

eBOOK CONVERSION PRICE CHART

for Lerner Publisher Services

ALL eBOOK SERVICES DESCRIBED BELOW:

- ✓ Include ingestion of all native application (usually InDesign) files
- ✓ Include creating cover images and promotional files for marketing and catalog purposes
- ✓ Include distribution of metadata, files, and covers to all distribution partners
- ✓ Assume files are submitted per the LPS eBook File Submission Guidelines below
- ✓ Revisions are \$75 per hour

FORMAT	DESCRIPTION	DISTRIBUTION PARTNERS	COST PER TITLE
eBOOK PDF*	<ul style="list-style-type: none"> ✓ Fixed format, eBook appears just like print book ✓ Our most purchased format ✓ Recommend that every title have at minimum the eBook PDF format 	<ul style="list-style-type: none"> ✓ Direct sales on Lerner platform ✓ School and library distributors such as Follett, Mackin, OverDrive, Baker & Taylor, Hoopla, EBSCO, 3M/Bibliotheca, Epic, and many others 	\$50
FIXED LAYOUT ePUB AND KINDLE KF8	<ul style="list-style-type: none"> ✓ eBook in 2 formats (ePub and KF8) ✓ eBook appears just like print book ✓ Appropriate for picture books, photo-driven books, graphic novels 	<ul style="list-style-type: none"> ✓ School and library distributors such as OverDrive, Baker & Taylor, Hoopla, EBSCO, and many others ✓ Trade distributors such as Amazon, Google, Apple, and Kobo, and many others 	\$90
COST SAVINGS BUNDLE (PDF, FIXED ePUB, AND KINDLE KF8)	<ul style="list-style-type: none"> ✓ eBook in 3 formats (PDF, fixed ePub, and KF8) at a discounted bundle price 	<ul style="list-style-type: none"> ✓ Distribution to ALL school/library and trade partners 	\$120 saves \$20 per title
REFLOWABLE ePUB AND KINDLE MOBI	<ul style="list-style-type: none"> ✓ eBook in 2 reflowable formats (ePub and Mobi) ✓ Text reflows per reader's individual preferences ✓ Appropriate for text-heavy books such as novels and chapter books 	<ul style="list-style-type: none"> ✓ School and library distributors such as OverDrive, Baker & Taylor, 3M/Bibliotheca, Recorded Books, Hoopla, EBSCO, and many others ✓ Trade distributors such as Amazon, Google, Apple, Barnes & Noble, Kobo, and many others 	\$120
COST SAVINGS BUNDLE (PDF, REFLOWABLE ePUB, AND KINDLE MOBI)	<ul style="list-style-type: none"> ✓ eBook in 3 formats (PDF, reflowable ePub, and Mobi) at a discounted bundle price 	<ul style="list-style-type: none"> ✓ Distribution to ALL school/library and trade partners 	\$150 saves \$20 per title
ePUB WITH AUDIO (AUDISEE)	<ul style="list-style-type: none"> ✓ eBook with timed audio files for read-aloud purposes 	<ul style="list-style-type: none"> ✓ Direct sales on Lerner platform ✓ School and library distributors such as Follett, Mackin, OverDrive, Baker & Taylor, and many others 	\$3 per page for digital set-up and \$.15 per word for audio

*If Lerner prints and binds the title, all eBook PDF and shipping charges are waived.

LPS eBook FILE SUBMISSION GUIDELINES

IF LERNER IS CREATING eBook FILES:

Zipped InDesign package

Please ensure that all files are **final**.

In InDesign, go to File > Package. Check the boxes for fonts and linked images. Compress the output folder to create a .zip file. Upload the .zip file to your Exavault folder.

File must include:

- ✓ InDesign file
- ✓ Document fonts (Must be OpenType or TrueType fonts, cannot accept PostScript or Type1)
- ✓ Linked images

IF YOU ARE CREATING eBook FILES:

eBook PDF

- ✓ Single pages
- ✓ 150 dpi PDF (versus 300 dpi for the print version)
- ✓ Include the front cover
- ✓ Inclusion of back cover is optional
- ✓ Bookmarks created that bring the reader to the corresponding page when selected
- ✓ Embedded fonts
- ✓ Spread pages correct when viewed by facing pages
 - Even numbered pages on left and odd numbered pages on right
 - Add blank pages if necessary to preserve the spreads

ePub3 (fixed layout)

- ✓ File must be named as the epub3 ISBN (no hyphens)
- ✓ Content.opf file must include the correct ISBN in the metadata as an additional dc:identifier (do not replace the current dc:identifier, which will affect font embedding)
 - Ex: <dc:identifier id="ISBN">9781512422405</dc:identifier>
- ✓ Fonts must be embedded
- ✓ Must contain a toc.xhtml file with necessary TOC content listed
- ✓ Cover image must be at least 1600 pixels wide
- ✓ Main body text must be live text (not an image of text) if you want to distribute to Apple
- ✓ File must validate using:
 - IDPF validator <http://validator.idpf.org/> or
 - Pagina ePub-Checker <http://www.pagina-online.de/produkte/epub-checker/>

KF8 (fixed layout)

- ✓ File must be named as the kf8 ISBN (no hyphens)
- ✓ Content.opf file must include the correct ISBN in the metadata as an additional dc:identifier (do not replace the current dc:identifier, which will affect font embedding)
 - Ex: <dc:identifier id="ISBN">9781512422405</dc:identifier>
- ✓ Fonts must be embedded
- ✓ Must contain a toc.xhtml file with necessary TOC content listed
- ✓ Cover image must be at least 1600 pixels wide
- ✓ File must validate using:
 - Kindle Previewer <http://www.amazon.com/gp/feature.html?docId=1000765261>

ePub2 (reflowable)

- ✓ File must be named as the epub2 ISBN (no hyphens)
- ✓ Content.opf file must include the correct ISBN in the metadata as an additional dc:identifier (do not replace the current dc:identifier, which will affect font embedding)
 - Ex: <dc:identifier id="ISBN">9781512422405</dc:identifier>
- ✓ Font embedding is optional
- ✓ Must contain a toc.ncx and toc.xhtml file with necessary TOC content listed
- ✓ Cover image must be at least 1600 pixels wide
- ✓ Main body text must be live text (not an image of text)
- ✓ File must validate using:
 - IDPF validator <http://validator.idpf.org/> or
 - Pagina ePub-Checker <http://www.pagina-online.de/produkte/epub-checker/>

Mobi (reflowable)

- ✓ File must be named as the mobi ISBN (no hyphens)
- ✓ Content.opf file must include the correct ISBN in the metadata as an additional dc:identifier (do not replace the current dc:identifier, which will affect font embedding)
 - Ex: <dc:identifier id="ISBN">9781512422405</dc:identifier>
- ✓ Font embedding is optional
- ✓ Must contain a toc.ncx file with necessary TOC content listed
- ✓ Cover image must be at least 1600 pixels wide
- ✓ Main body text must be live text (not an image of text)
- ✓ File must validate using:
 - Kindle Previewer <http://www.amazon.com/gp/feature.html?docId=1000765261>