Self-Publishing and Collection Development

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INTRODUCTORY NOTE
There are many companies that offer services for independent publishers, but Ingram is unique in the marketplace in that it combines the broadest global distribution of both print and e-book content coupled with print-on-demand (POD) services. Retailers like Amazon, Barnes & Noble, Apple, and Kobo, to name a few, offer services and programs aimed at independent publishers to aid in the creation and distribution of authors’ content through their specific Web sites. There are also many author services companies such as Author Solutions and Lulu that also assist authors in developing and distributing content. But since most of these companies use Ingram’s distribution platform as part of their own service, this chapter focuses exclusively on Ingram.

EVOLUTION OF INGRAM CONTENT GROUP
Throughout its 50-year history, Ingram has been the dominant provider of book distribution services to all market segments from all content providers including independent publishers. In the early days, this market segment was often disparaged in the industry with such descriptors as “small, vanity, one-book wonders, micro, self-publishers.” The authors usually fell into this category after suffering through multiple rejections at the hands of established agents and publishers who served as gatekeepers for content that could make it onto bookshelves and ultimately into the hands of readers. Having no alternative, these independent publishers forged
ahead with the dream of seeing their books in the hands of readers and on the shelves of their local booksellers and libraries. This, of course, was the dark ages some 15 years ago before the Internet turned traditional publishing on its ear. But even in those early days, Ingram was a friend to independent publishers in helping them bring their books to market. Today, Ingram Content Group’s commitment to independent publishers remains stronger than ever.

From its humble beginnings as a textbook depository, Ingram is now universally regarded as the leader in helping content reach its destination anywhere in the world. Whether the content is digital or physical, Ingram delivers to mobile phones, tablets, online retailers, bookstores, libraries, schools, and consumers across the globe. The company is on the cutting edge of technology in automated manufacturing, digital content distribution, and e-learning platforms and is trusted by publishers, retailers, and libraries for digital and physical solutions.

For independent publishers to have access to the world’s largest and most trusted book distributor is no small thing. Ingram always made it possible for publishers of all sizes to provide metadata of their books that would be included in Ingram’s database and ordering platform, called ipage®, which was made available to retailers and libraries. Publishers would then provide inventory of those books that would be shipped into the various Ingram warehouses. When retailers ordered a publisher’s title, the order would be fulfilled out of that inventory; and then the publisher would be compensated on the sale after a wholesale discount was applied. Ingram would reorder from publishers based on retail and library orders through ipage. This was the standard operating procedure for decades, but the process left gaps between supply and demand that was particularly maddening for independent publishers who had little experience in forecasting demand and in managing the supply chain. Often these publishers would get an Ingram order stemming from a large bookstore chain but wouldn’t have enough inventory on hand or have the cash needed to rush a reprint. Lost sales and missed opportunities plagued the industry for vendor, retailer, library, and content provider alike. This was the state of publishing for decades, even centuries. The most successful publishers were the ones who made the best educated guesses concerning their inventory and the demand for it.
PRINT ON DEMAND AND INDEPENDENT PUBLISHERS

Seeing this as a real problem that needed a solution, Ingram in 1996 made the herculean decision to invest in and implement technologies to make it possible to print and distribute small book orders from digital content files to help close the gap between supply and demand. In that year, Ingram launched Lightning Source (LSI), a print-on-demand (POD) company intended to help traditional publishers remove the guesswork on their slower selling inventory and to keep backlist titles perpetually in stock. But for independent publishers, the launch of Lightning Source was truly revolutionary and marked a profound change in the industry that would never again return to the traditional way of doing things.

“Lightning Source has exceeded my great expectations, charting new directions for the book industry,” said John R. Ingram, chair of Ingram Content Group and founder of Lightning Source. “The unbeatable combination of quality print with our distribution engine has fueled enormous growth and success for the entire book supply chain—authors, publishers, wholesalers, distributors, retailers, and book buyers.”

Recognized with numerous innovation awards in the company’s 19-year history, Lightning Source–Ingram today produces more than one million books per month in multiple locations throughout the world including four in the United States and one each in the United Kingdom, France, and Australia. Additionally, the print footprint has expanded through its Global Connect network of printers in Germany, Russia, Brazil, and Poland with many more countries planned for the future. These print facilities put the manufacturing and shipping process of the book closer to the end consumer, reducing time and costs. This state-of-the-art technology allows publishers to produce content in a range of trim sizes, color options, and both paperback and hard covers. Additional flexibility extends to order management where content owners can order from one copy to 10,000 copies that can be shipped directly to the end customer. For retail and library orders through Ingram, the books are manufactured as orders are received; and then the publisher is compensated after the wholesale discount and print fees have been subtracted. This process removes the risk of a publisher having to pay for manufacture prior to an order being received.

Coupled with the largest book distribution network of more than 39,000 wholesale, retail, and library partners, Ingram has made it possible
for independent publishers to greatly enhance their reach while reducing the financial commitment of bringing a book to market. Basically, Ingram has created a “pay as you go” model for independent publishers by providing them the ability to test the demand for their content at a fraction of the cost of the traditional model. What this has done in reality has been to turn single-book authors into business owner/publishers of their content. Many evolve into full-fledged publishing companies that then help other writers create and distribute their work.

**DIGITAL ASSET MANAGEMENT AND DISTRIBUTION SERVICES**

Print technology, coupled with distribution, is just one of the innovations Ingram has launched in the past few decades. Ingram was an early innovator in creating a digital content management service called CoreSource. But since distribution is what Ingram does best, it wasn’t long before asset management was coupled with the broadest network of online retailers in the industry. Today, thousands of publishers and distributors worldwide—from multinationals to independents—use CoreSource to automate distribution of digital content to as many business partners as possible. In 2014 CoreSource made more than 65 million successful distributions of content, making it the market leader. The distribution network of more than 70 online retailers including Amazon Kindle, Apple iBooks, Barnes & Noble Nook, and Kobo is the largest global network in the world for e-book content.

**PUBLISHING INDUSTRY CONTRACTION AND EXPANSION**

The reality of the publishing industry was that for decades fewer books and authors were being published in the traditional way. With book agents and traditional trade publishers earning 90% of their revenue on 10% of authors with blockbuster hits, it became more and more risky and increasingly difficult for them to put resources into bringing unproven authors to market. In tandem, retailer Amazon continued to gain market share for readers who were more frequently browsing and purchasing their content online rather than through their neighborhood bookseller. As a result, for nearly a decade, there were more announcements of store closings than openings. Authors wanting to publish traditionally were finding it increasingly difficult with fewer options on both the publishing and retail side of things. Their last resort was to self-publish their work. And they did so in record numbers.
The publishing of e-book content started to explode in 2008 in conjunction with the evolution of e-readers in the marketplace (Kindle, Nook, and Kobo, to name a few). Publishing pundits proclaimed the end of printed books while e-book growth charted in the double digits for the next few years. Independent publishers, in particular, started flooding e-book platforms with content distributed to customers via their new e-readers. With the launch of the phenomenally successful Apple products (iPhone in 2007, iPad in 2010), readers had even more choices in consuming their e-content. It looked like a steady ramp upward with no end in sight.

**SELF-PUBLISHING BEGINS TO MATURE**

But starting in 2012, e-book sales started to decelerate from the double-digit growth pattern the industry experienced since 2008. Flattening of the e-book sales line continued into 2014. On the other hand, print sales volume grew like never before and was certainly far from dead as a preferred format for readers. This was especially good news for independent booksellers who had not only weathered the e-book bonanza but now appeared to be growing in numbers. More new bookstore openings were being announced than store closings.

Bowker, the official ISBN agency in the United States and publisher of *Books in Print*, announced in its “2014 Report on Self-Publishing in the U.S.”: “A new analysis of U.S. ISBN data reveals that the number of self-published titles in 2013 increased to more than 458,564, up 17 percent over 2012 and 437 percent over 2008. Print titles were up a very strong 29 percent over 2012, indicating the format’s continuing relevance to self-publishers. Print books have strong value to self-published authors, enabling them to reach a broad audience, often via independent bookstores.”

Bowker also said, “While self-publishing continues to grow, the pace appears to be normalizing after several explosive years.” Beat Barblan, Bowker director of identifier services, offered this analysis: “Our general conclusion is that self-publishing is beginning to mature. While it continues to be a force to reckon with, it is evolving from a frantic, wild west–style space to a more serious business. The market is stabilizing as the trend of self-publisher as business-owner, rather than writer only, continues.”
INGRAM EMBRACES INDIE PUBLISHING

Even before the launch of Lightning Source (LSI) in 1996, Ingram had worked with small publishers who had 10 titles or more. But as LSI continued to develop POD technology and to gain wide adoption by mainstream publishing houses as a way to keep their backlist content in stock, more and more single-title authors and micro publishers discovered the benefits of POD. The quality POD product that LSI produced became harder and harder to distinguish from traditionally printed books. Word of mouth about Lightning Source spread at author workshops and conferences as a way to manufacture and bring a book to market with minimal financial investment.

As more self-publishers came to LSI, the company grappled with how to best support one-book authors who had no real knowledge of the publishing industry. Many had no computer skills and didn’t have a real understanding of publishing processes like editing, design, and formatting content for digital printing. On top of this, providing all of the financial information needed to establish an LSI account could be a chore. Despite the complexity, from 1996 to 2012, tens of thousands of self-publishers completed the account sign-up process and uploaded their content for print manufacture and channel distribution. But this customer segment constantly had to adapt to a system that was created for a traditional publisher and backlist content.

INGRAMSPARK IS LAUNCHED

No one had to tell Ingram that self-publishing was becoming the fastest-growing segment in the publishing industry since they had been watching that segment grow since the launch of LSI. They also knew that continuing to direct these customers through a traditional publishing model was going to be frustrating for many. In part as an initiative John Ingram launched in 2013 called “Making It Easier to Do Business with Ingram,” the company made the decision to develop a new portal specifically designed with indie publishers in mind. The new portal was christened “IngramSpark” and was unveiled at BookExpo America in June 2013.

IngramSpark is the only publishing platform that delivers fully integrated print and digital distribution services to the book industry through a single source. What does that mean? Once you finish and format your book we make it possible to share it with the world. (From the IngramSpark portal)
THE IMPORTANCE OF DISTRIBUTION

IngramSpark allows indie publishers to quickly set up a free account, a process that was greatly streamlined down to just a few minutes from the weeks it could take to set up an account with LSI. Essentially, the new portal married the POD functionality and distribution from Lightning Source with the functionality and distribution of Ingram’s e-book platform, CoreSource. Together with Ingram’s distribution, IngramSpark provides indie publishers with a powerful and comprehensive way to manage digitally their print content and most importantly have access to the largest book distribution network in the world.

The reason distribution is so important for indie publishers is that most booksellers and certainly libraries typically will not order directly from these content providers because of all the complexities involved. It is far more convenient and beneficial for retailers to order from a wholesaler like Ingram that can supply content from thousands of different publishers. To get a book into most bookstores requires that a publisher provide a discount off the list price of the book and also that the book be returnable. Returnability is also a key factor for a bookstore in making a purchasing decision. This removes their risk if the book doesn’t sell. Setting a book up as nonreturnable almost guarantees that bookstores won’t carry it. It’s not a stretch to imagine the complexity for a bookstore managing thousands of books from as many different publishers to understand the value added by a wholesaler/distributor such as Ingram. This is exactly the role that Ingram plays in the industry—being the center hub of the very complex publishing wheel.

PRICING, DISCOUNTING, RETURNABILITY, AND ORDERING BOOKS

Obviously, for indie publishers to have their books listed with Ingram is one of the key strategies in setting a title up for success in the marketplace. And not just in the U.S. market, but in other global markets that Ingram serves. IngramSpark publishers determine the suggested retail list price for their titles in all markets. If pricing is not submitted, the title will be unavailable for sale in that market.

Many first-time indie publishers find the pricing of their books to be one of the most daunting challenges. To help with this, it’s recommended that publishers do their homework by visiting local booksellers or online
retail sites for comparable books in size, format, and subject matter to gauge how best to price their own books. Remember that prices can always be changed even after publication.

In order to make titles available to both physical and online retailers, publishers offer a discount off the retail price of their titles. This discount represents the profit in selling the book for both the store and Ingram. The wholesale trade discount most publishers choose to offer booksellers is 55%. However, IngramSpark does provide the option of setting a discount within the range of 30–35% (minimum) to 55% (maximum). Applying a discount of less than 55% can possibly limit the sale of a title to booksellers; this, however, may be the right choice for many publishers depending on their sales strategies.

Publishers also determine the returnability of their titles. IngramSpark currently offers publishers three title-level returns options, as follows:

- Non-returnable: IngramSpark will not accept returns from booksellers for any title so designated.
- Return/Deliver: Allows titles to be sold on a returnable basis. Returned books will be sent back to the content provider for a fee.
- Return/Destroy: Allows titles to be sold on a returnable basis but no shipping and handling fees will apply. IngramSpark will destroy any returned books that it receives if this option is selected.

Content listed in IngramSpark is made available for ordering to Ingram’s 39,000 retail and library partners. These orders are called “wholesale orders.” In the case of wholesale orders, the publisher is paid the list price minus the discount they set on the book. In the case of a print order, the cost of printing is also deducted from compensation paid to the publisher for the order. As an example:

Order Type: Wholesale—order 1 copy
Book Type: 250 page, 6 x 9, paperback book
List Price: $22.00
Retail Discount: 55%
Net Price: 1 − (List Price x discount) = $9.90
Print fee $= $3.80
Publisher Compensation on this order would be $6.10
IngramSpark also encourages publishers to place orders for their own books that can be manufactured and shipped back to their own warehouse or dropshipped directly to their customer. This is known as a “publisher direct or dropship order.” In the case of these orders, the publisher pays only print and shipping fees (no discount is applied). The beauty of this service is that indie publishers don’t have to maintain a warehouse or have books stacked in their garage. They don’t have to invest in packing supplies or have to manage the packing of boxes of heavy books.

**INGRAMSPARK CONTENT SUBMISSION GUIDELINES**

Of course, before content can be sold, it must first be uploaded into the IngramSpark portal so that it can be processed, printed, and then distributed. There are a few rules that must be followed to ensure the successful processing of content:

- IngramSpark ingestion is fully automated. There is little or no human intervention as the files process through our system.
- Files must be formatted and submitted according to the *IngramSpark File Creation Guide* that can be found at https://www1.ingramspark.com/Portal/Help
- All versions of a title that will be distributed must be supplied with a unique ISBN13 number. For example, the print paperback must be submitted under its own unique ISBN13 that is different from the print hardback edition. Likewise, the eBook edition would have its own unique ISBN13 that is different from the print editions.
- When an updated or revised file is uploaded for a title already submitted to IngramSpark, the new version replaces the older version. The new file goes through the same ingestion process as the original and will be the version distributed to our retail partners for purchase or download.

For indie publishers, formatting content can be one of the most frustrating parts in the publishing process. If publishers are not experienced in creating digital content or don’t have access to book layout software, IngramSpark recommends enlisting the help of a professional book designer. It’s also recommended that a professional copyeditor review the manuscript before the design phase begins.
File Requirements for Print Distribution

For every print title, two files should be uploaded consisting of one complete interior file\(^2\) (formatted as .pdf) and one complete cover file\(^3\) (formatted as .pdf).

PDF File Checklist (for POD titles)

The following list contains basic guidelines to help avoid what we’ve found to be the most common causes of file rejection and delays for content formatted for POD.

*Interior Files*

- Must be uploaded as a separate file from the cover. *Please note that PDFs created using the “save as” function from MS Word are not supported.*
- Use single-page format (1-up per page).
- Do not include crop, registration, or printer marks.
- All fonts must be embedded.
- Make sure the final page is blank.
- Margins must be a minimum of 0.5” (13 mm) from final trim size on all sides. This includes page numbers and non-bleeding text and art. We allow for a 1/16” (0.0625 in / 2 mm) variance in printing. If text/images are too close to the trim edges, they could be cut in the printing and binding process.
- Gutter Margin (no ink area): 0.125” (3 mm) is required on the bind side of interior. Saddle stitch books (anything less than 48 pgs.) do not require gutter margins.
- Bleed: B&W interior—We do not guarantee bleed off of any edge of the text page. Color interior—Full 0.125” (3 mm) past final trim size, except on bind/spine side.
- Spot Colors: B&W interior—Do not include spot colors or ICC profiles and all images should be converted to grayscale.
- Color interior—Must include CMYK images at 72 dpi or higher. CMYK value should not exceed 240%. Elements should not be built in “Registration.” All spot colors with/without transparencies must be converted to CMYK.
- For revisions, the entire file must be re-uploaded. Partial pages cannot be accepted.
Cover Files

- To ensure accuracy, use the IngramSpark custom template generator tool—located under the “Tools” section of the web site. Simply fill in the required fields and a custom template will be emailed to you.
- Must be uploaded as a separate PDF from the interior. PDFs created using the “save as” function from MS Word are not supported. Barcodes are mandatory on all covers. 100% black only and placed on a white box/background.
- Resolution: 300 dpi (dots per inch) LPI (lines per inch): 180 Color Space: CMYK.
- Bleed: 0.125” (3 mm) on all four sides.
- Type safety: 0.25” (6 mm) minimum on all sides.
- Spine Type Safety: For page counts below 48, spine text is not available. Spines 0.35” and larger—0.0625” (2 mm) left/right sides. Spines smaller than 0.35”—0.03125” (1 mm) left/right sides.
- Text that is 24 pt. or below, please use 100% black only.
- All spot colors with/without transparencies must be converted to CMYK.

File Requirements for E-Book Distribution to Online E-Retailers

For every e-book title, two files should be uploaded consisting of one complete Interior EPUB (formatted as .epub) and one complete front cover (formatted as .jpeg or .jpg).

E-Book File Checklist

Interior Files

- Size: 100 MB or less. (Please note, while IngramSpark and retail sites can accept 100 MB files, the IDPF Validator cannot check files over 10 MB due to the amount of time it would take.)
- Format: EPUB 2 or 3 (flowable text only). Sorry, we cannot accept fixed format or enhanced EPUB files at this time.
- No single image inside an EPUB can be greater than 3.2 million pixels. (Total pixels = length in pixels x width in pixels.)
- Include an internal cover image. This should be formatted the same size of, and as part of your interior. (For use within the book content.)
Be sure the metadata entered in IngramSpark matches the information on the cover. For example, if the cover title is *Paradiso*, but the metadata is for *Purgatorio*, then the items do not match.

There should not be any reference to page numbers in the book. This includes the Table of Contents. Your e-book will never look just like your print book. E-readers are limited in the way they display content and your book will appear different from device to device.

**Cover Files for Display Use on Retail Partners’ Web Sites**

- File must contain front cover only. Full spread print book jackets that include spine and back cover will be rejected.
- Format: Must be a JPG File.
- Size: 2560 pixels on longest side. Minimum 1600 pixels on shortest side.
- Color: All front covers must be RGB.
- The content of the cover image must not infringe another publisher’s or artist’s copyright on the same cover.

**LIBRARIES AND BOOKSTORES AS INDIE PUBLISHERS**

One of the trends we’re starting to see at Ingram is that libraries and bookstores are taking an active role in assisting self-publishers in addition to publishing original content of their own. With the tools now available through a service like IngramSpark, launching a publishing program has never been easier. Since libraries and bookstores have always been a community’s best resource in the publishing industry, it was just a matter of time before they took on the roles of advisor and publisher.

Two examples of this trend are worth mentioning here: Williamson County Public Library in Tennessee and Village Books in Bellingham, Washington. Williamson County Public Library, under the direction of Dolores Greenwald, decided to publish a picture book featuring popular local miniature horses, Bucky and Bonnie, to help introduce children to the library. “The motivation . . . was the desire for the library to move in the direction of being content creators, not just content curators,” said Greenwald. Written and designed by library staff and published under the library’s imprint,
Academy Park Press, the title was printed and distributed by IngramSpark. *Bucky and Bonnie’s Library Adventure* became a local hit garnering both publicity and fundraising opportunities, especially when the real-life horses made appearances in the library to sign books. The library has since published *Bullets and Bayonets: A Battle of Franklin Primer*, which has won awards and been adopted by the local school board. They also have launched an awards program for local authors where winners receive library training and support in publishing their own works via IngramSpark.

Village Books, seeing the industry growth in independent publishing, has incorporated services directly in the store to help authors self-publish their work. As Village Book’s publishing director, Brendan Clark, has noted, “Our publishing program brings together flexible project management, high-quality on-demand book production, and the expertise of local professionals, all with the unified goal of helping authors get their books in print.” To date, Village Books has published dozens of books, some of which are best sellers for IngramSpark.

**INDEPENDENT PUBLISHER CONTENT AND LIBRARIES**

Of course, one of the challenges today is that only a fraction of independently published content is making its way onto the shelves or databases of libraries. This is true even for academic content written by scholars in their field. Traditionally, libraries rely on review media such as *Library Journal*, *Publishers Weekly*, *Kirkus*, and *Choice* to help guide their acquisition choices. Since only a handful of titles end up being reviewed, there’s a huge mass of content not being adequately vetted. At Ingram, a process is being created and tested that would properly vet nonfiction content published through IngramSpark via staff specialists in Ingram’s Library Services/Coutts program. Content deemed appropriate or that matches the collection development profile would be brought to the attention of the library. To help with the vetting process, additional metadata is being collected as a title is being set up in IngramSpark that would identify an author’s professional background and affiliations, prior publications and reviews, geographic location, and the unique aspect of the work in terms of other books in the field. This initiative is just getting under way in 2015.
APPENDIX: INGRAMSPARK GLOSSARY OF PUBLISHING TERMS

**Agency Price:** The price at which Apple sells the title through iTunes. All prices must be in dollar increments that end in .99, except if you set the price for $0 (i.e., free).

**Bar Code:** A machine-readable image on the back of books to indicate ISBN and possibly the price. Bar codes are required by many retailers for print products that they carry. This can be in the form of an EAN (European Article Number) bar code, used for books, or a UPC (Universal Product Code) bar code, used more commonly in the U.S. for non-book products.

**Content:** The chapters or other formal divisions of a book or e-book.

**Contributors:** Up to three contributors (e.g., authors, editors, illustrators, etc.) may be identified with a book. These are saved and communicated to retailers via IngramSpark catalog information.

**Copyright:** A form of intellectual property, giving the creator of an original work exclusive rights to that work’s publication, distribution, and adaptation for a certain time period. After the time period, the work is said to enter the public domain. For information on U.S. copyright laws, visit www.copyright.gov.

**Description:** This brief description of the book will be communicated to distribution partners who wish to describe and market the book on their Web site(s) and to their customers. We recommend that you provide a book description for all new books to assist booksellers in presenting your books to their customers. The book description should be at least 40 characters but should not exceed 4,000 characters including spaces. In addition, no HTML tagging, bullets, or other special formatting should be embedded.

**Digital Rights Management (DRM):** A system or technology used to place limitations (in regards to access or copying) onto digital content (books, movies, music, etc.). A publisher or author, not the retailer, determines the level of restrictions applied to it. This includes how many times content can be downloaded for a single purchase and the number of devices (computers, readers, etc.) to which the content can be transferred. DRM is usually administered by those that convert or sell the content.

**Direct Store Programs:** A web portal from e-retailers, such as Apple and Barnes & Noble, where you can upload your content and then post for sale only in their online store.
**Distributor**: A party that handles all fulfillment, credit, and collections on behalf of a publisher. A distributor looks for an exclusive agreement with the publisher within geographic areas and types of markets and, therefore, is likely to stock all titles from a publisher in their warehouse. In the case of the book industry, a distributor would sell to retailers and to wholesalers.

**Download**: The act of transferring a file from the Internet to your computer or mobile device.

**E-Retailer (Online Retailer)**: An online retailer that sells books, both physical and digital, and often other related merchandise to readers. E-retailers source their products from various players in the supply chain including publishers, wholesalers, distributors, and fulfillment companies.

**Edition**: Version of a work. A new edition means that there have been a series of corrections and/or a new feature added (such as a preface, appendix, or additional content), or that the content has been revised.

**Electronic Book/E-Book**: Digital equivalent of a conventional printed book. E-books are read on personal computers, smartphones, or readers. There are many formats available; some can be used on multiple devices while others are only available on certain devices.

**EPUB (.epub)**: Proposed format from the International Digital Publishing Forum. “.epub” is the file extension of an XML format for digital books and publications. EPUB reflows content, so that text can be optimized for the display screen being used at the time.

**File Transfer Protocol (FTP)**: A way to transfer files to and from Web sites without using a browser. Usually requires FTP client software.

**Fulfillment**: The process of filling orders. Fulfillment firms usually provide storage, pick, pack, and ship services for publishers. A company can also offer file creation, storage, and delivery to online retailers or e-books. Could also be called Digital Distributor.

**Imprint**: An imprint is a trade name used by a publisher to identify a line of books or a publishing branch within the publishing organization. An imprint is distinguished from a corporate name in that it does not represent an entity with a corporate life of its own. The imprint appears on all books produced in the line. Imprints are optional and not required.
ISBN (International Standard Book Number): A unique 13-digit number provided by your country’s ISBN agency and assigned by the publisher to identify a particular format, edition, and publisher of a book. ISBNs are used worldwide as a unique identifier for each book title/format combination. They are used to simplify distribution and purchase of books throughout the global supply chain.

.JPG or .JPEG (Joint Photographic Experts Group): An image file format ideal for digital images with lots of colors, such as photographs and the cover image for your book.

Keywords: Single words or short phrases that describe your book and help improve search results.

Market (Channel): Bookselling outlets are often grouped by the type of customers they service. Examples include traditional bookstores (known as trade), big-box stores (e.g., Costco, Target, Wal-Mart), religious bookstores, gift stores, libraries, and educational accounts. E-commerce or sales through an online channel are another market channel.

Metadata: Details about your title that booksellers and buyers need to know. It includes details specific to a particular form of the book (e.g., price, hardcover, paperback, publication date) as well as general information that may apply to all forms of your work (e.g., author, description, table of contents).

Offset Printing: Printing on a traditional printing press where many copies of a book are produced at one time.

ONIX: The international standard for representing and communicating book industry product information via electronic form. This XML standard is commonly used by retailers, distributors, and wholesalers to communicate with each other about books that are available for sale.

On Sale Date: The date to determine when a book may be sold by retail partners.

Page Count: Page count is the total number of pages in the book, including blanks and front matter. The total number of pages must be evenly divisible by 2.

PDF (.pdf): A file format developed by Adobe to allow the creation and sharing of documents that will look and print the same on any machine.
**Print on Demand (POD):** Printing, usually from a digital file to a digital printer. In this case, the physical book is only printed when it is ordered. The exact number of copies ordered is what is printed. No extra copies are kept on warehouse shelves.

**Publication Date:** The date on which a retail consumer or library may take possession of a product.

**Publisher:** The entity that owns the legal right to make the product available. This can be the same entity as the author, a company formed by the author or a group of authors to publish their own works, a self-publishing service provider that assists the author in bringing the book to market, or a traditional publishing company that purchases the right to publish a work from an author.

**Reprint:** A new batch of printed copies without substantial changes.

**Retailer:** A store that sells books, and often other related merchandise, to readers. Retailers source their products from various players in the supply chain including publishers, wholesalers, and distributors.

**Returns:** Historically, publishers grant booksellers the right to return unwanted and/or overstocked copies of books. These books are considered “returnable.” As books are returned, booksellers charge publishers for the cost (i.e., their purchase price) of any books returned and expect to be reimbursed. The cost of returned books is either deducted or netted against the proceeds of book sales of the publishers’ titles in the month returns are shipped to the publisher. IngramSpark supports standard industry conventions by allowing publishers to designate whether or not their titles can be returned. The publisher can make this designation at the time of initial title setup.

IngramSpark allows you to change the return designations of a title at any time after initial title submission with 45 days prior written notice. You have the ability to change the return designation from your Dashboard. Select “Edit” and progress through to step number 4 of the process. Publishers may check the sales and returns activity of any or all titles at any time by logging into our publisher secure web site.

**Status:** Indicates the availability of the book. The book industry uses terms, such as forthcoming (going to be published in the future), active (available for purchase now), and publication cancelled (item will not be published now or in the future). When telling customers about your title, you may be asked to supply this information.
Subject: The IngramSpark distribution network partners use Subjects to categorize books. These categories briefly describe the content of a book. Retailers, distributors, and libraries require you to select at least one subject.

Suggested Retail Price: Publishers determine the suggested retail list price on all titles in all markets. If pricing is not submitted, the title will appear as unavailable for sale in that market.

Territory Right: The rights of a distributor, granted by the producer or supplier, to sell a product in a particular geographical area.

Title: The title information placed in this field will be used for all reporting and reseller catalog communications (where appropriate).

Trade: Refers to traditional bookselling channels including independent bookstores (e.g., a single store, a local group of stores) and chain bookstores (e.g., Barnes & Noble, Hastings, Books-a-Million).

Trade Discount: An amount or rate by which the catalog, list, or suggested retail price of an item is reduced when sold to a reseller. The trade discount reflects the reseller’s profit margin.

Trading Terms (aka Publisher Discount): Each publisher will need to set trading terms with each customer. When selling to distributors, wholesalers, or retail bookstores, you are expected to quote a price that allows them to resell the book and make money on that sale. First, you will set the retail price (the price the reader buys at) for each geographic market in which the product is available. This can be expressed in the local currency or in USD. Then you will set the price at which the distributor, wholesaler, or retailer would purchase from you.

Wholesaler: A business that obtains books from publishers and their appointed distributors in order to fulfill orders for retailers and libraries. They offer non-exclusive distribution to publishers. Wholesalers will stock certain quantities of titles but will usually not warehouse your entire inventory. Wholesalers meet customer requests for packaging books across a set of publishers and deliver the goods quickly to meet retailer or library needs.

Sources: Ingram, Bowker, IBPA, and Lulu from the uPublishU Conference at BookExpo America, May 2013.
NOTES

1. To determine the actual print and shipping fees for any book that IngramSpark prints, go to: https://www1.ingramspark.com/Portal/Calculators/ShippingCalculator

2. Complete interior file: Included in the PDF would be every page that you see when you open a physical copy of a book. This includes any blank pages, whether they are numbered or not, from beginning to end. Individual PDFs of each chapter or parts do not make a “complete” book.

3. Complete cover PDF: This means all the information (text and images) on the front cover, back cover, spine, and flaps (if cover is a dust jacket) assembled into a single PDF. A PDF of the front cover alone is not a complete cover PDF.