

Image File Requirements

Benefits of Submitting Cover Images to Bowker

Cover images sell books and Bowker can assist you in distributing your cover images to your customers. Bowker is the leading provider of bibliographic data in North America. Your images as well as title data will be added to the Books in Print® and Global Books in Print® database. This will help you gain exposure with our customers in both the library and retail markets. Customers who currently receive cover images from Bowker include Follett, Borders, and Indigo. Your images will also be displayed on Global Books in Print thus making the images available worldwide as well. Further, your images will be part of Bowker's Syndetics Solutions product, which displays images in thousands of library catalogs such as the New York Public Library and the British Library allowing library patrons to identify the items they wish to read or purchase.

General Requirements

- Please submit only front cover images.
- Images must be a flat cover scan cropped tight to the sides of the product. (Do not send one image containing both the front and back of the product, or an image with drop shadows; product photography will be accepted in only certain cases, such as multivolume sets).
- Cover images should be submitted 120 days prior to publication or as soon as the image becomes available.
- Please follow all directions carefully. No matter how you transmit your cover images -- by e-mail, BowkerLink, CD, or FTP -- they will need to be **formatted** correctly in order for your image to be supplied to Bowker's customers and displayed in Books In Print.

Bowker Specifications

Your images will be outputted to our customers depending on the specifications that the customers have requested. It is to your benefit to provide your images in the best quality so that they can be resized to fit the customer specifications.

Cover images submitted to Bowker must have pixel dimensions of at least 500 pixels on the longest side but no longer than 1000 pixels on the longest side. If these pixel dimension requirements are met, then document size (inches, mm, points, etc), bit count (8-bit, 16-bit, etc), and resolution (pixels/dots per inch), are not important. However, the maximum file data size (kb or MB size) is 2MB per image file.

We prefer the following file formats:

- TIFF
- JPEG

We also accept the following file formats:

- PNG
- BMP
- GIF

- Each scan needs to be a separate file, named by its 10 or 13 digit ISBN with the file suffix (e.g., 978123456891.jpg) – only images containing VALID ISBNs will be processed.
- Use no hyphens in ISBNs and use capital letters if ISBN contains an "X".
- We cannot process files that are improperly named.
- A separate image **MUST** be provided for every ISBN. If the same cover is being used for paperback and hardcover versions, you will need to duplicate the image and name each accordingly.

Additional Image Resources

Explanations of image terminology (Bowker Does Not Endorse Companies)

<http://www.library.cornell.edu/preservation/tutorial/intro/intro-01.html>

<http://searchwarp.com/swa78961.htm>

<http://www.perpetualvisions.com/articles-and-graphics/resolution.htm>

Submission Options

Online (for sending 1-10 images at once)

Images can be uploaded through your existing BowkerLink account. If you do not have a BowkerLink account, you can establish a free account through the following site: www.BowkerLink.com or www.MyIdentifiers.com. If you enter a new title into the system, you must wait until the record has been processed before uploading the accompanying image. Please wait approximately 24 hours until the title no longer appears on the View Pending Transactions page before uploading. Should you experience problems with this upload, please e-mail your image to bowkerlink.covers@bowker.com.

Mail (for sending 10+ images at once)

You can send cover images on DVD or CD:

R.R. Bowker
Attn: Data Services – Images
630 Central Avenue
New Providence, NJ 07974

FTP Service (for sending 100+ images on a regular basis)

If you wish to submit more images than will fit on a CD or DVD, or if you wish to supply a large number of images on a routine basis such as monthly or weekly, please use your existing Bowker FTP account. When uploading images to your FTP account, please do NOT zip the files. If your company does not have an FTP account and publishes more than 100 titles a year, please contact us to set up an account (bip.bowkerlink@bowker.com).

What Publishers Can Expect

Please Note: You will NOT receive a confirmation that your image has been loaded into Books in Print. You will only receive correspondence if there are issues with your submission. You can check BowkerLink (<http://www.bowkerlink.com>) to verify upload of images.

Images are processed once a week. If they are new images, they will appear immediately after process date – if they are changed images, they appear within 24 hours to 48 hours from process date. It can take up to a week or more for it to appear on your BowkerLink account.

In summary

Cover images should not be overlooked when submitting metadata to your customers as they lead to increased sales. While it means an extra step in the submission process, Bowker offers flexibility through several options for these submissions. Should you have any questions regarding this process, please contact:

Patricia Payton
Jack Tipping

Patricia.Payton@bowker.com
Jack.Tipping@bowker.co.uk

908 219 0241
(0) 207 832 1773