



BOOK ASSETS CONTENT SPEC SHEET

B&T receives the following content types for all titles: we make it available on customer-facing websites and to interested retailers for title promotions. Note that any review content must be included in flap or jacket copy—due to limitations on copyright, we cannot accept lengthier review excerpts.

Content Types

Descriptions: brief summary of product content, separate from flap/jacket copy. No review content, testimonials, or biographies.

Flap / Jacket Copy: content from a book's flap or back cover; may contain descriptions, review quotes, testimonials, author information, and other marketing copy.

Excerpts: a preface, chapter, or other selection.

Author Biographies: brief description of the author(s)'s lives, accomplishments, and/or qualifications.

Tables of Contents: both structured (with page numbers and indentations) or unstructured (simple chapter headings). For both nonfiction and fiction collections.

Specifications

1. Content should be provided in text (.txt) files delimited by the // characters. We do pull content from ONIX files if available. Character set should be basic ASCII.

No hard copies, PDFs, or images of content are accepted. Other formats or text within an email are subject to review and slower processing.

2. Files may be submitted by FTP, e-mail attachment, or on CD-ROM.
3. Submit each content type in a separate document: one files for descriptions, one file for flap / jacket copy, etc.

Include ISBN-13 (ISBN-10 no longer accepted) HTML coding *IS* acceptable. Insert "return" at the end of each line as shown:

```
<ISBN-13>//<Text><Return>  
<9780123456789>//<A profound story ...><Return>
```

4. Submit structured TOCs with internal separators between lines. The pipe character (|) is a recommended separator. **For example:**

```
<1st ISBN-13>//<TOC Line1><|><TOC Line 2><|><TOC  
Line 3>  
<2nd ISBN-13>//<TOC Line1><|><TOC Line 2><|><TOC  
Line 3>
```

To arrange transmission or for further info, contact Sam Dempsey at 704-998-3148 or sam.dempsey@btol.com