

Technical instruction for the epub receiving and preparation for distribution of ebooks

For distribution files of electronic books in the partner stores of ebook LLC (including Amazon, Barnes & Noble, Kobo Books, etc.), in addition to well-prepared file (see Appendix) it requires for each book:

1. Title.
2. Title of the series (if applicable)
3. Volume number (if applicable).
4. Short abstract (no more than 1000 letters).
5. Publisher(if different from the copyright holder).
6. ISBN (desirable for sale on Amazon, and required for sale in other shops: it's the general requirement is unique ISBN for electronic publication).
7. One cover file in JPG format with the dimension at least 1000 pixels of the minor side (and at least 2500 pixels of the larger side) and an aspect ratio of 600 x 800 in the RGB color palette for a separate presentation on the Web page of the book. And the second cover file with square dimension at least 1400 x 1400 pixels.
8. Territory restrictions (if applicable).
9. Recommendation of a minimum price in dollars in the range 2,99-9,99 USD.
10. Recommendation of a minimum price in euros and pounds (if applicable, in the range of 1,49-7,81 GBP and 2,60-9,70 EUR).
11. Need for DRM (if applicable).

Annex

Recommendations and requirements for preparing files for distribution

File in format of EPUB, which passes without error in checking by utility epubcheck (<http://code.google.com/p/epubcheck/>), and files MOBI, which pass without error opening the utility Kindle Previewer

(<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000234621>).

Additionally, EPUB files and, accordingly, MOBI, must, in addition, comply with the basic requirements set out in Sec. 3 «General Formatting Guidelines» in manual «Amazon Kindle Publishing Guidelines»

(<http://kindlegen.s3.amazonaws.com/AmazonKindlePublishingGuidelines.pdf>). Pay attention for mandatory needs:

1. The main text of the book should not be forced justification, given size, it should not be bold, italic, color, white or typed on a black background.
2. For a page break use CSS-attributes `page-break-before` and `pagebreak-after`.
3. KindleGen program and Kindle Previewer default set indent the first line of a paragraph. To avoid this or to set the desired amount of space, use the indent attribute tag `<p>`:
`<p style="text-indent:0">` to remove indentation

`<p style="text-indent:10%">` for a positive margin 10% of the page width
`<p style="text-indent:5em">` for positive indentation size 5 em
to install extra distance before a paragraph, use attribute `margin-top` in the tag `<p>`.

4. Text encoding should be prescribed in each HTML file as a Unicode as: `<meta http-equiv="content-type" content="text/html; charset=utf-8">`
5. As the gap can only use a space and non-breaking space ` `;
6. Permissible to use monospaced fonts and font mechanism to implement a CSS.
7. The use of CSS should be checked with paragraph 3.1.7 and 11.2 of this manual.
8. From the text of the book should be removed notes of page numbers.
9. The file should be provided for the internal representation of the book cover. Link to the cover file to be written into the OPF-file as follows:

```
<metadata>
  <meta name="cover" content="my-cover-image" />
</metadata>
<manifest>
  <item href="MyCoverImage.jpg" id="my-cover-image"
    media-type="image/jpeg" />
</manifest>
```

Using of the element `name="cover"` is mandatory. Cover illustration may be present in the file only in that way, except for a single XML-file with the cover, which should describe in OPF-file as follows:

```
<spine>
  <itemref idref="my-html-cover" linear="no" />
</spine>
<manifest>
  <item id="my-html-cover" href="cover.xml" media-
    type="application/xhtml+xml" />
</manifest>
<guide>
  <reference type="cover" title="Cover Image" href="cover.xml" />
</guide>
```

10. Content should be in EPUB in two forms both as a separate `toc.html` with hyperlinks to individual parts of the book (with the exception of fixed-layout books and special books to display only illustrations), and `toc.ncx`.
`toc.xhtml` (or `toc.html`) should be placed immediately after the title page XHTML-file and should not contain markup tables and page numbers, and should be described in OPF-file as:

```
<guide>
  <reference type="toc" title="Table of Contents"
    href="toc.xhtml"/>
</guide>
```

Detailed advice on imposition `toc.html` see section 3.8 of this manual.

Specification file contents toc.ncx logical standard, it must be described in `<manifest>`

OPF-file:

```
<item id="toc" media-type="application/x-dtbnex+xml" href="toc.ncx"/>
```

and section `<spine>`:

```
<spine toc="toc">
```

12. In the layout it is recommended to use graphics in JPG and GIF to 127 kB. Recommended resolution is 300 dpi, the size is at least 300 x 400 pixels (for JPG) and 500 x 600 pixels (but no more than 2 Megabytes in epub for Apple iBookstore).

13. Font embedding is encouraged, but please pay your attention to the need to use fonts that are published on the basis of open source licenses.

14. Restrictions on the use of XHTML, see 3.9 of this manual.

15. OPF-file should include metadata about the name (`dc:title`), author of the book (`dc:creator opf:role="aut"`), publishing (`dc:publisher`), date of publication (`dc:date opf:event="publication"`), ISBN for the electronic edition in the identifier field (`dc:identifier opf:scheme="ISBN"`), abstract (`dc:description`).

16. Section `<guide>` shall contain a reference to the first file of the book (usually the preface or first chapter), which will be the first file is opened by the user of the book:

```
<reference href="Text/chapter1.xhtml" title="Chapter 1" type="text">
```

17. All text files inside EPUB should have the extension `.xhtml`, and their names should only be in ANSI.

18. Supplied for distribution files must not be encrypted. Partner stores carry DRM-encryption themselves.

19. The EPUB-files should be named as either `EAN.epub` (ISBN-13) of the book, or as `title_author.epub`.