

File Submission Guidelines

for eText Production

**Presented by:
Content Management Services**

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Revision Sheet

Release No.	Date	Revision Description
Rev. 0	10/Jul/08	Original (Abby Bass)
Rev. 0.1	10/6/08	Updated URL
Rev. 0.2	01/14/09	Updated URL
Rev. 1	07/06/09	Extensive revision to incorporate new workflow practices
Rev. 2	07/25/09	More precise explanation of requirements for current and legacy titles
Rev. 3	08/10/09	Further clarification of ETM requirements and included screen shots
Rev. 4	9/01/09	Further clarification of ETM requirements
Rev. 5	9/03/09	Addition of requirements for Non-ETM titles
Rev. 6	11/21/09	Modification of access account information
Rev. 7	2/2/11	Modification to incorporate Schools requirements
Rev. 8	11/11/11	Modification to include SFTP requirement, server organization

Contacts

Erik Unhjem, eText Systems Product Manager, Content Management Services

eText File Submission Guidelines

1. Required files for eText production

- High-resolution press PDFs (see [eText PDF Guidelines](#))
- If the parent print title has been produced using ETMv2 or XID composition mark up, the “LOGS” and “XML-EBOOK-PLUS” folders produced by the File QA process .
- Cover, thumbnail, and navigation bar art (see [eText Art Assets Guidelines](#))
- A copy of the automated response from the online eText conversion request, saved as a plain text file or as an RTF file

Depending on the title, you may also need to submit:

- Custom Glossary spreadsheet
- Custom Basket spreadsheet
- Custom Hotspot spreadsheet
- Custom Audiotext spreadsheet

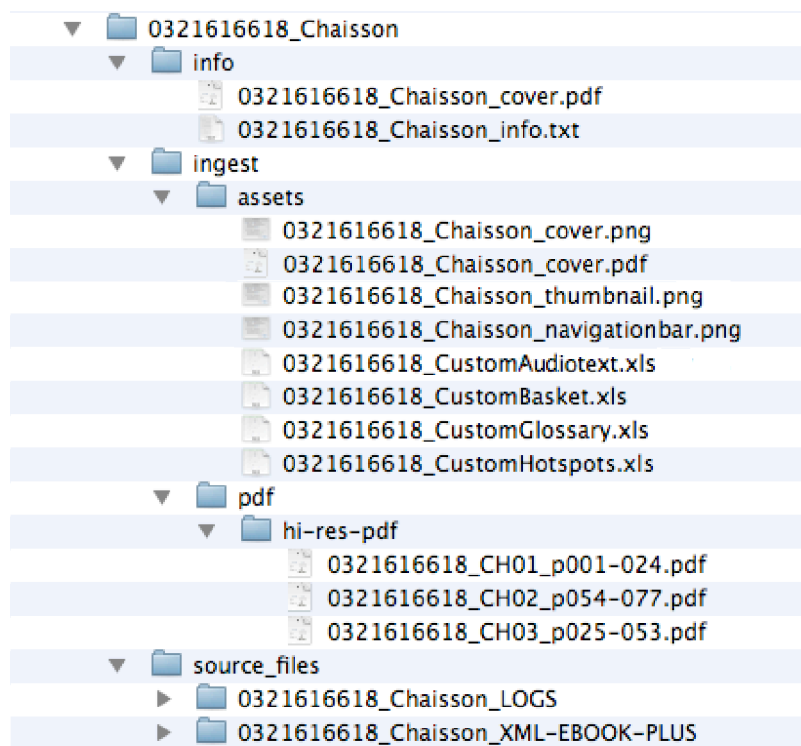
2. Upload files using the following directory structure:

1. For Higher Ed and International titles, create a new folder with the corresponding eText 10-digit ISBN and the primary author's last name, separated by an underscore, for example “0321616618_Chaisson”. For Schools eTexts, the folder name should be an identifiable abbreviation of the title's author/title/subject/grade level. Do NOT use spaces or special characters in the filename, and the entire folder name must not exceed 20 characters
2. Inside this parent folder create the following subfolders:
 - info
 - ingest
 - assets
 - pdf
 - hi-res-pdf
 - source_files
3. Place the following other files in the info folder:
 - A high-resolution, full-size PDF of the text cover image.
 - A copy of the automated response from the online eText File Conversion Request form submission, saved as a plain text (.TXT) or (.RTF) file.
4. Place the cover, thumbnail and navigationbar images (see [eText Art Assets Guidelines](#)) in the assets folder. If an iPad version of eText will also be created, include a rasterized PDF that's cropped to show only the front cover.
5. Place the Custom Glossary, Custom Basket, Custom Hotspots, and/or the Custom Audiotext spreadsheet(s), if required, in the assets folder.

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6. Place the high-resolution print PDFs in the hi-res-pdf folder.
7. If the parent print title has been composed with ETMv2 or XID, place the XML-EBOOK-PLUS folder and the LOGS folder from the FQA process in source files folder.
8. Pre-pend the parent folder name to the LOGS and XML-EBOOK-PLUS folders.

Below is a screenshot showing the folder structure and file organization of a title for which the XML-EBOOK-PLUS folder is available:



3. What if the XML-EBOOK-PLUS folder is missing?

This section only applies if the title was composed using ETMv2 or XID mark up.

If the completed book was submitted by the vendor to Pearson in July 2009 or later and the XML-EBOOK-PLUS folder is missing, the vendor may not be following proper File QA procedure.

In this event, the vendor must be asked to explain why the XML-EBOOK-PLUS folder was not produced. A missing XML-EBOOK-PLUS folder indicates either a problem with vendor compliance or an issue with File QA, either of which needs to be addressed.

Completed books submitted by the vendor to Pearson prior to July 2009 did not require production of the XML-EBOOK-PLUS folder. If the book was submitted prior to July 2009, submit the following files instead of the XML-EBOOK-PLUS folder:

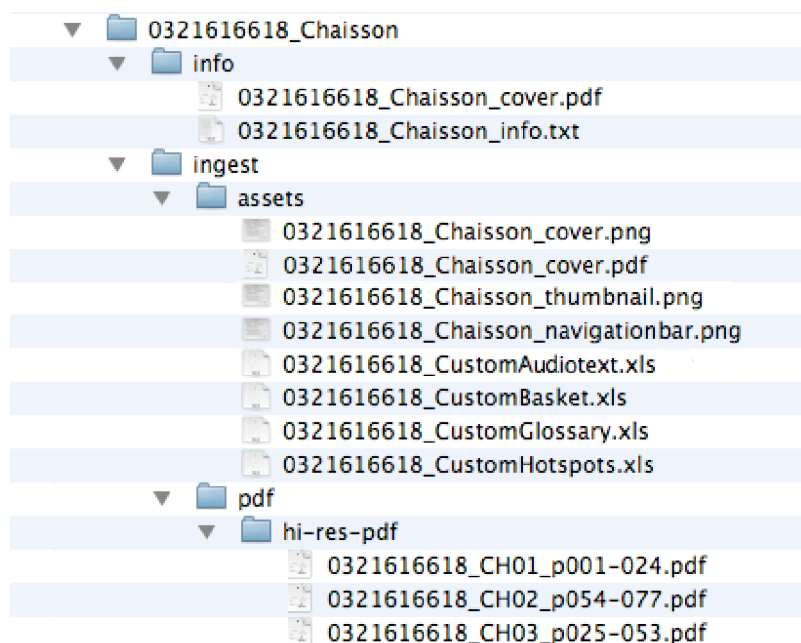
- Final paged QuarkXPress files

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- Fonts (review the tips at http://media.pearsoncmg.com/cmgintranet/ebookplus/PAL_Fulfill_fonts.pdf before providing fonts)
- Final Hi-Res pdfs

These files will be processed by Karen Stephens of the Content Management Services team to produce the proper XML-EBOOK-PLUS folder. If she encounters issues with the files that she cannot resolve, Karen will contact the CMS Project Manager, who in turn will advise the Business Unit. The Business Unit will contact the Compositor.

Refer to the following example for the folder structure and file organization of a title that was composed with ETMv2, for which the XML-EBOOK-PLUS folder is not available:



Please note that any submissions which are not formatted or uploaded according to the instructions above will not be processed, will delay delivery of the eText and will incur additional costs.

4. What if the book was produced without ETM or XID?

Sometimes a book may not have been produced using ETM or XID, especially if it was produced with Adobe InDesign, FrameMaker, or LaTeX. Sometimes a book produced with Quark XPress may not have used ETM tagging during composition, for whatever reason. If the completed book was produced using Quark and was not tagged with ETM or using InDesign without XID, a [Custom Table of Contents spreadsheet](#) will be required, as well as any other spreadsheets (hotspots, glossary, basket, audiotext) that may be needed to produce the eText.

If the business unit is unable to provide a Table of Contents spreadsheet, the production vendor will create one at additional cost. As described in Section 1 above, a full set of high-resolution

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press PDFs and the cover, thumbnail, and navigation bar art, along with a copy of the automated response from the online eText conversion request, saved as a plain text file or as an RTF file, will also be required. Upload the files as described in Section 2 above. The source_files folder can be eliminated because it isn't needed.

5. Uploading file(s) for production

Upload the folder containing the required file(s) to the following eText Content Manager FTP location using Secure File Transfer Protocol (SFTP):

sftp://ftp.ebookcm.pearsoncmg.com//home/ebookcmftp_prod/upload/ into the custom, curriculum, highered, or international subdirectory, as appropriate.

You must use an FTP application that supports SFTP. Contact your CMS Project Manager for your individual access credentials.

6. Uploading file(s) for reprocessing during production

If any files are found to be corrupt or to have other issues during production of an eText, the CMS Project Manager will request replacement PDFs or other files. An email will be sent listing the PDF filename, issue found, and instructions on where to post the new file or files.

Files must be organized in the same method described earlier in this file submission guidelines document, and uploaded using the information in the preceding sections.

For more information, see the [eText section](#) of the CMS Wiki site.