF eBook.
- Quality of the cover should be sufficient to display at the recommended size (700 pixels wide) and resolution (150 dpi). If a cover does not meet the minimum requirement for size (400 pixels) and resolution (72 dpi), a generic cover may be inserted.

Note: For covers that do not meet EBSCO’s requirements, EBSCO will contact the publisher for a replacement cover OR for permission from the publisher to use a replacement or generic cover.

Ancillary:
- If a cover is not provided by the publisher, EBSCO will contact the publisher for a cover OR for permission from the publisher to use a replacement or generic cover. If an EBSCO generic cover is permitted, it is inserted as the first page in the book. (See Generic Cover.)
- Detached covers are NOT recommended since they slow the production process. If covers must be submitted separately from the pdf book file, please refer to the requirements under Detached Covers.
Generic Cover

Ancillary:

- Generic covers are created only with the publisher’s permission for books that are submitted without a cover OR for books with covers that do not meet EBSCO’s cover requirements.
- Generic covers are created from a template and include the book title and publisher name, which are extracted from the PDF’s full-title page.

Example:

![Sample Cover](image)

3.2.1 Detached Cover

Although not recommended or preferred, covers can be submitted separate from the WebReady PDF.

Required:

<table>
<thead>
<tr>
<th>File Format</th>
<th>jpeg (preferred), tiff, eps, png</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Name</td>
<td>&lt;BookFileName_cover. “fileformat”&gt;</td>
</tr>
<tr>
<td>Size and Resolution</td>
<td>See Covers</td>
</tr>
<tr>
<td>Location</td>
<td>Save in the same folder as the WebReady PDF</td>
</tr>
</tbody>
</table>
3.3 Electronic Table of Contents

Required:
- The bookmarked electronic TOC (eTOC) should mirror the original book’s table of contents (TOC), match any parent-child hierarchies, and not exceed three nested levels deep.
- Use Standard fonts (Western Latin 1252 (Western European) and Unicode 8 character entities) and encoding to ensure the original book’s TOC conversion to the eTOC.
- Set the bookmarked table of contents destinations to the correct book location.

Supported:
- Each TOC entry is restricted to 160 characters (the maximum allowed by Acrobat – including spaces).

Recommended:
- The eTOC should match the wording of the original book’s TOC title. For example, Table of Contents, Contents, Indice, etc. (See Foreign Language Content.)
- A bookmark named “Title Page” that links to the title page within the PDF.

Ancillary:
- The bookmarked TOC displays in the left pane of EBSCO’s Online PDF Reader. (See Online PDF Reader.)

3.4 Images and Graphics

Images and graphics (artwork) are categorized into these areas:
- line art (vector)
- color images (raster)
- grayscale images
- bitmap (single bit black and white)

Recommended:

<table>
<thead>
<tr>
<th>Line Art</th>
<th>Leave as original</th>
<th>Optional compression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>150 dpi</td>
<td>Minimum: 72 dpi</td>
</tr>
<tr>
<td>Grayscale</td>
<td>150 dpi</td>
<td>Minimum: 72 dpi</td>
</tr>
<tr>
<td>Bitmap</td>
<td>300 dpi</td>
<td>Minimum: 72 dpi</td>
</tr>
</tbody>
</table>
Ancillary:
- Artwork that is larger than the recommended resolution is automatically downsampled.
- Artwork that is smaller than the recommended minimum resolution may require the publisher to replace the artwork.
- Screen shots, medical images, and other electronic captures may not render well on EBSCO’s Online PDF Reader, (See Online PDF Reader.) if they do not meet the recommended size requirements listed above.

3.5 Pagination

Required:
- A unique Page Label for every page, including front matter (CIP and all title pages), specialty sections (such as photo and/or plate sections), parts, chapters, end matter (indices, appendices, etc.), and blank pages.
- Each Page Label MUST match the page number represented on the page.
- Label the cover page: “Cover” or some other label unique to the other pages. (See Foreign Language Content.)
- Do NOT use “em” or “en” dashes in the pagination. Use a hyphen instead.
- Blank pages and pages without a page number MUST have a unique page label.
- Roman numerals may be either lower or upper case, but do NOT use both, because the Online PDF Reader cannot differentiate between them.
- Multi-volume & multi-set titles – pagination - The front matter and content of each book should have their own page numbering scheme, consisting of a book number and a page number, separated by a colon (i.e. for vol.1or set1 – label page 1:ii for front matter, 1:20 for page 20 of vol/set 1 etc. for other sections). See Multi-Volume/Multi-Language section for more details.

3.5.1 Cropped Pages

Required:
- Pages MUST be cropped and free of registration and/or printer marks.
- Pages MUST be created with consistent page display settings.

Recommended:
- Crop pages uniformly throughout the document, with text on both even and odd pages centered in the page.
• Set the crop to eliminate as much “dead space” outside the live area as possible.

• Cropping should be relatively tight, compared to a printed page, so that the text is as large as possible within the page image box in EBSCO’s Online PDF Reader, but not so tight that it becomes unsightly or endangers the text.

• Set crop to one-half inch margins in the Acrobat cropping tool.

Examples:

![Good crop](image1)

![Poor crop](image2)

![Poor crop](image3)

3.5.2 Rotated Pages

Required:

• All full-page landscape pages (such as maps and graphs) MUST be rotated horizontally for left to right reading

3.6 Searchable and Selectable Text

Required:

• All fonts MUST be embedded as complete sets. Subset fonts, while acceptable, limit the editing capabilities within the PDF.

• All text MUST be captured in order for the PDF to be full-text searchable online. If all or part of your PDF was created from hardcopy scans, you must capture the text, using an optical character recognition (OCR) program.

• All text MUST be available for search, and copy and paste.

• Do NOT use custom fonts because they can contain unsupported encoding.
Supported:
- Supported fonts include: Western Latin 1252 (Western European) and Unicode 8 character entities.
- The Standard Base 14 fonts, supplied with the Adobe Reader can be handled through font emulation.

3.7 Omitted Content

Omitted content, such as text, images, graphics, ancillary media, and blank pages, whether for rights issues or style concerns, can adversely affect online viewing and occasionally the understanding of surrounding content. For example, many images and graphics use captions to provide meaning.

Required:
- Include disclaimers for omitted text and/or images. The following are examples of standard disclaimers.

<table>
<thead>
<tr>
<th>Blank page</th>
<th>Use when a page is intentionally left blank.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>Use when the publisher does not have electronic rights for a particular image.</td>
</tr>
<tr>
<td>Text</td>
<td>Use when the publisher does not have electronic rights for particular text passages in the book.</td>
</tr>
<tr>
<td>Ancillary Media</td>
<td>Use when a CD-ROM or other electronic media package is included in the print version:</td>
</tr>
<tr>
<td>How to go to your page</td>
<td>Use with multi-volume eBooks only</td>
</tr>
</tbody>
</table>

3.8 Saving the eBook PDF

Required:
- All files MUST be optimized (for the web) to be as small as possible, using the Acrobat 7.0 “Save As” option before submitting the eBook.

Recommended:

<table>
<thead>
<tr>
<th>File Size per page (maximum)</th>
<th>&lt; 1 MB</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Size per page (best practice)</td>
<td>&lt; 200 KB</td>
</tr>
</tbody>
</table>
3.9 Security and Rights Protection

Required:
- Submit files free of encryption, password protection, or any security features applied in Acrobat.

Ancillary:
- Secured files will be returned to the publisher for decryption or publishers will be requested to send new, unprotected files.

4 PDF Elements

Supported:
- Forms (such as those used in generic covers) are supported
- URLs to external websites

NOT Supported:
- External links within the bookmarked TOC
- External links within the bookmarked TOC to a file
- External links from the book PDF to a file
- Internal page to page linking in the PDF
- Annotations are NOT supported
- JavaScript is NOT supported

5 EBSCO Online PDF Reader

Ancillary:
- Adobe Acrobat is used to display the eBook.
- Pages display at the original page display setting.
- Accepts hyphens, periods, colons, spaces, and forward slashes.
- PageAction support is limited to the “Go To View” page action.
- Contains a built-in Notes feature on the live site.

6 Foreign Language Content

EBSCO currently accepts eBooks in many languages, the most common being, Dutch, French, German, Italian, Japanese, and Spanish. If your books are in another language, please deliver up to 5 samples for review.
Required:

- Bookmarks MUST match the content of the original book’s table of contents, including special characters.
- Spanish eBooks often position their table of contents (Indice) at the end of the book. This positioning MUST be retained in the bookmarks.
- Cover labels MUST match the verbiage in the following table:

<table>
<thead>
<tr>
<th>Language</th>
<th>Verbiage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dutch</td>
<td>Boekonslag</td>
</tr>
<tr>
<td>French</td>
<td>Couverture</td>
</tr>
<tr>
<td>German</td>
<td>Cover</td>
</tr>
<tr>
<td>Japanese</td>
<td>Cover</td>
</tr>
<tr>
<td>Spanish</td>
<td>Cubierta</td>
</tr>
</tbody>
</table>

- All other English requirements in this document are the same, with exceptions above.

7 Multi-Volume or Multi-Language eBooks

Required:

- Multi-volume sets MUST be compiled into a single WebReady PDF. Each individual volume should be complete unto itself, beginning with a half or full title page, proceeding through all front matter, followed by the body of the book, and finishing with the end matter. Use the same layout structure for each volume.

There should be only one cover page, inserted at the beginning of the compiled eBook. The cover for any volume can be used. However, volume label should be removed from the image.

- The “How to go to your page” disclaimer MUST be inserted immediately after the cover.

- Each page label MUST be unique. The front matter and content of each book should have their own page numbering scheme, consisting of a book number and a page number, separated by a colon (i.e. for vol/set1 – label page 1:ii for page ii of front matter, 1:20 for page 20 of vol/set 1; vol/set2 2:iii for page iii of front matter, 2:10 for page 10 of vol/set1 etc.)

- If the multi-volume set includes a non-page-numbered, freestanding insert – such as a photo, color plate, or map section – insert it just before the index. Use the page labels PS1, PS2, PS3, etc.
• Bookmark the front matter only once and place these headings before and at the same hierarchy level as the heading for the full title page for the first volume.

• Bookmark each volume’s full title page.

• Bookmark individual encyclopedic entries within each alphabetical section, to match the original book’s TOC.

• Bookmark the end matter only once and place after the end of the final volume, at same hierarchy as the volume title pages.

Appendix I. Frequently Asked Questions

1. What is the recommended software and PDF format?
   Acrobat version 7.0 and PDF format 1.6 are recommended; although Acrobat version 5.0 and PDF format 1.4 and higher are supported. See Software.

2. What is a WebReady PDF?
   WebReady PDFs are complete electronic books ready for online delivery.

3. What if my cover is not to the suggested specification?
   Generic covers are created only with the publisher’s permission for books that are submitted without a cover OR for books with covers that do not meet EBSCO’s cover requirements. See Covers.

4. What if I don’t have a cover for my book submission?
   Generic covers are created for books that are submitted without a cover or for books with covers that do not meet EBSCO’s cover requirements OR for books that do not meet EBSCO’s requirements and the publisher did not supply a replacement. See Generic Cover.

5. May I submit a cover as a separate file?
   Yes. Although not recommended or preferred, covers can be submitted separate from the WebReady PDF. See Detached Cover.

6. To how many levels should I build my electronic table of contents (eTOC)?
   The bookmarked eTOC should mirror the original book’s TOC. EBSCO recommends you do NOT exceed three levels deep. See Table of Contents.
7. Should I resample and compress my images and graphics?
   EBSCO automatically resamples and compresses images. If you do resample and compress artwork we recommend you match our recommendations. See Images and Graphics.

8. How should I paginate my books?
   Paginate to match the original book pagination. Each page should have a unique page label. See Pagination.

9. Should I embed fonts or rather embed and subset my fonts?
   All fonts MUST be embedded as complete sets. This provides access to all characters of a particular font. See Searchable and Selectable Text.

10. What if I have used custom encoding to protect my content or otherwise?
    The encoding MUST be changed to the supported Latin 1252 (Western) and Unicode 8 character entities. The EBSCO eBook has fully searchable text as a product feature. Unsupported encoding prevents our access to the text and renders the eBook unsearchable. See Searchable and Selectable Text.

11. Should I apply any security features in Acrobat to protect my books online?
    No. Security added in Acrobat prevents EBSCO from accessing your files. Secured files are returned to the publisher for decryption or you are requested to send a new, unprotected file. See Security and Rights Protection.

12. How is my book protected when it becomes an EBSCO eBook?
    eBooks live as individual pages and are served to the Online PDF Reader one single page at a time.

13. Are page actions and links in bookmarked eTOCs supported in EBSCO’s eBook?
    No. We only support the “Go To View” page action.

14. Will my PDF book display the same when it becomes an EBSCO eBook?
    Yes. We follow the display settings assigned to each page of the submitted book. We recommend that pages be set so they all display in a consistent manner.

15. Will all my links be supported in the EBSCO eBook?
    No. We only support links to external URLs and to forms. Links to files, JavaScript, and applications are not supported. See PDF Elements.