Ebook Publishing Guide from PublishDrive

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Introduction

We are engaged in quality ebooks, nothing more in order to provide the best reading experience for everyone and to increase sales for you.

We don't accept books that provide a poor customer experience. We want to avoid this. We reserve the right to determine whether content provides a poor customer experience.

1. Formatting

1.1. Cover Art

The art should accurately represent the book. The information on the cover art image should be spelled correctly and match the information provided in the metadata and book.

The art can't be blurry, pixelated, mismatched, misaligned, rotated, incorrect, or have other similar quality issues. The image should include only the front cover and not the back cover.

The art can't promote websites that sell books.

The art can't contains explicit content.

The cover art can't contain materials that infringe the rights of others (for example, copyright, right of publicity, trademark, and so on).

Material only included with physical book:
There should not be any references to material (such as a CD or DVD) that is only included with the physical book.

1.2. Copyright Page

Every book needs copyright page with the following information: Author, Translator, Illustrator, Publisher (name, contacts), ISBN, copyright holder, copyright text. With these information you can verify that you are the copyright holder and avoid any copyright infringement.

1.3. Table of contents

Each item should be clickable and should link to the correct location in the book.
If there are page numbers in the print source's TOC, they should be removed in the digital conversion. The name of the section should be retained and hyperlinked to the relevant location in the eBook.
The Table of contents can't contain placeholders.

1.4. Images, maps, charts

Don't submit images, maps and charts that are blurry, pixelated, mismatched, misaligned, rotated, incorrect, or have any other similar quality issues.

Images can't be covered by misaligned text or be misplaced on the page.
Images should not be too small. Make sure that all text in images is legible.
Large pictures should be scaled to fit the page and display in their entirety on one screen. The pixel limit is 4 million pixels.

1.4.1. Magnification (fixed-layout only):

Epub 3 has support for fixed layout. A fixed layout can be applied to the entire document or to individual spine elements. It can also prescribe the authors intended orientation, portrait or landscape, for the these fixed layout pages. epub 3 has defined mapping for the above fixed layouts to conform to epub 3 usage.[1] There is no single standard for creating fixed-layout products and information on creating them is rapidly changing and sometimes hard to find.[2] Most of ebook stores don't accept fixed layout ebook because very often causes display problems on the readers. The following ebook stores accept fixed-layout epub:

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[1] Source

[2] Source

iTunes, Google, Kobo, Scribd, Gardners, Overdrive, All Romance Ebooks.
Activate pop-ups/panel view and check that all text content and/or panels have corresponding magnification, no content is overflowing the edge of the screen, and magnified reading order is correct.

1.5. Internal links

If there is text that refers to another page in the ebook, such as "see page XX", this text should be linked to the relevant paragraph within the ebook.

1.6. Text

All books need to have full and complete text and must not be missing chapters, referenced indices, footnotes, or other content.

Check words for unsupported characters, broken or joined words, proper display of accented characters, symbols, pronunciation guide, etc.
Check that there are no typos.
Check that links are working correctly.
Check that the font color and typeface are not forced.

Books can't contain placeholder text (such as "lorem ipsum" text) or placeholder images.

The book should be at least ten pages long.

1.6.1. Spamming

Publishers spamming us with many versions of similar books may be blocked from distributing their books. This also includes books that share or use the same images, text, or other content.

Books that primarily consist of content available for free elsewhere, including on the Internet, may be rejected. For example, we can not accept books that repackage content from online sources such as free-access encyclopedias, Internet forums and tutorials, or question-and-answer websites.

1.7. Check

You can use an EPUB validator to check for errors in your completed EPUB. We recommend the IDPF's EPUB validator.

2. Metadata

Metadata, cover art, and the book asset must match and accurately represent the book.

2.1. Author

Format the author's name correctly.
Standard author name spellings (full author name) and capitalization need to be used for all authors. Nonstandard capitalization (for example, all caps or all lowercase) should only be used when consistent with the author's name as it appears in the printed version of the book and in publicity materials. In PublishDrive you can manage the contributors names: select the eastern or western name order.

2.2. Title

The title and subtitle need to be spelled correctly and match the cover art and book asset file.

Titles and subtitles shouldn't include any wording on pricing, such as "Reduced Price," "Low Price," "Available for $9.99," or "For Promo Use."

Don't use titles or subtitles in all capitals, all lowercase, or a mixture of both, even if shown that way on the cover art.

2.3. Description

The description should be complete. The description shouldn't repeat information already provided in the metadata. For example, "Book by author" or "Action adventure book" are not complete descriptions.

The description should be at least 50 character long.

The description needs to be formatted correctly. Use sentence case for descriptions with the correct use of line breaks. The description can't be in all bold text.

The description can't promote websites that sell books.

Don't include pricing words in your description, such as "Reduced Price," "Low Price," or "Available for $9.99."

The description can't advertise or market other products or services.

2.4. Category

The subject category needs to best describe the book. This means that customers who are browsing through the store will have a better chance of finding your title(s).

2.5. Copyright issues

Books can't contain materials that infringe the rights of others (for example, copyright, right of publicity, trademark, and so on).
Respect copyright laws. We will respond to clear notices of alleged copyright infringement.

Read more on:

- List of countries copyright lengths
- Digital Millennium Copyright Act
- List of copyright agencies
- Copyright law of the United States
- Copyright law of the European Union

- EU of the European Parliament and of the council: Term of protection of copyright and certain related rights
- Copyrigtht law of France
- Copyright law of the United Kingdom

2.6. Publication date

The date on which the book was first published, or the date on which the ebook was or will be first made available. This field defaults to today's date, however it can be changed.

3. PublishDrive

the most intelligent ebook publishing platform

3.1 Why choose PublishDrive?

- MULTIPLATFORM: You reach 400 stores with your account – including all iOS, Android, Kindle devices in more than 100 countries worldwide.
- FULLY AUTOMATED: Distribution is supported by automatic solutions. PublishDrive does all metadata management and operative tasks related to ebook distribution.
- NO ADMINISTRATION: Your job is to create beautiful content. PublishDrive is to manage sales reports, money collection, billing and money transfer for you.
- TRANSPARENCY: Control and track all the phases of the distribution. You can change data, track sales links and follow how your book is proceeding.

Ebook publishing platform made for you – simple and no upfront cost

Watch our demo video!

Ebook publishing steps:

- Upload your ebook file or order conversion

  The first step for your global publishing after signing up is to create your epub and upload it into PublishDrive. There is no upfront cost for global ebook publishing and we ask for a one-time fee for conversion if needed. See more under Pricing.

- PublishDrive publishes your ebook to more than 400 stores

  Increase ebook sales easily with PublishDrive. PublishDrive will publish your ebook in more than 4oo stores such as Apple iBooks, Google Play Books, Kindle, Scribd, Barnes and Noble and 400 more. Your book links will be updated automatically in PublishDrive, so you can track when they are already available for sale.

- Track realtime sales data with business intelligence

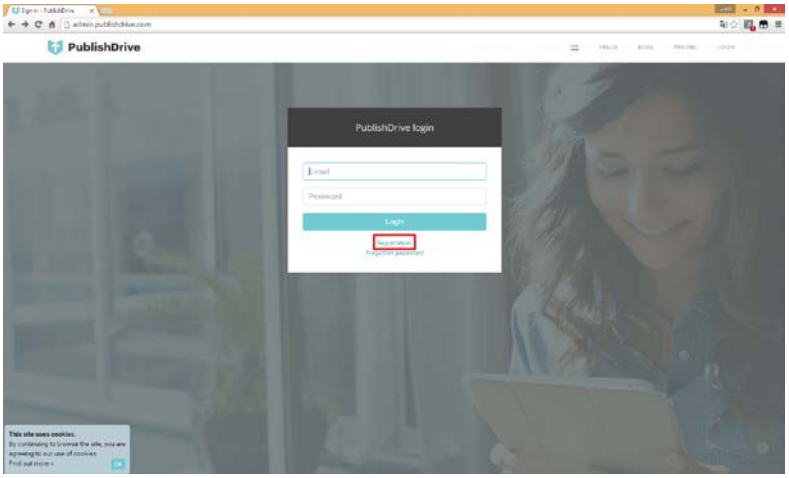
  You are able to track realtime sales data with PublishDrive which is unique on the

market. Use PublishDrive's business intelligence, so you can spread the word about your best selling title on your social media channels. You can react to your marketing effort in a timely manner, so you can be more effective on the long term.

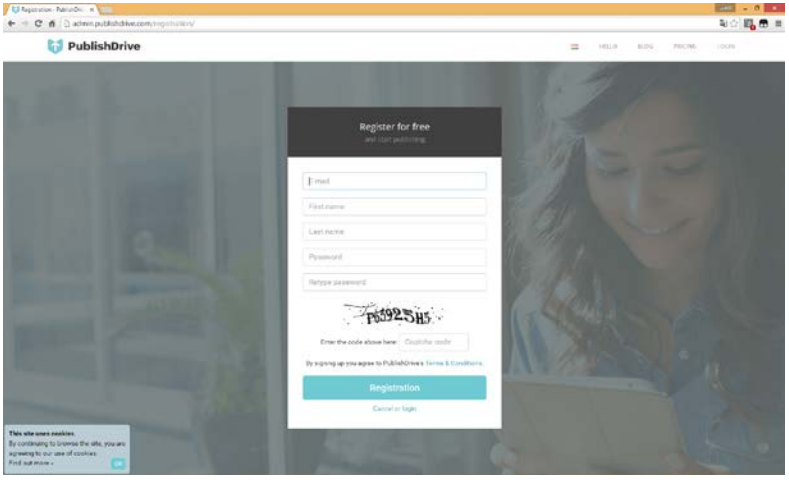
- Increase ebook sales and collect your money
  In PublishDrive you are able to track your financial operations, so you will see when your money will arrive to your account. Do not worry about billing or tracking your money – PublishDrive does it for you.

3.2 Registration

You can register at admin.publishdrive.com.

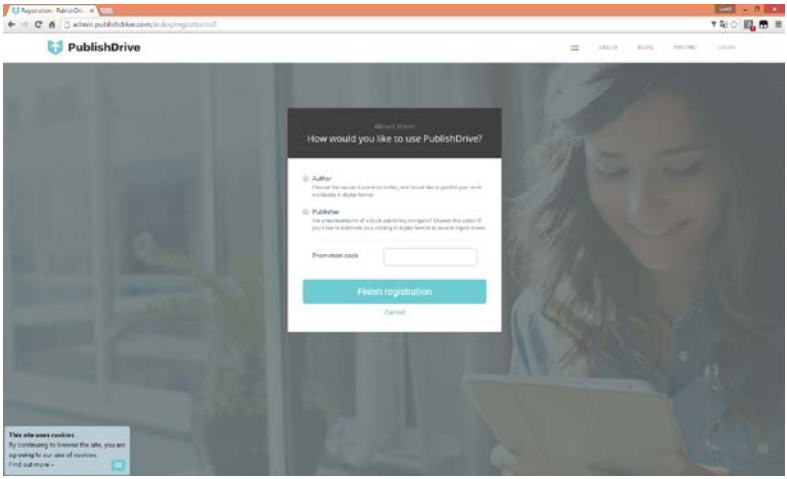


Fill out the empty parts of the form.

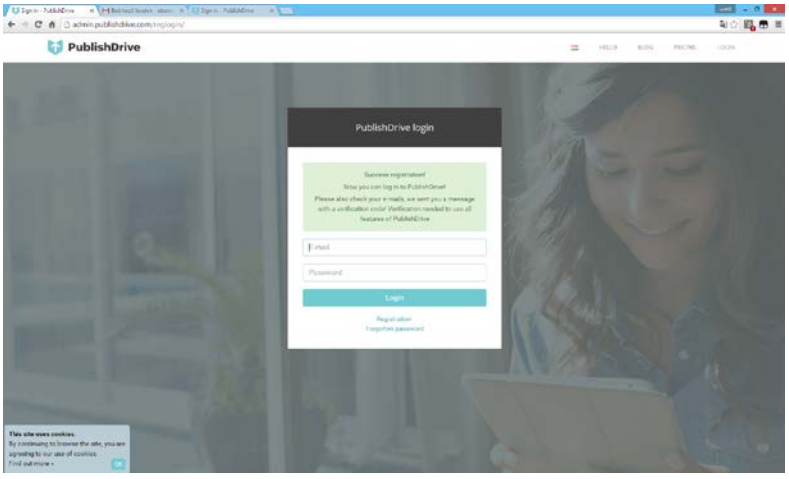


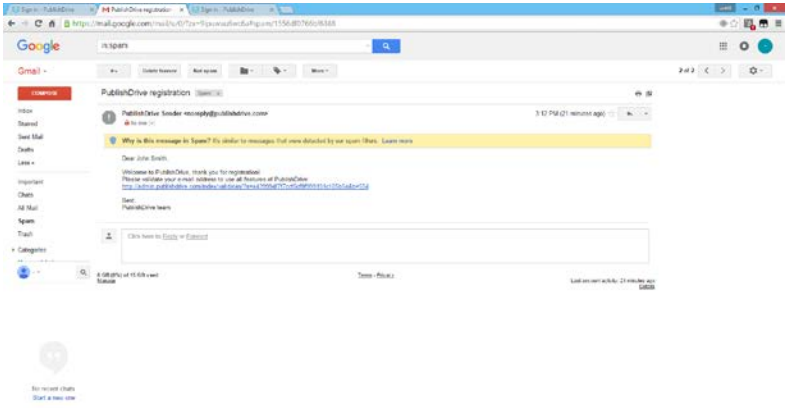
By signing up you agree to Publishdrive's Terms and Conditions.

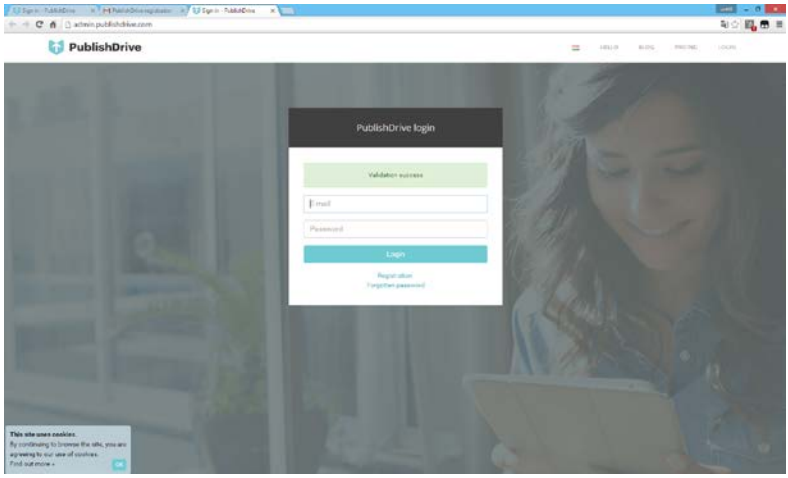
In the second step, you can select between self-publisher account or publishing company account, and choose your currency. (By choosing the currency you decide the what type of currency you'll upload your book with.)



After finishing the registration we send you an email message with a verification code. (Make sure to check your spam folder too.) Verification needed to use all features of PublishDrive. If you don't receive this message in a few hours please contact us at support@publishdrive.com.


PublishDrive
PublishDrive login
Login


Google
in:spam
Gmail
PublishDrive registration

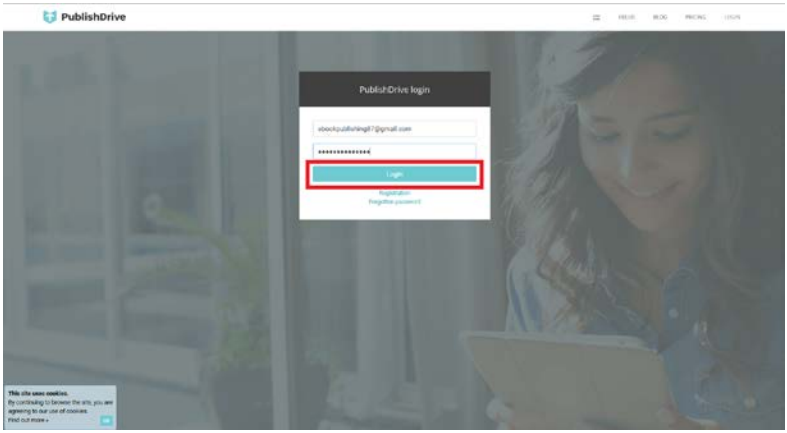


After successful registration, you can log in to Publishdrive and start publishing your books to iBooks, Kindle, Google Play and to 400 other outlets easily.

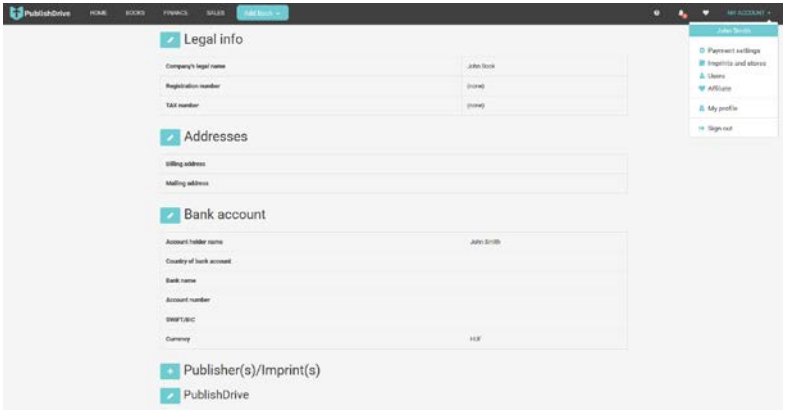
3.3 Profile settings

After successful registration you should go through your settings.

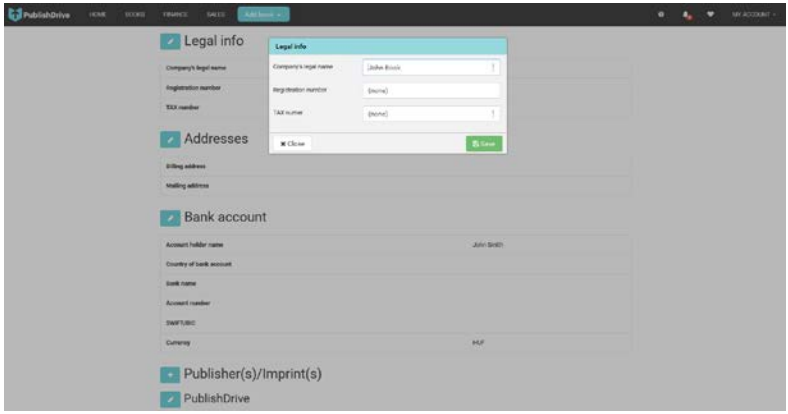
Log in to Publishdrive.



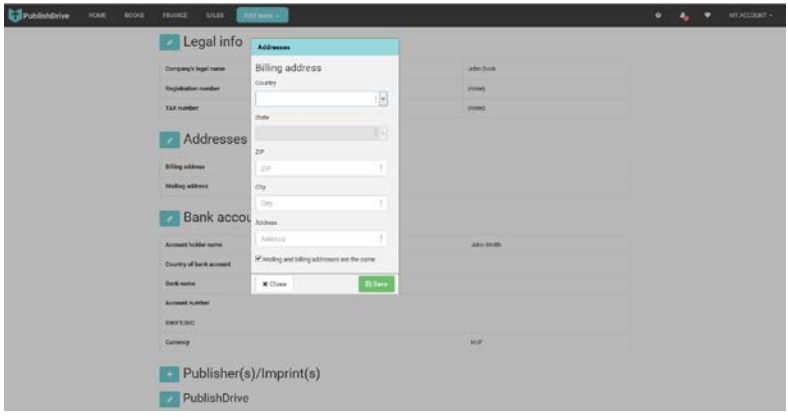
To change your account details (address, bank, publisher/imprints) go to the “My account” section.



First you should fill out the ‘Legal info’ section with with your company’s name, Registration number and TAX number (if you have one).

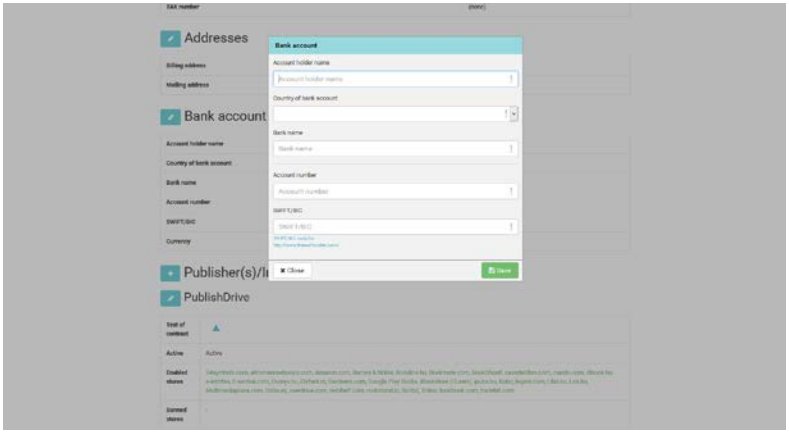


In the ‘Addresses’ section you can fill in the billing and mail adresses.

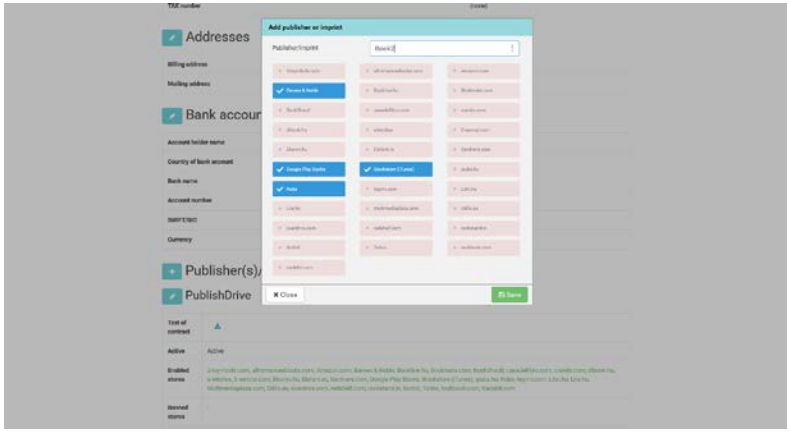


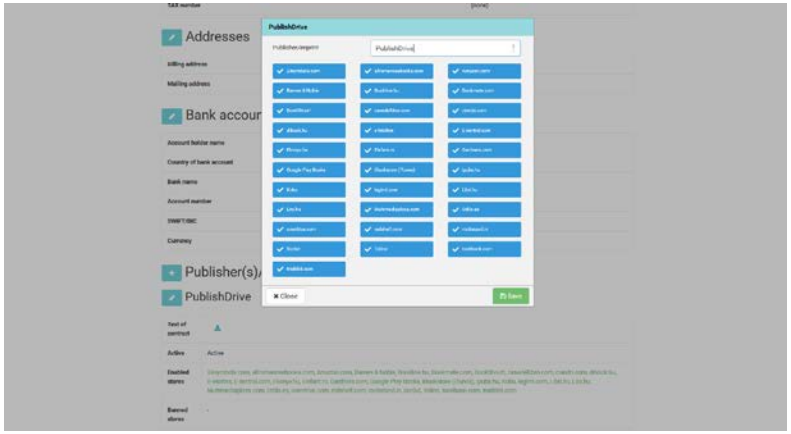
Make sure you set your bank account details in the “Bank account” section, this is highly important, because you cannot send books for

distribution until you fill this section out. Please make sure that the information you provide there is valid and up-to date, because we use those information for billing and transferring your money.

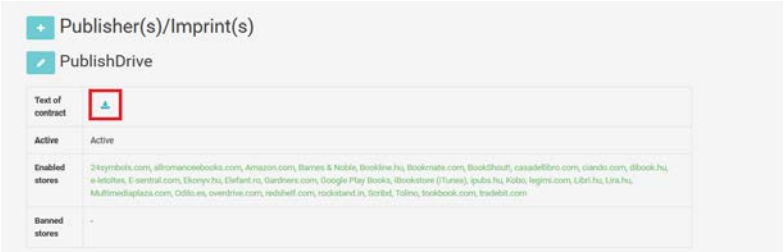


In the last section ‘Publisher(s)/Imprint(s)’ you are able to add more publishers/imprints to your account and you are able to change even the distribution channels if required.





In this section you can find the text of contracts too.



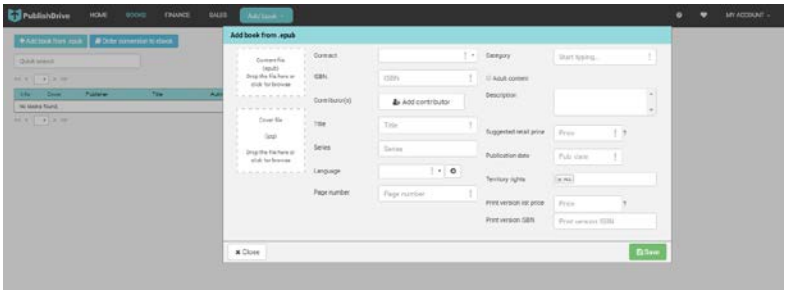
If you have any more questions read our FAQ or contact us at support@publishdrive.com.

After completing these settings you can upload your book in PublishDrive, the most intelligent ebook publishing platform. Start publishing your books to iBooks, Kindle, Google Play and to 400 other outlets easily.

3.4 Book upload

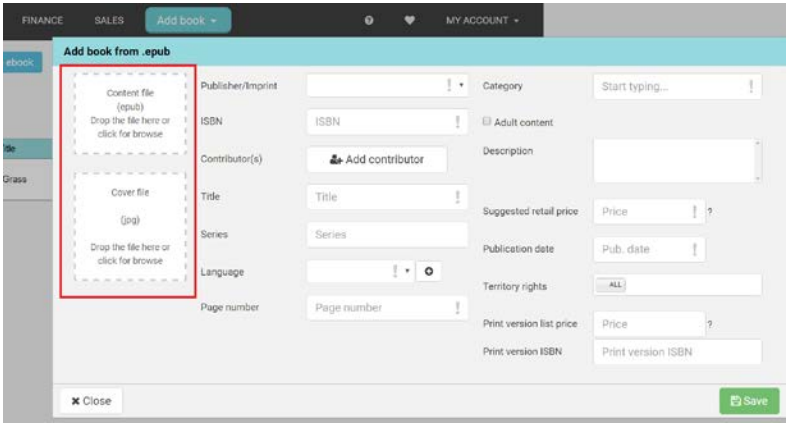
Choose “Add a book” option in your account.

Add book from .epub.



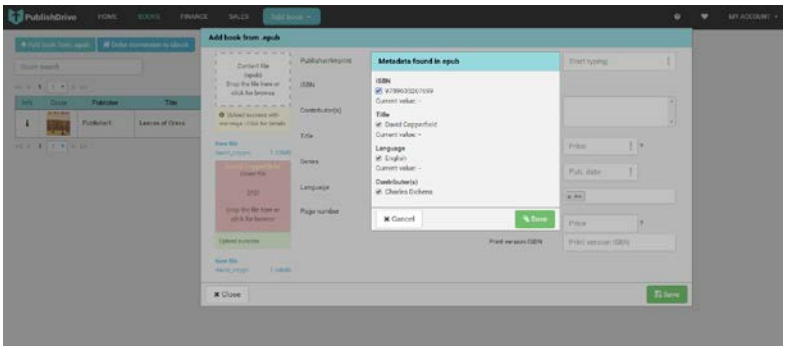
Fill out the form.

Drop the content file (epub) and the cover file (jpg). *We accept epub 2 and epub 3 format, based on the [IDPF standard](#).*

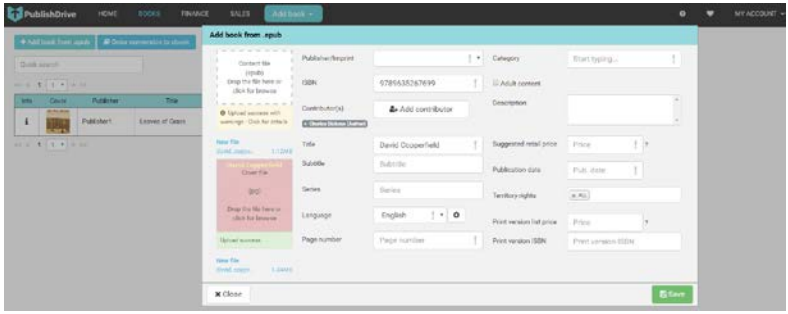


You can fill out the form with the metadata from the epub file.

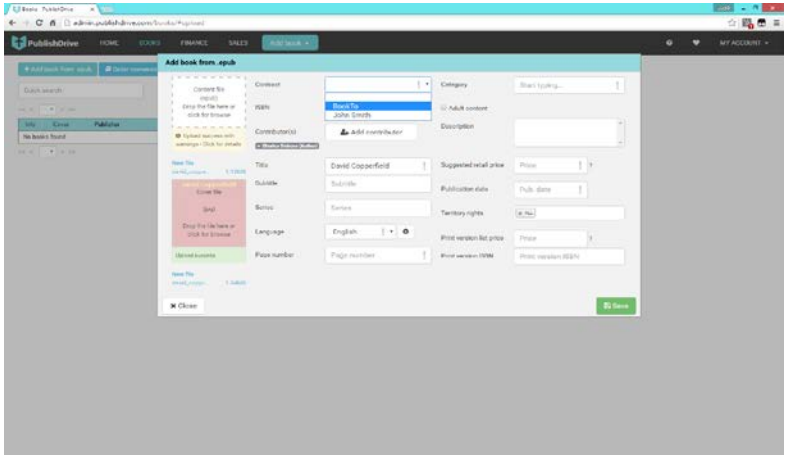
Required fields: Publisher/Imprint, ISBN, Title, Language, Page number, Category, Description, Suggested retail price, Publication date.



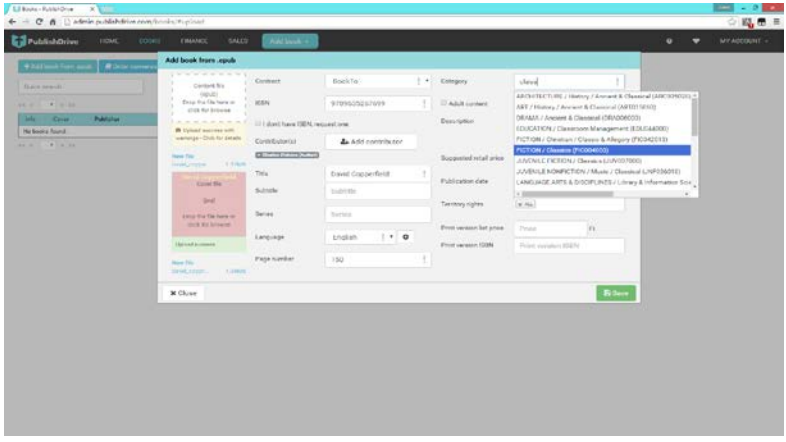
After saving, you should complete the form with the missing parts.



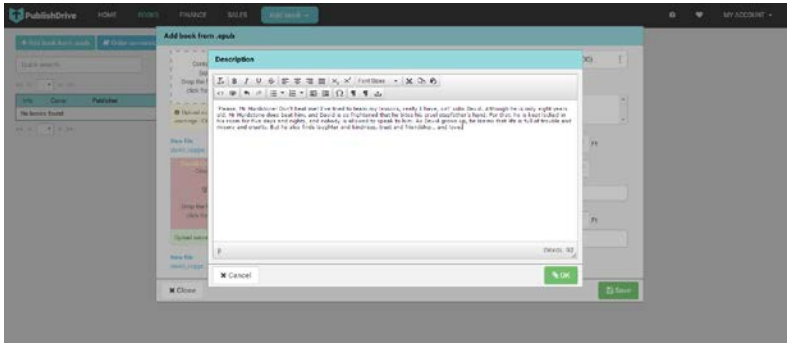
Choose Publisher/Imprint.



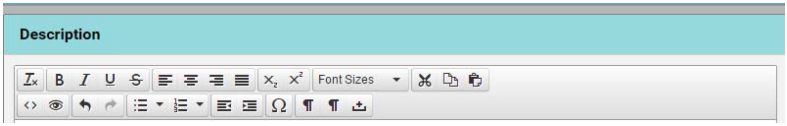
Select a Category for your book. *We use BISAC codes for categorization.*



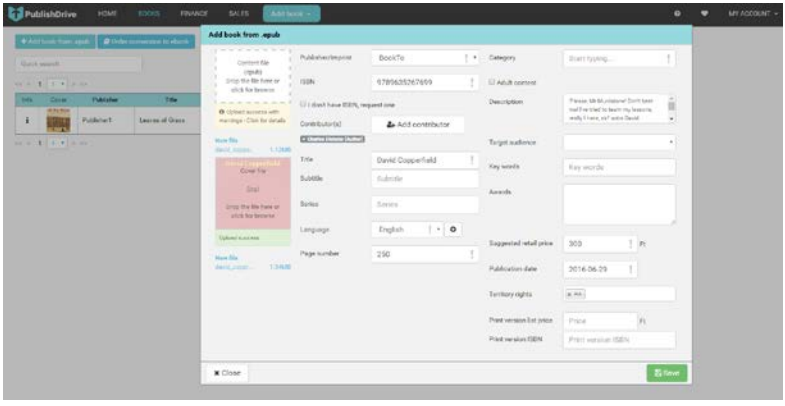
Add description.



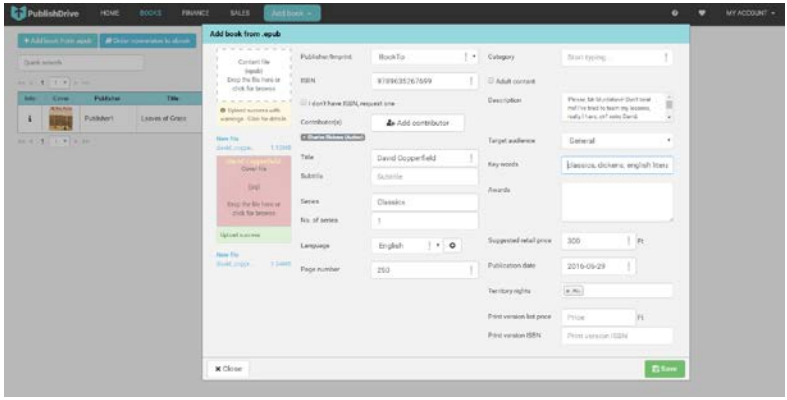
You can format the text with the following functions:



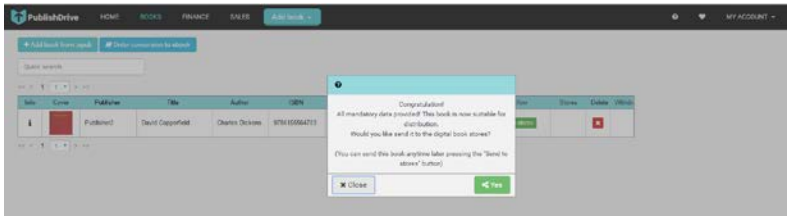
Add Suggested retail price and Publication date *(When your book will be available for sale in stores. Before that date all books ill be pre-ordered. When you give a future date, pre-orders are automatically allowed.).*



Optional fields: Subtitle, Series, Target Audience, Key words *(Any words/tags which specific your book. These words may help readers to find the book in the store.)*, Territory rights *(Type the selected territories.)*, Print version list price, Print version ISBN, Print version publication year.



After saving, publish a book! You can send your book to the stores.



After these steps, our colleagues at PublishDrive will review your book both automatically and

manually. If everything is fine, PublishDrive will push your titles out to the stores automatically.

Don't forget! You can anytime update your metadata such as ebook price or description and will distribute revised metadata and epub files to retailers.

Sources

iBooks Store Formatting Guidelines

iBooks Publisher User Guide

Amazon Kindle Publishing Guideline

Kobo WL User Guide

Publisher Content Policies for books on Google Play

Help

If you may have questions, or you have problem,
please write us to

support@publishdrive.com

Check our social media platforms!