



# Title Manager System

## Product User Manual

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## Title Manager Summary

Your Stison Title Manager system is capable of serving as an in-house database and of generating Advance Information sheets and Catalogues. Through the generation of ONIX or XML, it can also populate your company website with title information and allow you to announce your frontlist to the industry. This manual describes in detail the range of fields in Title Manager, as well as the industry standards for what data must be included in your ONIX messages. By the time you have finished reading through this manual, you will have a comprehensive understanding of how to ensure your title feeds are ONIX compliant and how best to use your new Title Manager system.

## SOME USEFUL TIPS ABOUT THIS MANUAL AND STISON TITLE MANAGER

### Mandatory Fields

All fields considered mandatory in your ONIX feeds are marked with \*. These requirements are based mainly on Nielsen Book Data who is the most rigid in terms of ONIX standards. Once you have established that your feeds are compatible with Nielsen, then you should have no problem submitting your ONIX messages to other bibliographic data agencies such as Bowker and BDS. Bear in mind that it is best to include as much data as is possible for a particular title, so do not just fill in the mandatory fields. More is better! But if you do not fill in the mandatory fields, then your ONIX feeds will be rejected by the recipients.

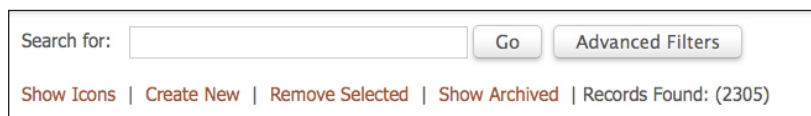
### Update/ Create Buttons

Every screen in the Title Manager system has an **Update** or **Create** button at the bottom. Always ensure that you click **Update** or **Create** when you are satisfied with your changes/ additions to the fields, otherwise the information will not be stored on the system.

### Title Prefixes

This is the leading word or words that are normally omitted when titles are alphabetised or indexed. Examples of title prefixes: *A*, *An*, *The*. All titles added to the system, including book titles, series titles and sets titles, must have the prefix in its correct place. Do not, for instance, input the information like this: *History of the World in 100 Objects*, *A*. The system has been created to automatically pull the prefix out and place it in a separate field. The process will not work properly if the prefix is not initially in the right place. Also, bear in mind that whilst the system will automatically pull out the prefix, in some cases the prefix will need to stay where it was, for instance, *The Hague: A Guide to the City*. Simply override the change by manually adjusting the fields; the system will accept the change. For more information about this, go to page 14 in the Book Industry Study Group Best Practices document. You can find this link under **Further Reading** at the end of this manual on page 33.

This is where you can see a complete list of your active books.



Search for:

[Show Icons](#) | [Create New](#) | [Remove Selected](#) | [Show Archived](#) | Records Found: (2305)

The total number of titles on your system is displayed under the **Records Found** heading. In the sample to the left, the system has 2,305 titles on it.

There are options available through this window:

- To search for a title manually, type the name into the **Search for** box and click **Go**.
- To round up a specific set of titles on the screen, click on the **Advanced Filters** button. A new window will pop up with the option to **Select Filters** to apply. Choose accordingly.
- **Custom Columns:** To add or remove columns from the screen, click on **Columns**. Choose the relevant item from the drop-down menu and a new column reflecting the data will be added to your screen. You can also change the sequence of the columns by dragging the **cross icon** up and down.
- **Custom Query:** This option is not yet available. When it is, it will allow you to choose the columns you wish to see and add what restrictions you wish to place on the data. You will be able to choose what constraints are applied across the query with drop downs on greater than, less than, equals, contains etc.
- To add a column of images, typically covers. To remove this column, click on **Hide Icon**.
- After ticking a set of titles you want to remove from the system, click on **Remove Selected**. If the publication date is less than 3 months in the future, the titles will be archived instead of deleted, as the system assumes you have already sent the records to the biblio agencies. To achieve Nielsen's Gold Standard, you must submit your title records a minimum of 12 weeks ahead of pub date, bearing in mind that most wholesalers and retailers expect title information 6 months ahead of pub date. For more information about why you need to archive titles on your Title Manager system, go to page 9.
- To view the titles that missed their pub dates and were cancelled from your publication schedule, click on **Show Archived**. To return to your full title list, click on **Show Active**.

- After manually clicking on the boxes beside a set of titles, click on **Show Currently Selected** and a list reflecting those specific titles will come up on the screen.
- You can adjust the order of the books as they appear in the list by clicking on the column heading, for example: **Title**; this will reverse the order of alphabetisation.

To amend the information of a book already on your system, click on the title name and make changes to the fields where appropriate.

To create a new title record, click on **Create New** and fill in the following fields under the **Title** tab:

- **ISTC** (International Standard Text Code): This code is used to link different formats of the same content, for example an E-Book with its HB and PB counterparts. This means you don't have to create several different records of the same content but can link it with this number. For more information visit: [www.istc-international.org](http://www.istc-international.org). These numbers aren't used very often at the moment but may be used more so in the future.
- \* **Full Title**: The complete name of a published product as it appears on the book's title page, inclusive of the prefix.
- **Title Prefix**: This field will automatically populate if there is a prefix in your title. See page 3 for more information.
- **Subtitle**: A secondary or explanatory title that follows the main title. This field must be supplied if applicable.
- **Former Title**: This field should only be filled in if you have sent the title record through to the agencies with a title that was not yet final. Every time a title is changed, the **Former Title** field will need to be updated with the most recently supplied title.
- \* **Language**: This field refers to the language in which the text is written. Choose the appropriate language in the drop-down menu.

- **Original Language:** This field refers to books that have been translated from their original editions. If your book was originated in the language added to the **Language** field above, then keep this field on **Text Not Translated**. Otherwise, choose the appropriate item from the drop-down menu.

When you are finished adding information to the above fields, click on **Update** and then move into the **Contributor** tab. Contributors are all of the individuals involved in producing a book's content, such as the author, the editor of a collection of material, the photographer, etc. Three tabs will come up as follows:

## Contributors:

- \* **Contributor's Role:** First you must define the contributor's role. If the contributor is an author, for instance, then you will click on *By (author)* in the drop-down menu.
- \* **Contributor's Name:** Click on the blank field to access the full list of contributor names already on the system. Choose the appropriate contributor.

If the relevant contributor does not already appear in the list, then you will need to add the name to the system. See page 23 of this manual for instructions.

To change the sequence of the contributor names, drag the **cross icon** up and down. To delete a contributor, click on the **red X**. To add another contributor, click on **Add another contributor** and follow the instructions as written above. You are then ready to move on to the next tab:

**Contributors Statement:** This is a single statement that is relevant to a particular book but it does not replace the biographical note. A contributor may have a contributor statement assigned to content although it is suggested that biographical notes be used in preference for ease of maintenance. See page 23 for more information.

- **Copy Biographical Note:** By clicking on the contributor names, the biographical notes against their names will appear in the **Contributors Statement** box below. You can then adjust the text where necessary.
- **Contributors Statement:** Or you can manually type in the statement, for example, *Written and illustrated by Fred and Emily Jackson.*

Click **Update** when finished. You are then ready to move on to the next tab.

**Corporate Contributors:** This works in much the same way as the **Contributor** tab, as described above. Click **Update** to save your changes. Once you are finished working in the main **Contributor** tab, move into the **Forms** tab. This opens up the following tabs:

**Product Forms:** This is where you will specify the various formats/ bindings available for a particular title, such as *Hardback*, *Paperback* and *Ebook* (Electronic Book Text).

- **\* Form:** Choose the appropriate item from the drop-down menu. You will notice some of the fields change when you select *Electronic book text*, for instance. This change reflects the valid elements for that product type, ie: for form Electronic Book Text an Epublication Type classification [PDF, Epub, etc] is expected.
- Only fill in the **Product Form Detail** if you want to add more specifics about the format; the same goes with **Additional Information**. Neither of these are mandatory. *Epublication Type* will become available when **Electronic Book Text** is selected. Similarly, **Audio products** will enable the *Content Type* fields & **DVD products** will enable the *Region* field.
- To add more formats, click on **Add another product form**; fill in the fields.
- Much of the information already added for the original edition (such as the Hardback) will populate the data for subsequent formats of the same content. You will know when to fill in data separately for each edition because a set of tabs, each labelled with a different ISBN, will start appearing as you move forward through the **Books** tabs:

The screenshot shows a web interface titled "Editing - A Goal in Sight". At the top, there are several tabs: Title, Contributor, Forms, ISBN, Publication, Publisher, Sets, Subject, Supply, and Rights. The "Forms" tab is selected. Below the tabs, there are four sub-tabs labeled "Hardback - 9781550287790", "Paperback - 2", "Paperback - 9781550287809", and "Electronic book text - 2". The "Electronic book text - 2" tab is active. Below the tabs, there is a form with the following fields:

- Is This Title**: Visible On The Web ☒ Included in Onix ☒ Archived / Deleted ☐
- Record Reference**: \* 9781552775585
- ISBN**: 1552775585
- ISBN13**: \* 9781552775585
- EAN13**: 9781552775585

- To delete a format, you must go back into **Books**, click beside the relevant title, then click on **Remove Selected**. This is because each format appears as its own title record.

Click **Update** when you are finished.

**Contained Items:** This should only be used for mixed media products or quantity packs. This allows you to specify what products are included in the item, for instance a *book with two CDs*.

- Add individual lines (by clicking on **Add another contained item**) for each item within the product and then fill in the fields for each:
  - ◆ **\* Product Form:** Choose from the drop-down menu.
  - ◆ **Product Detail** and **Additional Description:** Only fill in these fields if you need to get more specific with the production information.
  - ◆ **Number of Pieces:** This is relevant when you have more than 1 of the same item in a mixed media product. For instance, if you had a book with 2 CDs, then you would add the figure for the CDs. If you have 1 book and 1 CD, then you should leave this field blank.
- **Pack Quantity:** This is the number of copies of the specified item contained in a pack. It is relevant for counter packs and retail packs containing a number of copies of the same item or a quantity of each of two or more different items (such as a *dump bin carrying copies of two different books*, or a *classroom pack containing a teacher's text and twenty student texts*).
- **ISBN13:** Each item within the mixed-media product should have its own ISBN13 entered - if each contained product has an ISBN13.

Click **Update** when you are finished.

**Extents:** This particular tab is used only for media products such as CDs and DVDs, so that you can specify running time. Whilst there are options in the drop-down menus for page and word count, do not use these items. You will need to add the page count/ extents for the books under the **Publication** tab, which we will see on page 10. If you do not have media items, then leave the fields in this tab blank. If you do have a media item, then the following fields are mandatory:



- \* **Extent Type:** eg. *Duration/running time*
- \* **Value:** eg. *120*
- \* **Unit:** eg. *Minutes*

Click **Update** when you are finished and move into the next main tab.

**ISBN:** This is where you will add all of the product numbers to define your product(s). There will be more than one tab in this screen if you have different formats for the same product (see page 7 for more information). Fill in the following fields:

- **Is this title:** Tick on the relevant options below:
  - ◆ **Visible on the Web** – This ensures the data will appear on your website.
  - ◆ **Included in ONIX** – This ensures the data will be included when you generate an ONIX message.
  - ◆ **Archived/ Deleted** – You will need to use this when a title has already been submitted to the bibliographic agencies and then subsequently cancelled before publication date. Sending a title through to the agencies with this item ticked will ensure that they remove the title from their databases. These titles are thus not deleted from your system entirely, they are moved into an archived area. For more information about archived titles, go to page 4.
- \* **Record Reference:** This is the unique internal identifier for a product and is automatically added to the title record when you fill in the ISBN13.
- **ISBN:** This refers to the 10-digit ISBN; a duplicated ISBN will be rejected by the system.
- \* **ISBN13:** This refers to the 13-digit ISBN; a duplicated ISBN13 will be rejected by the system.
- **EAN13:** This is the same as the 13-digit ISBN; again, a duplicated EAN13 will be rejected by the system.

- **Universal Product Code:** This is the cross-industry product numbering and bar-coding system administered in the USA by the Uniform Code Council. In the US book trade, this information is required for mass-market editions sold in supermarkets and other non-book-trade outlets.
- **Digital Object Identified (DOI):** This is the international identifier for intellectual property in the digital environment. See [www.doi.org/](http://www.doi.org/) for more information.

Click **Update** when you are finished. Then move in to the **Publication** tab, where you will add most of the title-specific information, including:

- **\* City of Publication**
- **\* Country of Publication**
- **Announcement Date:** Choose the date from the calendar.
- **Copyright Year:** Such as 2005.
- **\* Publication Date:** Choose the date from the calendar.
- **Year first published:** The year when the work first appeared in any language or edition, if different from the copyright year.
- **Publication Season:** The items in this menu will vary depending on the publisher's requirements. For instance, some publishers may use *Autumn* whilst other publishers may use *July-Dec* to denote the autumn season. For more information about adding items to this menu, go to page 27.
- **Number of Pieces:** This refers to the number of items within the product. If the title record is for 1 book without extra pieces, then leave this field blank. If it is for a boxed set, for instance, then type in the number of books included in the set. You only want to add this when the items within the pack are all the same size and format. For items in different media you will need to use **Contained Item**, see page 8 for information.

- **Height x Width:** The unit will be established through your system's configuration. Most UK publishers will use *mm* whilst US publishers will use *in* (see general admin configuration).
- **Thickness:** This refers to the thickness of the book's spine.
- **Weight:** Of the product; choose from the drop-down menu.
- **Edition Type Code:** This is an ONIX code indicating the type of a version or edition.  
Eg: *Revised*
- **Edition Number:** The number of a numbered edition. Normally sent only for the second and subsequent editions of a work.
- **Edition Version Number:** The number of a numbered revision within an edition number. To be used only where a publisher uses such two-level numbering to indicate revisions which do not constitute a new edition under a new ISBN or other product identifier.
- **Edition Statement:** A short free-text description of a version or edition. When used, it should carry a complete description of the nature of the edition, such as *3rd edition, revised with an introduction and notes*.
- **Illustration Note:** Free text that describes the type of illustrations within the book, such as *Over 1500 colour photographs* (see also illustrations on page 18).
- **Promotion Campaign:** Free text describing the promotion and advertising campaign for the promotion.
- **Promotion Contact:** Free text giving the name, department, phone number, and email address for main point of contact for product.

Click **Update** when you are finished. Then move in to the **Publisher** tab, where you will add information about the publisher and imprint, as well as the book's readership:

- **\* Imprint:** If you don't have specific imprints, then use your company name here.
- **\* Publisher:** Your company name; may be the same as **Imprint** above.
- **Audience Type:** Choose an item from the drop-down menu. There are options for children's books such as *Young Adult* and *Children/ juvenile*. Alternatively, you can use *General/ Trade* for all other books. If you need to add more audience types, click on **Add another audience type**.
- **Book Ranges:** This is relevant to children's books; leave the items blank if you are working on a general/ trade title.
  - ◆ **Audience:** Choose an item from the drop-down menu, for instance *Interest age, years*.
  - ◆ **Operator:** Choose either *From*, *To* or *Exact*, as relevant.
  - ◆ **Value:** eg. 3
  - ◆ EG. *Interest age, years; from; 2*
- **Book Series:** This is where you will specify if a book is part of a series.
  - ◆ **Number Within:** The distinctive enumeration of a product within a series.
  - ◆ **Book Series:** Choose the relevant series from the drop-down menu. For information about adding new **Series** names to this list, **go to page 25**.
  - ◆ **Product Websites:** This is where you can add URL's for further rich content on your own website. If you have a title-specific website, for instance, or a site that has relevant information that you would like to link to, you can add it here.
    - **Hyperlinks** – Add the full link starting *http://*
    - **Description** – This will appear as the name of the link.
    - You can add other websites if necessary and to change the sequence of the links, move the **cross icon** up and down.

Click **Update** when you are finished.

Then move on to the **Sets** tab, where you can specify if a title is part of a boxed set. In order for items to appear in the **Set Names** drop-down menu, you will need to first add the relevant information through **Book Sets / Series**, located in the left-hand Title Manager menu. See page 26 for more information.

- A “**set**” means a finite number of products grouped together under a title. The products may originally be published over a period of time, but generally they have become or will become available for simultaneous purchase. A set may be traded as a single item or in separate parts or both. If traded as a single item, a set should have its own product identifier such as an EAN-13 and/ or an ISBN.

Click **Update** when you are finished.

Then move into the **Subject** tab where all of the categories are stored. They are as follows:

### Editing - 1005: Political Life in a Union

TitleContributorFormsISBNPublicationPublisherSetsSubjectSupplyRightsOtherMarketingRelatedMediaAmazon

Please fill in the following fields. Compulsory fields are marked with '\*'.

Bic Codes

Main	Description
<input checked="" type="radio"/> <input type="radio"/>	<input type="text" value="Cooking with chocolate"/> <input type="button" value="[select]"/>

Add another bic code

Bisac Codes

Main	Description
<input checked="" type="radio"/> <input type="radio"/>	<input type="text" value="COOKING / Courses &amp; Dishes / Chocolate"/> <input type="button" value="[select]"/>

Add another bisac code

- **BIC Codes:** These are UK specific categories.
  - ◆ **Main** – Tick this circle to establish which category is the most relevant.
  - ◆ **Description** – Click into this field and choose the relevant code from the list.
  - ◆ To add more categories, click on **add another bic code** and fill in the description. It is encouraged to add as many relevant BIC Codes as possible, 3 being the ideal. Also, Nielsen will reject the title if you submit it level 1 or 2 codes. WM (Gardening), for instance, is not specific enough but WMPH (Gardening: Herbs) is acceptable.

- **BISAC Codes:** These are categories specific to North America.
  - ◆ **Main** – Tick this circle to establish which category is the most relevant.
  - ◆ **Description** – Click on this field and choose the relevant code from the list. Make sure you get as specific as possible when choosing a BISAC code. For a cookbook about bread, do not use CKB000000 *COOKING / General* but rather use CKB009000 *COOKING / Courses & Dishes / Bread*.
  - ◆ To add more codes, click on **add another bisac code**.
- **CBMC:** This is the BIC Children's Marketing category and is a required field if the audience/readership code = 02 or 03

- **LC Class:** This is the **Library of Congress Classification Number** that appears in the copyright page of every published book. Manually type in the number.
- **Subjects and Themes:** These are the subjects and themes specific to your books, and are used to classify and group your titles on your website.
  - ◆ Click on the drop-down menus and choose the relevant items.
  - ◆ To allocate more subjects and themes to a title, click on **Add another subject** or **Add another theme** and choose an item from the drop-down menu.
  - ◆ To delete any themes or subjects, click on the **red X**.
  - ◆ To add more subjects and themes to the drop-down lists, you will need to do so through **Subjects and Themes Admin**. See page 27 of this document for more information.
- **Key Words:** Choose a set of key words that best describe your book. Key words are useful as they will help further classify titles on your site. When visitors use the search option to find specific content, it's important to ensure that the most relevant titles to their search come up accordingly. Try to think about all possible search words from the perspective of a visitor.
  - ◆ To add more than one key word, click on **Add another key word**.
  - ◆ To delete any key words, click on the **red X**.

The information added in this tab only needs to be added once. All subsequent editions of the book will automatically be updated to reflect the categorisation established for the first edition.

Click **Update** when you are finished and then move in to the **Supply** tab where you will need to fill in the information separately for each edition.

- \* **Supplier/Distributor:** Will automatically populate based on the information set up on your system by Stison; the default will be for the distribution information relevant to your main market. If you need to change the supplier, for instance when you are sending a feed through to a market for which you have different distribution arrangements from those in the UK, then you can update the information in this field through the drop-down menu.
- \* **Availability:** Choose the relevant item from the drop-down menu based on the current stock situation of your title. If stock has not yet delivered into your warehouse, for instance, then the appropriate option to choose in the menu would be *Not Yet Published*. This information will need to be updated once the title is in stock.
  - ◆ **Expected ship date:** If the availability status is set as *Not Yet Published*, then you will have to fill in the **Expected ship date**. You don't need to be 100% accurate; simply add a date that is a few months into the future.
- \* **Price:** All of the below items are mandatory for your ONIX feeds.
  - ◆ \* **Price Type:** Choose the appropriate item from the drop-down menu. *2 – RRP including sales or value-added tax if applicable* is used most often in the UK. Use *1 – RRP excluding any sales tax or value-added text* outside of the UK, unless the item specifically attracts tax.
  - ◆ \* **Currency:** Choose the appropriate item from the drop-down menu, for instance *GBP - Pound Sterling*.
  - ◆ Then add in the \* **RRP** and the **Web Price**, for instance 9.95 (leave the currency symbol out). **Web Price** only needs to be populated if you are using the system to generate a feed for your website.
  - ◆ **Discount codes:** You can set discounts against your titles where relevant, for instance if you want to run a website promotion. A drop-down menu of codes will be available here only if the discount codes have been configured onto your system. If they have not, then the field will not be visible.



To add other prices, for instance US or Canadian, click on **Add another price** and go through the steps as above. This is relevant if your distributor supplies to all of these different regions. If you have different distributors/ suppliers for different regions of the world, then you will need to **Add another supplier/ distributor** and fill in the relevant **availability** and **price** information.

**Returns** and **Stock** items under **Supplier/ Distributor** (if visible) can be left blank as your distribution company will generally be responsible for sending up-to-date availability information to the bibliographic agencies on a regular schedule.

Click **Update** when you are finished.

Then move on to the **Rights** tab where you will specify where in the world you can sell your book. This is called the 'sales rights' and does not refer to the editions you sell to other publishers who translate and publish them in different languages. For UK publishers, for instance, this refers to the English language edition. You will need to fill in this information separately for each edition (HB or PB). Use either the country OR the territory for each row (NOT BOTH); use multiple rows for multiple countries.

**Editing - 1837 - A History, A Play**

Related Media Amazon Sales Rights Contracts Content Rights Sales & Returns Profit & Loss Help? titles\_edit1 Help? rights1ad

Hardback - 9780888621184 Paperback - 9780888621191

Please fill in the following fields. Compulsory fields are marked with '\*'.  
Use either the country or the territory for each row (NOT BOTH).  
Use multiple rows for multiple countries

Sales Rights

Rights Type	Territory	OrCountry
1 - For sale with exclusive right	WORLD - World	- Select an option -

Add another sales rights restriction

Update Cancel

- **\* Rights Type:** Choose the appropriate item from the drop-down menu. The item most often used for books originated by you as the publisher will be *1 – For sale with exclusive rights in the specified country/ies*.
- **Territory:** Use the drop-down menu; this will most likely be *WORLD – World*. Leave this blank if you intend to specify the countries below.

- ◆ **Adding new territories:** You may want to add new territories to your system to avoid having to list out a set of countries. If you have only European rights for a title, for instance, it will be much easier to simply grab *Europe* from the drop down menu rather than having to tick every country within Europe individually. You can establish new territories that will then appear in your drop-down menu through **General Admin**.
- **Country:** Choose the appropriate item from the drop-down menu; use multiple rows for multiple countries where necessary. Leave this blank if you have specified the **Territory**.

Click **Update** when you are finished. Then move on to the **Other** tab where you will add further rich content about your book:

- **Illustrations:**

- ◆ **Type:** Choose the appropriate item from the drop-down menu.
- ◆ **Count:** Manually type in the number of illustrations.
- ◆ To add more illustration notes, click on **Add another illustration** and fill in as before.

- **Prizes:**

- ◆ **Name:** eg. *Booker Prize*.
- ◆ **Awarded/ Code:** eg. *Winner*.
- ◆ **Year:** eg. *1999*.
- ◆ **Country:** Choose from the drop-down menu, eg. *US*.
- ◆ **Jury:** Free text listing the members of the jury that awarded the prize; variable-length text, suggested maximum length 500 characters.
- ◆ To add more prizes, click on **Add another prize** and fill in the fields as above.

- **Other Text:** You have all sorts of options here: you can add a chapter of the book, the back cover copy, a long description of the book, a review quote, etc. The **other text** section is very important. The more information you add here the more discoverable your book will be. Nielsen will only pass on all this information if you are subscribed to their advanced service. On the standard service only short description and main description are passed to retailers. The information in this tab only needs to be added once and will then be registered against all editions.
  - ◆ **Name:** Select an option from the drop-down menu, for instance *Review quote from a review of the product*.
  - ◆ **Text:** Then add the text in the text box.
  - ◆ **Text Source Title:** The title of the publication from which the text originates, for instance if it is a review quote.
  - ◆ **Text Author:** The name of the author of the review or promotional quote.
  - ◆ To add more texts, click on **Add another text field set** and follow instructions as above.
  - ◆ This is also where you can add bullet points for your **Advance Information** (AI) sheets (for more information about generating AIs, go to page 29), by choosing **Description for sales people** in the drop-down menu and then adding the items each as separate bullets within the text box, as displayed in the image below:

Text Source Title

Name: Description for sales people

Text

• Never be short of inspiration again with this book packed with a lifetime's worth of quilting ideas

• Designs covering many styles and subjects are grouped and numbered

• A techniques chapter brimming with information on how to get started

• One of a new series of craft companions

Path: Words: 50

Text Source Title

[Add another other text field set](#)

Click **Update** when finished.

Then move on to the **Related** tab where you can establish relationships between different products. This is most useful for bookshops, libraries, wholesalers, etc., who are looking for replacement versions if previous editions are out of print or trying to ascertain if there is an electronic version available in addition to the PB and HB.

- **Related Books:** In the first drop-down menu, choose the appropriate item depending on what the relationship is with the book, such as *Replaced by*.
  - ◆ If you use *Replace By* under the **Related Books** section, then you will need to click in the blank field beside it to choose the book from the list. Click on the appropriate title.
- If there are many editions available, then each edition will have its own tab on this screen.
- **Other Related Books Referencing This Title:** This is automatically populated when you add new editions under the **Forms** tab (see page 7 for more information), as shown below. Bear in mind that this won't appear for titles where only one edition is available.

Click **Update** when you are finished.

Then move in to the **Media** tab where you can upload further content such as audio or video clips, downloadable PDFs such as teacher's resources, images, etc. You can upload items to each format edition of the book or you can add the information under the tab **Shared**, so that the item will be displayed across all editions of the title.

- **Cover Image:** If you will be using the system to populate information and images to your catalogue files, then it's best to upload a CMYK high res TIFF here. The system will then appropriate the image type depending on where any feeds are going. For a web feed via ONIX, for instance, the system will automatically change the images to RGB JPGs.

**Editing - 1837 : The Farmers' Revolt - A Play**

Title Contributor Forms ISBN Publication Publisher Sets Subject Supply Rights Other

Shared Paperback - 9780888621252

Please fill in the following fields. Compulsory fields are marked with \*.

Cover Image

Other Assets

Upload | Remove Selected

<input type="checkbox"/>	File Name	Name	Section	Teaser	Live	Publish Start
There are no records available to display.						

Onix Media Files

☒ File Type

Link Type

File Link

Format Code

Image Resolution  dpi ☐ Include in Onix?

**Other Assets:** This area can be used as a repository for material and can also filter through to your website so that the material appears as downloadable items for your visitors. Click on **Upload**. A new window will appear on the screen prompting you to **Uploadify File Upload**. Click on **Browse** and find the file on your computer. You will see the item uploading in the box. When it finishes, click on **Close** and you will be directed back to the **Media** tab. The item you just uploaded will appear in the list under **Other Assets**. Fill in the following information:

- ◆ **Name**
- ◆ **Section:** Sections are created through the **Asset Management** menu.
- ◆ **Teaser:** A brief description of the item.
- ◆ **Live:** If you want the material to show up on your website, then you will click on the little box that comes up. The site will automatically update the field with a '1'. If you are just storing the material, then leave this blank.
- ◆ **Publish Start & End:** If you want the item to be added to or removed from your website after a certain period of time, then add the relevant date to this field.
- ◆ **Created:** This field automatically populates with the date and time that the item was uploaded.

- **Onix Media Files:** If you add info in this area then the material will go through your ONIX messages to your regular recipients (eg. the bibliographic data agencies).
  - ◆ **File Type:** Choose the appropriate item from the drop-down menu.
  - ◆ **Link Type:** Choose the appropriate item from the drop-down menu.  
Depending on what you choose, the remaining fields needed to be filled in will adjust accordingly. For instance if you choose *filename*, then the next field will give you the option to browse your computer for the file.
  - ◆ **Include in ONIX?** Tick this if you want the item to be included in your ONIX feed.
  - ◆ **Image Resolution:** Manually type in the size of the file in DPI (such as 300, 72, etc) if you are sending through images (such as front cover images).

Click **Update** when you are finished.

Many of the options available for **Contributor** data have been covered under the **Books** heading on page 6. Under the main **Contributors Admin** option in the left-hand Title Manager menu, you will see a complete list of contributors currently on your system and will have options to add further data.

- In order to delete a contributor from the list, you will need to tick on the box beside the contributor's name and then click on **Remove Selected** at the top of the screen.
- To add a new contributor to your list, click on **Create New** and fill in the following fields:

◆ **\* First Name**

◆ **\* Last Name**

◆ **Image:** You can upload the contributor's photograph here.

◆ **Title:** eg. *Sir*.

◆ **Qualifications and Honours:** eg. *MA, PhD*.

◆ **Titles:** eg. *Duke of Edinburgh*.

◆ **Biographical Note:** Free text giving a brief description of the contributor's credentials and biography. This information is preferred over the **Contributors Statement**, discussed on page 6.

Click on **Create** when you are finished and the new contributor will appear in the main list.

After the basic, initial data has been added for a particular contributor, you can then go back into the record by clicking on the name. A new set of tabs will open up and are as follows:

- **Name & Bio** (as above): This information will have already been filled in when the contributor was originally added to your system. You can amend if necessary.
- **Address:** If you want to use the system as a central database for contributor info, then it's useful to fill in the data in full.

- **Other Details:** No items in this tab are mandatory, however as stated above, if you are using the system as a database for contributor contact details, then it's useful to fill in the information on this screen including email addresses, phone numbers and websites/ blogs.
- **Events:** This tab will take you to a new set of options through which you can add information about contributor events, news, blog posts or RSS feeds. Click on **Create New** first. Then, to establish which element you are adding information for, click on the tick box beside the relevant option. A set of fields will then become available. As an example, when adding information about an **Event**, the following fields will come up:

- ◆ **Post Name:** Name your event; this will appear as the heading.
- ◆ **Speaker Name:** Perhaps the author or illustrator.
- ◆ **Location:** Where the event will take place.
- ◆ **Date:** You can add the date through the provided calendar.
- ◆ **To Date:** If the event is running over a series of days/ weeks, as with a literary festival, then you can add the end date here through the provided calendar.
- ◆ **Excerpt / Short Description:** This is where you add a brief description.
- ◆ **Post Description:** This is where you can add a longer description.
- ◆ **Publish Status:** '*Draft*' ensures that the information does not get filtered through to your website in an ONIX feed. If you click '*Publish*', then it will.
- ◆ **Author:** This is for internal housekeeping as it allows you to keep a record of who has added particular events to your system.

- **Books:** All of the books attributed to the contributor will appear in this tab.
- **Revenue:** See royalties documentation when available.

Click **Update** when you are finished.



This area of the system allows you to establish series names as well as to specify books within sets.

**Series:** To create a new series click on **Create New** and fill in the following fields:

- **Identifier:** This is publisher specific and will relate to whatever in-house system you have in place to differentiate between your series. You may not have a system; leave blank if so.
- **\* Title Text:** This is a mandatory field and will be the full name of the series itself.
- **Title Prefix** and **Title Without Prefix:** These fields will populate automatically. See page 3 for further information about title prefixes.
- **Series Description:** This is where you can add a bit of short text about the series. Then click on **Create** and you will be taken to the **Books** tab.

- ◆ Click into the empty field under **Book Name** and a list of titles in your system will come up. Click on the relevant book.
- ◆ To carry on adding books, click on **Add another book** and repeat the above steps until you are finished.

- ◆ To change the sequence of the books in the list, click on the **cross icon** and drag it up and down.
- ◆ To remove a title from the list, click on the **red X**.
- ◆ When finished, click on **Update**.

To delete a series names from the list, go back to the main **Series** page where all of the names are listed; tick relevant box and then click **Remove Selected** at the top of the screen

**Sets:** This is where you can specify which books are included in any box sets. You will have encountered this term under the **Books** section of this manual. Here is where you add the information that then populates the drop-down menu as described on page 13. To create a new set, click on **Create New** and a set of blank fields will come up; they are similar to the fields for **Series Names**.

- **Identifier:** This is publisher specific and will relate to whatever in-house system you have to differentiate between your series. You may not have a system in place; leave blank if so.
- \* **Title Text:** This is a mandatory field and will be the full name as displayed on the boxed set, for instance *The Little Tim Collection*.
- **Title Prefix** and **Title Without Prefix:** These fields will populate automatically. See page 3 for further information.
- Click **Create** when you are finished.

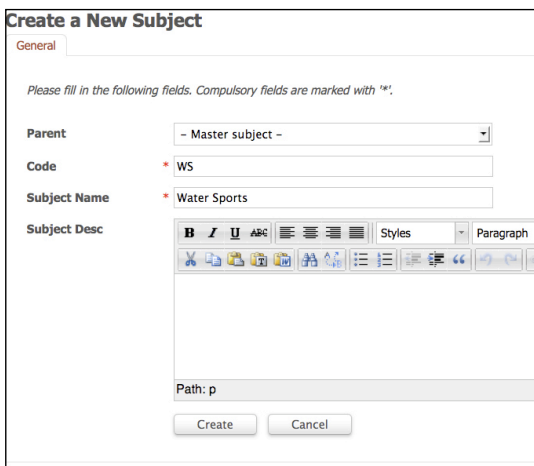
To remove a set, go back to the main **Set** list, tick the box beside the relevant name and then click **Remove Selected** at the top of the screen.

Adding categories to your titles is important as it allows you to organise your full list into smaller, more manageable and searchable lists. In this part of the Title Management system, you have 4 levels of categorisation available to you.

- **\* Subjects:** All titles added to your system must have an accompanying subject as this field can be used to drive your website menus, for your AI sheets and for internal searching.
- **Themes:** Some publishers use these for further, deeper levels of classification.
- **Categories:** Mainly used for import.
- **Pub. Season:** This is where you create your pub season codes. Click on **Create New**. Type in the name of your season and click **Create**. For more information, see page 10.

Before your Title Manager system is installed, you should provide Stison with a complete list of subjects relevant to your titles. This will ensure that your subjects are already waiting for you on the system when you start adding new frontlist titles. You also have the facility here to add subjects, themes and categories manually. This is useful when you start adding titles to the system that don't fit into the previously uploaded list of subjects, themes or categories.

The instructions for creating new subjects, themes or categories for your lists are similar. We will take adding a **subject** as an example. First, click on **Create New** and then fill in the fields:



- **Parent:** Unless your new category is associated with a previously added category, then leave this field as is, *-Main Subject-*.
- **\* Code:** Keep the code as simple as possible, for instance *WS* to represent *Water Sports*. If you have lots of subjects, ensure your coding is distinct enough to satisfy all subjects.
- **\* Subject Name:** eg. *Water Sports*
- **Description**

Click **Create** when you're finished and the code will automatically be added to the list.

This is where you will find lists of the industry standard categorisation codes. BICs are for the UK market (illustrated in the picture below, left); BISACs are for the North American market (illustrated in the picture below, right). Your Stison Title Manager system will be supplied with the most up to date list of codes already uploaded, however you must bear in mind that over time, the lists may be adjusted by the industry. The lists on your system may thus become outdated. You can add new BICs and BISACs to your lists through this part of the system when these changes occur.

<b>Dashboard</b>	Search for: <input type="text"/>	Go
<b>Title Management</b>	Create New	
<b>Books</b>		
<b>Contributors</b>	<input type="checkbox"/> Description	<b>Bic Code</b>
<b>Book Sets / Series</b>	<input type="checkbox"/> .Net programming	UMPN
<b>Series</b>	<input type="checkbox"/> 20th century	3JJ
<b>Sets</b>	<input type="checkbox"/> 20th century & contemporary classical music	AVGC6
<b>Categorisation</b>	<input type="checkbox"/> 20th century history: c 1900 to c 2000	HBLW
<b>Subjects</b>	<input type="checkbox"/> 21st century	3JM
<b>Themes</b>	<input type="checkbox"/> 21st century history: from c 2000 -	HBLX
<b>Categories</b>	<input type="checkbox"/> 2D graphics: games programming	UMKB
<b>Pub. Season</b>	<input type="checkbox"/> 3-D images & optical illusions	WDJ
<b>Book Bic / Bisac</b>	<input type="checkbox"/> 3D graphics & modelling	UGK
<b>Bic Codes</b>	<input type="checkbox"/> 3D graphics: games programming	UMKC
<b>Bisac Codes</b>	<input type="checkbox"/> A/AS Level study & revision guides	4KLR
<b>Production</b>	<input type="checkbox"/> Abnormal psychology	JMP
<b>Sales / Royalties</b>	<input type="checkbox"/> Access	UNSC
<b>Asset Management</b>	<input type="checkbox"/> Accident & emergency medicine	MMK
<b>Reports</b>	<input type="checkbox"/> Accident & emergency nursing	MQCL1
<b>Web Management</b>	<input type="checkbox"/> Accounting	KFC
<b>Onix</b>	<input type="checkbox"/> Accounting law	LNPA
<b>General</b>	<input type="checkbox"/> Accounting software	UFK
	<input type="checkbox"/> Accounting: study & revision guides	KFCX
	<input type="checkbox"/> Acoustic & sound engineering	TTA
	<input type="checkbox"/> Acquisitions & collection development	GLH
	<input type="checkbox"/> Acting techniques	ANC
	<input type="checkbox"/> Active outdoor pursuits	WSZ
	<input type="checkbox"/> Addition & therapy	MMZR
	<input type="checkbox"/> Admissions procedures	JNKA
	<input type="checkbox"/> Adoption	VFKV
	<input type="checkbox"/> Adoption & fostering	JKSF
	<input type="checkbox"/> Adriatic Sea	1QSH
	<input type="checkbox"/> Adult & contemporary romance	FRD
	<input type="checkbox"/> Adult education, continuous learning	JNP
	Page: 1 of 118	1 2 3 4 5 6 7 8 9 10 >

<b>Dashboard</b>	Search for: <input type="text"/>	Go
<b>Title Management</b>	Create New	
<b>Books</b>		
<b>Contributors</b>	<input type="checkbox"/> Description	<b>Bisac Code</b>
<b>Book Sets / Series</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Americana	ANT001000
<b>Series</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Art	ANT002000
<b>Sets</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Autographs	ANT003000
<b>Categorisation</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Books	ANT005000
<b>Subjects</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Bottles	ANT006000
<b>Themes</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Buttons & Pins	ANT007000
<b>Categories</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Canadiana	ANT008000
<b>Pub. Season</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Care & Restoration	ANT009000
<b>Book Bic / Bisac</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Clocks & Watches	ANT010000
<b>Bic Codes</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Coins, Currency & Medals	ANT011000
<b>Bisac Codes</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Comics	ANT012000
<b>Production</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Dolls	ANT015000
<b>Sales / Royalties</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Figurines	ANT016000
<b>Asset Management</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Firearms & Weapons	ANT017000
<b>Reports</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Furniture	ANT018000
<b>Web Management</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / General	ANT019000
<b>Onix</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Glass & Glassware	ANT020000
<b>General</b>	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Jewellery	ANT021000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Kitchenware	ANT022000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Magazines & Newspapers	ANT023000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Military	ANT024000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Non-Sports Cards	ANT025000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Paper Ephemera	ANT026000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Performing Arts	ANT027000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Political	ANT028000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Popular Culture	ANT029000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Pottery & Ceramics	ANT030000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Postcards	ANT031000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Porcelain & China	ANT032000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Pottery & Ceramics	ANT033000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Posters	ANT034000
	<input type="checkbox"/> ANTIQUES & COLLECTIBLES / Pottery & Ceramics	ANT035000
	Page: 1 of 108	1 2 3 4 5 6 7 8 9 10 >

To add a new BIC code:

- Click on **Create New**.

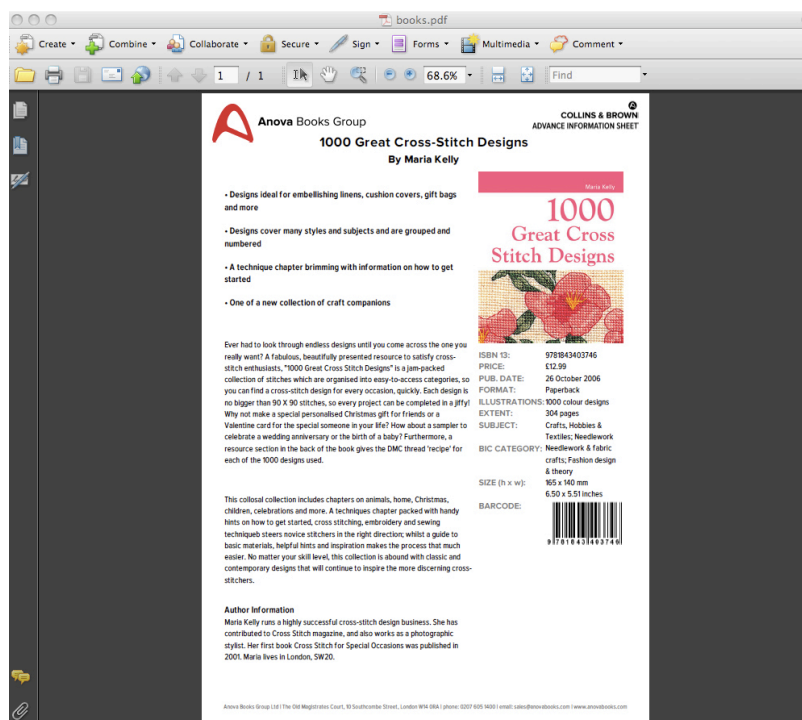
◆ **\* BIC Code:** eg. AVGC6

◆ **BIC Description:** though this is not listed as a mandatory field, it is best to fill in the information as the codes themselves aren't always self explanatory. AVGC6, for instance, is *20th century & contemporary classical music*.

Follow the same instructions when adding BISAC codes.

Once you have finished inputting all of your data, you can then generate an **Advance Information sheet**. The lay-out and template for your AIs will be established by you during the system's development stages and thus configured by Stison. You can choose which fields from the system to include in your AIs, bearing in mind that the mandatory fields for the ONIX messages are a good starting point. To create an AI:

- Go back into the main **Books** screen to the full list of active titles.
- When creating an AI for just one title, search for the book in the **Search for** box; when it comes up on the screen, click on **AI** toward the end of the columns.
- ◆ A new window will come up prompting you to choose the template; click on one of three icons: **HTML**, **Word** or **PDF**.
- ◆ The system will then prompt you to either save the file or open it directly, which is demonstrated in the following picture:



You can also generate more than one AI at a time. Tick the relevant titles and then click on **Generate AI for selected** toward the top of the screen. Note that the AIs are generated in one big file rather than as separate items. Open it or save it, accordingly.

Your system will automatically run through all of your active titles to check the status of the fields, to ensure that you have created ONIX compliant records. It separates the fields into two lists based on Nielsen Book Data's requirements. The headings for the lists are: **Mandatory** and **Non-mandatory**. Beside each item listed is a number within brackets. If the number is 0, then there is no problem. If the number is greater than 0, then you have titles that are missing that information.

Onix Pre-flight Report	
<b>Mandatory</b>	
Titles with no contributors or coporate contributors (1) <a href="#">[view]</a>	
Titles with no ISBN13 (0) <a href="#">[view]</a>	
Titles with not included in onix (or on web) but nearing publication date (0) <a href="#">[view]</a>	
Titles with no product form set (0) <a href="#">[view]</a>	
Titles with no audience code (43) <a href="#">[view]</a>	
Titles with no BIC codes [UK] (2303) <a href="#">[view]</a>	
Titles with no BISAC codes [US] (1) <a href="#">[view]</a>	
Titles with no publication date (1) <a href="#">[view]</a>	
Titles with no expected ship date or expected ship date in the past (386) <a href="#">[view]</a>	
Titles with no status set (0) <a href="#">[view]</a>	
Titles with no number of pages (6) <a href="#">[view]</a>	
Titles with no country of publication (2302) <a href="#">[view]</a>	
Titles with no price in CAD (29) <a href="#">[view]</a>	
Titles with no sales rights (7) <a href="#">[view]</a>	
<b>Non-mandatory</b>	
Titles with no width or height (86) <a href="#">[view]</a>	
Titles with no thickness (86) <a href="#">[view]</a>	
Titles with no weight (8) <a href="#">[view]</a>	
Titles with no number of pages set (6) <a href="#">[view]</a>	
Titles with no main description (405) <a href="#">[view]</a>	
Titles with no short description (453) <a href="#">[view]</a>	
Titles with a short description longer than 370 characters (47) <a href="#">[view]</a>	
Titles with no thumbnail (2299) <a href="#">[view]</a>	

Click on **View** and a list of the titles missing the information will be displayed. Click on them each individually to update the data.

You will use **ONIX Pre-Flight** immediately after an initial import of your full title information to the Stison Title Manager system.

After the initial import, it is good practice to check this part of the system every month or indeed immediately after you add a new title to the system to make sure all is correct. It's much easier to correct mistakes as you go along rather than going back at the end of several months and having to update information for many titles at one time.

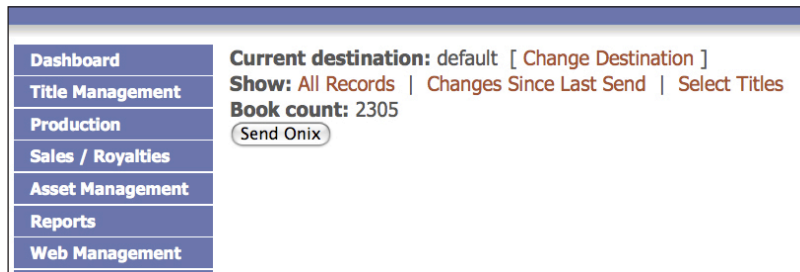
When you are finished checking through the **ONIX Preflight**, move into the **ONIX Destinations** tab.



This is the part of your system where you can list the recipients of your ONIX feeds. Click on **Create New** to establish a destination and fill in the following:

- \* **Destination Name:** The organisation receiving your feeds, eg. *Nielsen Book Data*.
- \* **Sender Details:** This drop-down menu will be populated on your system by Stison and is based on the people in your company responsible for sending ONIX messages. Choose the relevant name.
- \* **Destination Type:** You can send ONIX messages direct to FTP sites or over email.
- \* **Host:** This is where you put the FTP site URL.
- \* **User Name:** This is provided by the recipient of your messages.
- \* **Password:** This is provided by the recipient of your messages.
- **Path:** This relates to specific folders within a recipient's FTP site. Nielsen, for instance, has a folder for **Images** and a folder for **Data**.
- **Notify email(s):** If there are recipients who need to be informed when a feed is uploaded to their FTP site, add their details here and an email will go out as a matter of course.
- **Encoding:** The default is UTF 8. This is generic coding and can take on any character set. The recipients of your ONIX messages will tell you what they prefer.
- **Tag Format:** Recipients will tell you whether they prefer **Short** or **Long**.
- **Unicode Accepted:** This will automatically be ticked; leave as is.
- **Clear Last Timestamp:** This is the date/time when a feed was last sent and ensures subsequent feeds include only new titles or titles that have had changes made to their records. By ticking this option you tell your system to send a full title file on next send.
- **Send Updates:** Establish how often your system generates and sends feeds out. The **Once** option is used for test files to establish your ONIX compatibility. After a feed goes out once, the system will update this field to **Off**. When your files are approved, then you can set a feed to go out either **Daily**, **Weekly** or **Monthly**. These all run on Saturdays.

Your Title Manager system is set up to generate ONIX messages automatically on a schedule, and to send them out to the recipients established in the **ONIX Destinations** tab as described above. You can, however, generate separate ONIX messages yourself if the need ever arises. To do so:



- **Current Destination:** This field is pulling in information about encoding and tag setting, in other words items **Tag Format** and **Unicode Accepted**, as described above. If Nielsen Book Data, for instance, prefers to have UTF 8 and Short tags, then the ONIX message generated by establishing Nielsen as your **Current Destination** in this screen will be in UTF 8 and will have short tags.
- **Show:** There are three options here to establish which records you want in your ONIX message:
  - ◆ **All Records:** By clicking on this you will send a full title feed.
  - ◆ **Changes Since Last Send:** When you click on this option, the number under the **Book Count** field will change to reflect a smaller set of titles rather than the complete set of titles on your system.
  - ◆ **Select Titles:** When you click on this option, your list of active titles will come up. You can then choose the relevant books manually. You can see the **Book Count** at the top of the page increasing and decreasing as you tick and untick the titles.
- **Send ONIX:** Once you are satisfied with the type of feed you are generating, click on **Send Onix** and the system will prompt you to save your ONIX message somewhere on your computer. Remember, this ONIX message will not go out directly to any of your recipients; this is a way for you to generate a message that you can then send out yourself at a later date.



This can be harmful to your system, so it's a support function at present. Stison's current turnaround for an ONIX load is 1 day. This time is used to check the new data will not harm/corrupt the current data.

## Further Reading

There are many documents available online that provide further details about the digital supply of bibliographic data. We have found the following documents to be the most useful:

- 1) [http://www.bisg.org/docs/Best\\_Practices\\_Document.pdf](http://www.bisg.org/docs/Best_Practices_Document.pdf)  
This document was created jointly by the Book Industry Study Group (New York) and Book Industry Communication (London). It is the most user friendly of the ONIX manuals.
- 2) [http://www.nielsenbookdata.co.uk/uploads/BookData\\_ONIX\\_Guidelines\\_V3\\_2.pdf](http://www.nielsenbookdata.co.uk/uploads/BookData_ONIX_Guidelines_V3_2.pdf)  
This document lays out Nielsen Book Data's specific ONIX requirements.
- 3) [http://www.nielsenbookdata.co.uk/uploads/Prov%20Jacket\\_Cov%20Images.pdf](http://www.nielsenbookdata.co.uk/uploads/Prov%20Jacket_Cov%20Images.pdf)  
This document lays out Nielsen Book Data's image specs.
- 4) [http://www.bowker.com/products/DataSubmissionGuide\\_ONIX.pdf](http://www.bowker.com/products/DataSubmissionGuide_ONIX.pdf)  
This document lays out Bowker's specific ONIX requirements.