Marketing Information File Specifications

Bookmanager is the leading provider of software and data solutions for the Canadian retail book industry. There are more than 320 independent booksellers using our inventory control/point-of-sale software. Furthermore, hundreds of stores also use our Pubstock and Titlelink databases both online, or from their Bookmanager software. In addition, those stores also access online catalogues that integrate their own inventory statistics to help them make buying decisions.

Our bibliographic data service used by booksellers is called **Titlelink**. We collect data from many different sources, and have info on over 15 million items. We also list publishers' catalogues and promotional lists online.

Booksellers can search Titlelink data either on our website, or directly from their Bookmanager screen. After locating titles that match their search criteria, they use the **Pubstock** price and availability information to select a supplier to order from. They can also view marketing information specific to each title to further help in their buying decisions. It is therefore important to not only have a complete listing of your titles represented as a part of Titlelink, but to make sure that any additional marketing information is made known to them. This is especially useful to a bookseller when they are viewing your catalogues and promotional lists from our website; much like they have been used to seeing in a printed catalogue.

File Formats
Title File Formats
We read many different file formats for metadata submission. The two main file formats we prefer are ONIX 2.1 or 3.0 bibliographic files or an Excel spreadsheet/Tab-delimited setup to our specifications. The ONIX file standard provides ways to send various types of marketing info in addition to populating bibliographic data. A spreadsheet containing marketing info can be sent separately from any bibliographic data you may already send us (ONIX or otherwise), or can be added to any existing spreadsheet you already send us as long as it is according to our specifications. If you already create files in a different format used by other companies, it is possible that we can read that also.

Spreadsheet column labels:
We are looking for the following fields...(only ISBN and at least one other field is mandatory)

ISBN
Promotion
Initial_Print_Run
Feature1
Feature2
Feature3
Prize_Name1
Prize_Year1
Prize_Country1
Prize_Code1

Prize_Name2
Prize_Year2
Prize_Country2
Prize_Code2
Prize_Name3
Prize_Year3
Prize_Country3
Prize_Code3
Product_Page_URL
Pub_Website
Author1_Website
Author2_Website
Author3_Website

We do not need the fields in any specific order. You must identify what each column pertains to by using the exact spelling of the above specifications in the first row of the spreadsheet or file. At our end, we will use the first row to determine which columns relate to which fields. The column headers are not case sensitive. We can provide a template of this file to help you along.

If your system can automatically generate this information, but uses different column headers, then we may still be able to work with the files, so long as the first row contains meaningful column headers.

Below are some tips for each field:

ISBN
This field is mandatory. ISBNs can be with or without dashes, and have either 10 or 13 digits. If your non-book product does not have an ISBN, the UPC can be entered into this field. If you supply us with Pubstock information, please use the same number here that you use in your Pubstock file. Any single ISBN can be repeated on as many lines as necessary to accommodate the number of uniquely related items.

Important!
Because ISBNs are mostly numeric, Excel stores the column as a number field, and this means it will drop the leading zeros that are an important part of the ISBN. To prevent this, you can click the column (i.e. highlight it), then right-click and choose "format" to force the column to be treated as "text". If you are importing a text file, the import wizard gives you the option of doing this before the titles are imported.

Promotion
This field should contain text that describes any current promotions or advertising campaigns for the ISBN that booksellers should know about. For example, you can describe the initial publicity you have done, or things like book clubs that have adopted the title.

Initial_Print_Run
Exactly that. How many copies were created in the first print run? This may help to indicate to a store that it is a title that is expected to do well, or is one of your more important releases.

Feature1, Feature2, Feature3

Use these fields to enter up to 3 special features of the title that would help a store promote the title. One feature should be entered per feature field. For display purposes, we precede each feature with a bullet for ease of reading by the bookseller. Examples of features you might enter are "printed using 100% recycled paper" or "password for downloading e-book version included".

Prize_Name1, Prize_Name2, Prize_Name3

Here is where you list any prizes or commendations your title has received. Please enter one prize name per Prize_Name field.

Prize_Year1, Prize_Year2, Prize_Year3

Enter the 4-digit year that the respective prize/commendation was awarded. Prize_Year1 is for Prize_Name1, Prize_Year2 is for Prize_Name2, etc...

Prize_Country1, Prize_Country2, Prize_Country3

For each prize, enter one of three 2-letter country codes that the corresponding prize was awarded in:

CA = Canada
US = USA
GB = UK (Great Britain)

Prize_Code1, Prize_Code1, Prize_Code2, Prize_Code3

What achievement did the title have in the prize competition? Here is where you specify the code that we translate to each prize's achievement. You must use one of the codes outlined here:

01 = Winner
02 = Runner-up
03 = Commended
04 = Short-listed
05 = Long-listed
06 = Joint winner

Pub_Website

If the publisher of the title has a website, please enter it here. The way in which you enter the address can be using "www.mywebsite.com" or "http://mywebsite.com". Showing the publisher's website to the bookseller can help them learn more about the title, it's publisher, and possibly more titles from that publisher.

Product_Page_URL

This is where you enter the URL that will direct the bookseller to the *exact* page on the internet (usually on the publisher or distributor's website) that will show details about *only* this title. This is different than just the internet address of the publisher's main page, which is entered in our Pub_Website field.

 For example, the URL directing someone to the paperback edition of Jack Whyte's novel "The Renegade" on our website is not simply "www.Bookmanager.com" or "http://Bookmanager.com/tbm/?q=h".
It is: "http://Bookmanager.com/tbm/?q=h.tviewer&using_sb=status&qsb=keyword&qs=9780143169116". This is demonstrated by using the URL provided to see where it takes you within a website. If you do not have a particular page on your website (or the publisher's) please leave this field blank.

Author1_Website, Author2_Website, Author3_Website

Many author's have a website of their own that gives people information about who they are, titles they have authored, links to their blogs, and social networking pages (Facebook, Twitter, etc…). Simply enter each respective author's website address in these fields. Author1_Website is for Author1, Author2_Website is for Author2, etc…

How and when to send data

The Marketing Info spreadsheet should be sent to us anytime you have marketing info you wish to add or change to an existing ISBN you have already sent us bibliographic information for. Please do not send partial changes. For example, if you have previously sent us only one Feature (Feature1 field is populated) for a particular ISBN, and wish to add 2 more Features, be sure to send the new file with all three Features listed; not just the ones to add. This is because we replace all Features, Prizes, etc… you send for each ISBN to ensure each listing is complete and accurate. When using this template, you will not be able to give us more than three Features, Prizes or Author Websites per ISBN, unless specially requested.

Please email us your first file, unless you are already set up on our FTP server. After your first file is verified, we can arrange for you to FTP an updated file on a regular basis.