

eBOOK CONVERSION PRICE CHART

for Lerner Publisher Services

ALL eBOOK SERVICES DESCRIBED BELOW:

- ✓ Include ingestion of all 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*	<ul style="list-style-type: none"> ✓ Fixed format, eBook appears just like print book ✓ Appropriate for picture books, photo-driven books, graphic novels 	<ul style="list-style-type: none"> ✓ Direct sales on Lerner platform ✓ School and library distributors such as OverDrive, Hoopla, EBSCO, 3M/Bibliotheca, Epic, and many others 	\$65
FIXED LAYOUT EPUB	<ul style="list-style-type: none"> ✓ 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, Follett, Baker & Taylor, Hoopla, EBSCO, and many others ✓ Trade distributors such as Amazon, Google, Apple, and Kobo, and many others 	\$65
BUNDLES	<ul style="list-style-type: none"> ✓ bundle more than one format above and save! 	<ul style="list-style-type: none"> ✓ More ebook formats means wider distribution 	2 for \$120 saves \$10 per title
REFLOWABLE EPUB	<ul style="list-style-type: none"> ✓ eBook in reflowable format ✓ 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 	Price based on title page count: 160 and under= \$250 160–350= \$300 above 350 we will quote a price
ADD A PDF WITH YOUR REFLOWABLE EPUB	<ul style="list-style-type: none"> ✓ eBook in formats (PDF and reflowable EPUB) at a discounted bundle price 	<ul style="list-style-type: none"> ✓ Distribution to ALL school/library and trade partners 	\$45 saves \$20 per title

*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 for interior and cover
- ✓ Document fonts (Must be OpenType or TrueType fonts, cannot accept PostScript or Type1, Also we cannot use Adobe fonts.)
- ✓ Linked images
- ✓ Put type on separate layer in InDesign file

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:
 - W3C EPUB Check <https://www.w3.org/publishing/epubcheck/or>
 - Pagina EPUB-Checker <https://pagina.gmbh/startseite/leistungen/publishing-softwareloesungen/epub-checker/>

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 <https://pagina.gmbh/startseite/leistungen/publishing-softwareloesungen/epub-checker/> and Kindle Previewer <https://www.amazon.com/gp/feature.html?docId=1000765261>