

# Enhanced Content Submission Guidelines

## What is enhanced content?

Enhanced content is the marketing information you have for your book that allows your users to decide if they want to read or purchase it. Think of it as providing an in-store browsing experience to a reader. In that environment, they are able to flip through the pages of your book, read the back cover, or scan the first chapter. Browsers become potential buyers as they have the opportunity to discover if your book is right for them. By storing this same content electronically, you are allowing online browsers to share the same experience in discovering if your book is right for them. Examples of the types of content you may have available electronically are:

- Cover images
- Table of contents
- First chapters/excerpts
- Author bios
- Series title information

Bowker also licenses and creates content that enhances the discoverability of your products including:

- Reviews
- Extended subject classification
- Book summaries
- Awards
- Bestseller mentions

As such, there is no need for you to supply this content, but you do benefit from the fact that browsers can see if your title receives a positive review from a major review source or is noted on a bestseller list.

## Why submit enhanced content to Bowker?

- Syndetics Solutions is Bowker's library catalog enrichment service. Your content items are linked from Bowker to the library's own computer system when a customer requests information on a title, author, or subject. Further, depending on the type of access purchased by the library, all of your content may be searchable by library customers.
- Syndetics customers query our content >1 billion times per year.
- Just as Bowker assists in marketing your print and eBook metadata via our suite of products for retailers, libraries, and school systems worldwide, we are able to display your enhanced content in our Books In Print and Global Books In Print online databases.
- Through proprietary title linking functionality, Bowker also is able to combine all versions of a title – print, audio, and digital – for display to our customers, allowing the consumers to decide what format best suits their needs.

## How do we supply enhanced content for Syndetics and other Bowker products?

You can ask your account manager for information on supplying this additional content or contact Patricia Payton at [Patricia.Payton@Bowker.com](mailto:Patricia.Payton@Bowker.com) or 908 219 0241

## What data formats and delivery methods will you accept?

We can support the transfer of content in many ways, including FTP or e-mail. We will also work with the variety of formats that you may have. For example, images may be supplied in TIFF, JPG, PNG, BMP, or GIF and tables of content may be supplied in PDF, Word, Excel or ONIX. It is also possible to add some content to your existing data feed to Bowker. Please discuss this with your account manager.

**Is feedback available from Bowker on the usage of our content?** Bowker is able to run reports on customer usage of all enhanced content with a particular library's permission. Right now this feature is in beta test with several publishers. Please let us know if you are interested in participating in this test.