Title File Specifications

Dear Publisher/Distributor

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.

As a distributor, you may already be supplying us Pubstock data, which provides price and availability for every ISBN that you supply. **We are also asking Publishers and distributors to supply us with bibliographic information**. Unlike Pubstock, there is no financial commitment required from you.

Booksellers are using our bibliographic service called **Titlelink**. We collect data from many different sources, and have info on over 15 million ISBNs. That said, our info may not include all of your titles, in whole or in part.

Booksellers can search Titlelink data 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. It is therefore important to have a complete listing of your titles represented as a part of Titlelink. Only titles that exist in our Titlelink database will be returned as matches to a search.

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. If you already create a bibliographic file in a different format used by other companies, it is possible that we can read that also.

Spreadsheets & Tab-delimited title files

We are looking for the following fields...

ISBN
Title
Subtitle
Series
Series_Number
Author
Author2
Author3
Author1_cc
Author2_cc
Author3_cc
Binding
Product_Form

Product_Form_Detail
Publisher
Imprint
List_Price_CAD
List_Price_USD
PubDate
Subjects
Bisac_Subjects
Edition_Type
Edition_Num
UPC
Audience_Range_Type
Audience_Range_From
Audience_Range_To
Status
Pages
Height
Width
Depth
Weight
Carton_Qty
Language
Previous_Edition_ISBN
Next_Edition_ISBN
Long_ Description
Author_Bio1
Author_Bio2
Author_Bio3
Review_Quote1
Review_Quote2
Cover_Image_URL
Youtube_key

Enhanced content

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

Marketing Info

We do not need the fields in any specific order, and if your system cannot provide info for any of the fields, you can omit them. If your system supplies more fields than we've mentioned, then we simply ignore fields not recognized. For bibliographic purposes, you must at least provide ISBN, Title and Author. For Pubstock purposes you must at least provide ISBN, Onhand/Onorder, and Price.

You must also 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 column relates to which field. 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.

Important!

Title/Subtitle

(this field is case sensitive) We have provided both a title and subtitle column but you can choose to combine the subtitle with the title by placing a colon (:) after the title, then adding the subtitle (e.g. Cruising with the Breeze: The Joy of Sailboats).

Series

(this field is case sensitive) We would prefer that you leave the series name from the main title and include it in this field.

Series_Number

Actual digits for the number in the series. (i.e. not written out).

Author/Author2/Author3

(this field is case sensitive) The Author is always **LastName, FirstName.** You can include the initials after the first name. The first author will be the primary. The second author can be used for a second author, contributor, or illustrator. If your system can only supply authors as one field, then each author should be separated by a / (slash) or a ; (semi-colon).

Author1_cc/Author2_cc/Author3_cc

This field states the author's country of origin. We currently only store information to determine whether or not an author is Canadian. If the author is Canadian please add **CA** to this column and a Canadian flag will show beside the author's name.

Binding or Product_Form/ Product_Form_Detail

The book industry uses common two-character fields to identify the binding. Below are suggested codes for the Binding column.

TC = Trade Cloth (Hardcover)	**LP** = Large Print	**CR** = data CDRom	**BR** = Blue-ray
TP = Trade Paper (Paperback)	**SP** = Spiral Binding	**CD** = Audio CD	**CM** = Audio CD (MP3)
MM = Mass Market (Paperback)	**PB** = Paperback	**AU** = Audio (format not specified)	
CS = Cards (flash or taro)	**CA** = Wall Calendar	**LT** = Leather Bound	**DV** = DVD
GC = Greeting Card	**LL** = Loose-leaf	**CB** = Comb Bound	**GM** = Game
RB = Ring Bound	**BB** = Board Book	**BG** = Board Game	**VB** = Vinyl Bound
PO = Pop Up	**CG** = Clothing	**IL** = Imitation Leather Bound	
BX = Box or Slipcase	**DO** = Doll	**LB** = Library Binding	**EB** = E-Book
PU = Puzzle	**MP** = Sheet Map	**OT** = Other	**TY** = Toy

As an even better option, you can create two columns to identify the binding in greater detail. One called **Product_Form** and the other called **Product_Form_Detail**. The content of both columns should follow product

form (list #7) and detail (list #78) codes from the ONIX file format as outlined by EDItEUR: http://www.editeur.org/14/Code-Lists/.

Publisher
(this field is case sensitive) A full Publisher name would be appreciated, but an abbreviation will work.

Imprint
(this field is case sensitive) A full imprint name would be appreciated, but an abbreviation will work.

List_Price_CAD
The Canadian list price can be entered with or without the decimal, but <u>must</u> contain two decimal places. For example, a price entered as 25 will show as $0.25, whereas a price entered as 2500 or 25.00 will show as $25.00.

> Tip: Change the price column format to "Number" with 2 decimals. This will make all prices appear normal.

List_Price_USD
The American list price can be entered with or without the decimal, but <u>must</u> contain two decimal places. For example, a price entered as 25 will show as $0.25, whereas a price entered as 2500 or 25.00 will show as $25.00.

Tip
Change the price column format to "Number" with 2 decimals. This will make all prices appear normal.

PubDate
Publication date is very important. If you are not sure, then estimate

We will accept these variations:

2009-03-23	Becomes March 23, 2009 – Preferred Method
2009-03	Becomes March 1, 2009
2009	Becomes January 1, 2009
20090401	Becomes April 1, 2009
200905	Becomes May 1, 2009
04/15/09	Becomes April 15, 2009

We cannot accept:
Mar09 or any character-based variations. Please contact us if you have any problems.

Subjects
This is an arbitrary field that can contain one or more subjects. The Subject becomes useful when a bookseller does a keyword search and wants a book about a certain topic.

Title: My Life as a TV Chef
Subjects: BIOGRAPHY COOKING CHEFS

A search for "BIOGRAPHY and COOKING" will likely find this title based on the data supplied in the subject field.

Bisac_Subjects
If your system stores BISAC subjects headings (or even if it doesn't and you still would like to provide them), we would prefer this rather than the free-form Subjects field. Multiple BISAC subjects (up to three) may be supplied so long as they are separated by a comma. For a full list of acceptable BISAC subjects follow the link below...

http://www.bisg.org/what-we-do-0-136-bisac-subject-headings-list-major-subjects.php

Edition_Type
(this field is case sensitive) If you need to provide an edition for your title, then do so by entering one of the 3 character id's below into this column
ABR = Abridged
ILL = Illustrated
LTE = Large type / Large Print
REV = Revised
SPE = Special Edition
UBR = Unabridged
ULP = Ultra Large Print

Edition_Num
If the edition type references a number, please provide it here.

UPC
Feel free to supply the UPC for any products that have one. Make sure this column is formatted as "text" (like the ISBN).

Audience_Range_Type
Many titles are geared towards a special age group or grade level. Specify whether the title is geared to a specific age group by entering **A** in this field, or a specific grade level range by entering **G** in this field.

Audience_Range_From
Enter the age or grade level that the audience range starts from. For grades, use the number of the grade, where **P** = Preschool, and **K** = Kindergarten.

Audience_Range_To
Enter the age or grade level that the audience range ends at. If this field is left blank, no upper limit will be displayed. The title will simply show that the audience is from "X" age/grade and up.

Status
(this field is case sensitive) Provide a status code if you use them. For example:
OP = out of print
NYP = not yet published
OSI = Out of stock indefinitely
ACT = Active

Pages
The number of pages in the book.

Height (or HeightCM)
Width (or WidthCM)
Depth (or DepthCM)
The height, width and depth of the book should be referenced in inches. A book that is 4 ¾ inches wide should be shown as 4.75 inches. Use HeightCM as the column label if you are measuring in centimetres.

Weight (or WeightG)
The weight of the book referenced in pounds. Use WeightG for weight in grams or WeightKG for kilograms as the appropriate column label.

Carton_Qty
The number of copies shipped in one "carton" or a single box dedicated to that title.

Language
The language the book is written in. Please use the abbreviations listed here:

FRE = French
ENG = English
SPA = Spanish

If the Language field is blank, English will be assumed.

Previous_Edition_ISBN
If the ISBN has a previous edition, please enter it here. This works great to link paperbacks to their hardcover counterparts. Stores will be able to see how the hardcover sold easily, thus allowing the store to make more informed decisions when ordering the paperback.

Next_Edition_ISBN
This works very similar to the Previous_Edition_ISBN, except in reverse (i.e. if you were supplying the Hardcover's title information and you wanted to provide the linked forthcoming paperback).

Long Description
This is a free-form HTML field used for the book/product description.

Author_Bio1/Author_Bio2/Author_Bio3
These are free-form HTML fields that serve as biographical notes about each author. The author's name should appear in the first sentence of the content.

Review_Quote1/Review_Quote2
These are free form HTML fields that hold reviews about each book. Each review should contain the source at the end of the content.

Cover_Image_URL

This is the image's source. This can be found by right clicking the images and choosing "copy image location".

Youtube_key
This is the "Share" url on YouTube where a book trailer or video link can be found for that particular ISBN. Must begin with "http://www.youtu.be/".

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_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

Unlike the Pubstock data, which needs to be updated as frequently as possible, the title file needs to be only submitted on a periodic basis and can be a partial or complete file. In other words, if past submissions have not changed, you can just send complete info to us for the new or changed ISBNs.

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.