

Educational and Academic Title Requirements

Positive Impact to your Bottom Line . . . **AT NO COST**

- Buying is more efficient because school systems and academic libraries have up-to-date and accurate data.
- All of Bowker's customers benefit, which may open new sales avenues for your products.
- Increase sales across existing channels due to more data and merchandising content available.
- Clearer sales tracking information (as available in PubTrack).

What is Metadata?

Metadata or bibliographic data provides buyers information about your titles. Usually it is transmitted in a standard form or it is entered directly into a web portal of each of your customers. The metadata elements listed here should be considered for your academic titles in order to allow teachers, librarians, and students to find your products.

Bowker's Recommendations for Metadata

In order to service the thousands of retailers, libraries, and school systems worldwide that use Bowker's Books In Print database, we request that you supply the broadest range of metadata that you have available for your titles.

Bowker understands that textbook, ancillary materials, and custom items may not be a part of your regular title database. We also understand that you may not have as much metadata related to these titles as you would for trade titles. As such, we are flexible on our submission guidelines in order to accommodate the file formats and breadth of data you have available while supplying the data necessary for our customers to make informed buying decisions.

- Should you have products that are sales rights restricted (available for sale to a single customer or market segment), Bowker will accept these items in a separate data feed and restrict publication of the data to the client list agreed upon. Please ask your account representative for more information.
- Our data requirements are prioritized so that you need to only supply the basic fields until such time as you have additional data available. Details are available later in this document.
- Do not let the process be overwhelming. Bowker staff are here to assist you by answering questions and talking you through any unique data needs that your company has. We assist publishers everyday in converting their products to these metadata formats. Bowker even offers fee-based services for those publishers interested in the ability to load back clean data into your system.

Bowker's Initial File Submission Process

- All files submitted to Bowker for the first time undergo a testing phase before they are accepted into production. During this process, our staff reviews your data and discusses with you how the data will appear for our customers. Once files have been accepted into production, further testing will not be needed unless serious data issues come to light.
- In order to ensure that Bowker's customers receive complete data on textbooks, supplemental materials, course packs, classroom libraries and other educational materials, this guide should be used as a supplement to Bowker's other submission materials:
 - Excel template with instructions and codelists
 - ONIX submission guide for those publishers able to assign programming resources to this effort
 - Cover Image submission guide as these files need processed separately from the other metadata elements

Bowker's Recommendations for Metadata

- Data should be sent in an electronic format.
 - Excel, ASCII, CSV, TXT and ONIX formats accepted.
 - ONIX files allow for the most complete data.
- A basic bibliographic data record *should be supplied 90 – 180 days* prior to publication.
- A complete bibliographic data record *should be supplied as soon as the data becomes available*.

- Any changes in price, status, discount type or bibliographic data *must be supplied as soon as they are available*.
- In addition to forthcoming titles, you should send all Active, Out of Print and other status types to Bowker.
- Any merchandising data—commentaries, sample chapters, tables of contents—as well as cover images or graphics files *should be supplied as soon as they are available*.
- The following table provides a quick overview of the type of information your customers need in order to make a purchasing decision.

Required Data	Basic Product Description: ISBN13 Title Subtitle (if applicable) Contributor (include function) Audience BISAC Subject Code Edition Type (if applicable)	Binding/Format: Product Form Product Form Detail (if applicable)	Price and Availability: Publishing Status Publication Date (yyyy) Publisher & Imprint Supplier Name Price (include price type & currency) Discount Code
Optional Data	Descriptive Metadata: Copyright Year Edition Number Illustration Type Number of Illustrations Language Main Description (25-250 words) Number of Pages Number of Pieces (multimedia, pack) Original Title Pack Quantity Related Products (replaced by or replaces ISBN) Series Title Number within Series Supplier Role Year of Annual	Enriched Metadata Components: Cover Image Table of Contents First Chapter/Excerpts Author Bios Website Links to Added Value Content eBook Links Proprietary Discipline and Course Information	Specialty Product Metadata: Age Range Grade Range eBook Extent (file size, number of words) Epublication Format

Course Packs Metadata Components Allow for Maximizing Discoverability

Often in the textbook area, course packs, classroom libraries, multipacks or other groupings of items are sold in order to meet the needs of customers. In all of these instances, Bowker wants to receive the data. Here is our recommendation on how to format the data.

- In ONIX--The Contained Item composite should indicate the ISBN & Binding of each kit/library/pack item. In addition, send all metadata related to each item within the kit/library/pack in its own metadata record
- Please contact Bowker for details on submitting this information in Excel or Text.

In summary

Bowker aims to represent your title data as clearly as we can to aid in discoverability of your titles. As such, please ask if you have any products that do not seem to fit with these guidelines. Questions can be directed to:

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