

# METADATA REQUIREMENTS FOR COVER IMAGES



Cover images sell books. Supplying your cover images means your images, as well as title data, will be added to the Books In Print® and Syndetic Solutions™ products, which help Bowker® customers discover your titles in both the library and retail markets. Through Bowker's products, all your images will be visible in the online catalogs of public, academic, and school libraries. Further, both retail buyers and booksellers will be able to view your book covers during the buying process. All of this is provided at no cost to you.

Please follow the guidelines contained here carefully to ensure your book covers are the best possible quality when seen online.

## 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 cover of the product, or an image with a drop shadow. Full product photography will only be accepted in certain cases, such as multivolume sets.
- Cover images should be submitted as soon as the image becomes available. Major publishers are expected to send images 120 days prior to publication.
- No matter how you transmit your cover images—by email, web portal, CD, or FTP—they will need to be formatted correctly in order for your image to be seen by Bowker's customers.

## BOWKER SPECIFIC REQUIREMENTS

Your images will be sent to our customers, per the specifications they have requested. We suggest that you provide high-quality images so they can be resized to fit customers' specifications.

Cover images submitted to Bowker must have pixel dimensions of 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 5MB per image file.

We prefer JPG and PNG file formats. However, we also accept TIF, BMP, and GIF formats.

- Each scan needs to be a separate file, named by its 13 digit ISBN with the file suffix (e.g., 9781234568910.jpg).
- Do not use hyphens, spaces, or wording in the file name; also, use a capital letter if the ISBN contains an X.
- Only images containing VALID ISBNs will be processed.

Bowker cannot accept:

- PDF files.
- Files that are improperly named.
- A single image for multiple ISBNs. A separate image file MUST be provided for every ISBN. If the same cover is being used for both paperback and hardcover versions, please duplicate the image and name each with its appropriate ISBN.

## SUBMISSION PROCESS

While we recognize supplying images is an extra step in your process, Bowker offers several convenient options for submitting images.

### Web Portal (For Sending 1-10 Images at Once)

Images can be uploaded through your existing MyIdentifiers.com account. If you do not have an account, you can establish a free account through the following site: [www.MyIdentifiers.com](http://www.MyIdentifiers.com)

Once you upload your title details, including your cover image, you will see a yellow icon on your Manage ISBNs dashboard. Overnight, your data and cover image will be processed and sent to our products. Then you will see a green icon on your dashboard to inform you that your cover image has been processed.

### Email (For Sending 10-100 Images at Once)

Please e-mail [bowkerlink.covers@bowker.com](mailto:bowkerlink.covers@bowker.com) with your cover images. You can check your MyIdentifiers account to view your cover images. Images are processed once a week. If they are new images, they will appear immediately after the process date. If they are changed images, they appear within 48 hours from the process date.

### FTP (For Sending 100+ Images on a Regular Basis)

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 ([data.submission@bowker.com](mailto:data.submission@bowker.com), or [datasubmission@bowker.co.uk](mailto:datasubmission@bowker.co.uk)).

## IN SUMMARY

Cover images are a vital part of metadata, particularly for your customers. It has been shown that cover images lead to increased sales. Should you have any questions about the cover image process, please email [bip.bowkerlink@bowker.com](mailto:bip.bowkerlink@bowker.com) for assistance.