Lerner PUBLISHER SERVICES

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

✔ **Includes one round of revisions. Revisions beyond first review are $75 per hour.**

FORMAT	DESCRIPTION	DISTRIBUTION PARTNERS	COST PER TITLE
eBOOK PDF*	✔ Fixed format, eBook appears just like print book ✔ Our most purchased format ✔ Recommend that **every title** have at minimum the eBook PDF format	✔ Direct sales on Lerner platform ✔ School and library distributors such as Follett, Mackin, OverDrive, Baker & Taylor, Hoopla, EBSCO, 3M/Bibliotheca, Epic, and many others	**$60**
FIXED LAYOUT EPUB and KINDLE KF8	✔ eBook in 2 formats (EPUB and KF8) ✔ eBook appears just like print book ✔ Appropriate for picture books, photo-driven books, graphic novels	✔ 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	**$100**
COST SAVINGS BUNDLE (PDF, FIXED EPUB, and KINDLE KF8)	✔ eBook in 3 formats (PDF, fixed EPUB, and KF8) at a discounted bundle price	✔ Distribution to ALL school/library and trade partners	**$140** saves $20 per title
REFLOWABLE EPUB	✔ eBook in reflowable format ✔ Text reflows per reader's individual preferences ✔ Appropriate for text-heavy books such as novels and chapter books	✔ 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	**$175**
COST SAVINGS BUNDLE (PDF and REFLOWABLE EPUB)	✔ eBook in formats (PDF and reflowable EPUB) at a discounted bundle price	✔ Distribution to ALL school/library and trade partners	**$215** saves $20 per title
EPUB WITH AUDIO (AUDISEE)	✔ eBook with timed audio files for read-aloud purposes	✔ Direct sales on Lerner platform ✔ School and library distributors such as Follett, Mackin, OverDrive, Baker & Taylor, and many others	**$4** per page for digital set-up **and** **$.20** 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, but not encrypted

✔ 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 or EPUB3 (reflowable)

✔ File must be named as the EPUB2 or 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>

✔ 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/
  and Kindle Previewer
  http://www.amazon.com/gp/feature.html?docId=1000765261

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