

PRODUCT ASSETS SPECIFICATIONS

Product assets are necessary for Lerner Publishing Group to merchandise our partners' products in the best way possible across different media. This includes our catalogs, website, and other mediums such as pre-sales flyers. There are certain specifications that need to be followed in order to ensure your product assets will function properly when uploaded into our proprietary system. Below is a listing of the required specifications and instructions we ask our partners to follow in order to ensure as seamless a process as possible.

PRODUCT ASSETS

Clients are required to provide at least the Front Cover and one 2-Page Spread for each title they are submitting. Should the product happen to change, new assets must be supplied to Lerner.

- ✓ Front Cover (required)
- ✓ 2-Page Spread (required)
- ✓ Back Cover (optional)
- ✓ Preliminary PDF in Spreads (strongly recommended)
- ✓ Promo PDF in Single Pages (strongly recommended)

SEE SPECIFICATIONS, NAMING CONVENTIONS, AND DEADLINES ON REVERSE.

FILE SUBMISSION/UPLOAD DIRECTIONS

Once images are ready to submit, upload files to your account on Lerner's File Sharing Service (ExaVault). Please notify Kathleen Clarke and Abbie Barsness via email that your images are posted for download.

CONTACTS

KATHLEEN CLARKE
Sales Administration Manager
kclarke@lernerbooks.com

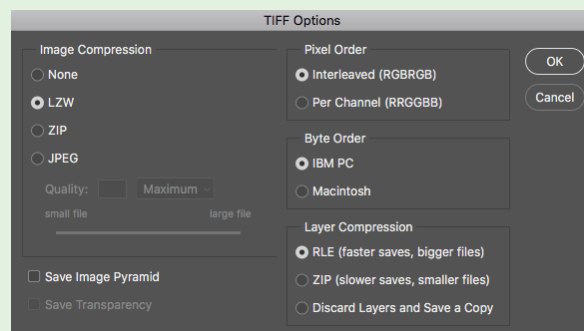
ABBIE BARSNESS
Sales Coordinator
abarsness@lernerbooks.com

FILE FORMAT

- ✓ 300dpi
- ✓ TIF
- ✓ LZW for compression
- ✓ Interleaved Pixel Order
- ✓ IBM PC Byte Order
- ✓ No layers
- ✓ Color Mode: RGB (not CMYK)
- ✓ Embed RGB profile
(check box in **Save As** window)

IMAGE DIMENSIONS

Each image needs to be full size, 100% of the book's dimensions, with no image scaling.



FINAL PRODUCT IMAGE ASSET FILE NAMING

The standard naming convention for the master product assets will include the **unique product 13-digit ISBN** (no hyphens) as well as a **lowercase letter code** for the type of image asset it is. These master product asset files also need to include the proper lowercase file extension (.tif). *NOTE: The letter codes are triggers for our internal system and are required.*

FRONT COVER (required)

Please provide a front cover asset for each primary format: Library Bound, Paperback, eBook or audiobook. Only submit one image per title; our production staff will duplicate the image and rename for each format/ISBN of that title.

IMAGE CROPPING

Please provide a front page cover without binding, back cover, or registration marks. For hardcover books with a foil stamp, use the jacket image.



Book cover example

NAMING CONVENTION

Front cover images should be named as the 13-digit ISBN with "fc" at the end. For example, ISBN number 978-0-1234-1234-5 would be named image "9780123412345fc.tif"

Letter Code = fc

DEADLINES

Fall season due March 15
Spring season due Aug 10

2-PAGE SPREAD (required)

IMAGE CROPPING

Please provide a 2-page spread in the actual cropped size as it will be printed, without crop or registration marks.



NAMING CONVENTION

2-Page Spread images should be named as the 13-digit ISBN with "sp" at the end. For example, ISBN number 978-0-1234-1234-5 would be named image "9780123412345sp.tif"

Letter Code = sp

DEADLINES

Fall season due March 15
Spring season due Aug 10

PRELIMINARY PDF FOR PRE-SELL (in spreads)

IMAGE CROPPING

Pages saved as spreads with even numbered pages on the left and odd numbered pages on the right.

- ✓ 150 dpi PDF
- ✓ Include the front cover
- ✓ Back cover is optional

NAMING CONVENTION

Title_PRESELL.pdf



Preliminary PDF example

DEADLINES

Fall season due mid-Dec, Spring season due mid-July

PROMO PDF (single pages)

IMAGE CROPPING

Single pages - do not save as spreads. Add blank pages if necessary to preserve spreads. (See next page for examples)

- ✓ No crop or registration marks
- ✓ Include front cover, jacket flap, all interior pages, and back cover
- ✓ End sheets are optional
- ✓ Embedded fonts

NAMING CONVENTION

Name file with the ISBN of print version it is representing.

DEADLINES

Fall season is due March 1, Spring season due Sept 1



Promo PDF example

REVIEWING THE PROMO PDF

To make sure you have saved the Promo PDF correctly:

- ✓ Open in Adobe Reader and select View --> Two Page View or Two Page Scrolling, and make sure "Show Cover in Two Page View is checked".
- ✓ The spreads should line up correctly. If they don't, make sure you have added the jacket flap or a blank page as page 2 in order for them to line up correctly.

