

ONIX delivery guidelines



About ONIX

ONIX (**ON**line **I**nformation **eX**change) is a standard metadata format developed by EDItEUR using XML to communicate information of book industry products in electronic form. For the two current ONIX versions (3.0 and 2.1) we created guidelines for you which should help you to include all the important information into your ONIX message. By improving your metadata quality the discoverability and ultimately the sales of your products will increase by far. With our implemented standards we want to enable you to present your products at their best and therefore generate maximum turnover. In addition, we strongly advise you to update the metadata frequently to make sure that the shops can sell your products without any problems.

To check if you provide all metadata needed you can use our short checklist with the most important metadata or use the following in depth table with every relevant ONIX tag. To simplify the checkup for you, we ranked in the column "importance" the different ONIX tags in the following three categories:

1. Mandatory
2. Strongly advised
3. Optional (give as much information as possible)

Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Product identifier	<productidentifier> <b221> <b244>	<ProductIdentifier> <ProductIDType> <IDValue>	1 1 1	To incorporate at least one EAN or ISBN is mandatory but you can include more if you like. For the ProductIDType you can choose between different values presented in this list ("03"=EAN, "15"=ISBN). Example: <productidentifier> <b221>15</b221>= ISBN <b224>9781408855669</b224> </productidentifier>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Format (Product form)	<b012> <b333>	<ProductForm> <ProductFormDetail>	1 2	<p>For both of those tags you can choose the fitting format value out of these lists:</p> <ul style="list-style-type: none"> - ProductForm: list - ProductFormDetail: list <p>It is only mandatory to send us the ProductForm, but if you want to be more specific you can supplement it by adding the ProductFormDetail tag. This might be most relevant for audiobooks as well as calendars.</p> <p>Example: <b012>PC</b012>= Calendar <b333>P108</b333>= Advent calendar</p>
EU Toy Safety Hazard Warning	<productformfeature> <b334> <b335> <b336>	<ProductFormFeature> <ProductFormFeatureType> <ProductFormFeatureValue> <ProductFormFeatureDescription>	2 2 2 2	<p>If you send us nonbook products, it is required to include the tags for the EU Toy Safety Hazard Warnings. Use "13"= <i>EU Toy Safety Hazard warning</i> for the ProductFormFeatureType. You can find the different values for the ProductFormFeatureValue in this list.</p> <p>Example: <productformfeature> <b334>13</b334>= EU Toy Safety Hazard warning <b335>03</b335>= 'Unsuitable for children ages 0–3' warning <b336> Not suitable for children under 36 months </b336> </productformfeature></p>

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Tariff number	<pre><productclassification> <b274> <b275></pre>	<pre><ProductClassification> <ProductClassificationType> <ProductClassificationCode></pre>	<p>1</p> <p>1</p> <p>1</p>	<p>We ask you to incorporate the matching tariff numbers to ensure uncomplicated international trading. Insert "04"= <i>Warenverzeichnis für die Außenhandelsstatistik</i> into the ProductClassificationType. You can find a helpful website with the different tariff numbers here.</p> <p>Example:</p> <pre><productclassification> <b274>04</b274>= German export trade classification <b275>49030000</b275>= Children, picture, drawing </productclassification></pre>
Series/Collection	<p>ONIX 2.1:</p> <pre><series> <seriesidentifier> <b273> <b244> <b018> <b019></pre>	<p>ONIX 2.1:</p> <pre><Series> <SeriesIdentifier> <SeriesIDType> <IDValue> <TitleOfSeries> <NumberWithinSeries></pre>	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p>	<p>When you send us a series tag please include the SeriesIDType (2.1) or CollectionIDType (3.0) to differentiate between "01"= <i>proprietary, publisher's own series ID</i> and "04"= <i>German Books in Print series ID, maintained by VLB</i>.</p> <p>ONIX 2.1:</p> <pre><series> <seriesidentifier> <b273>01<b273>= Publisher's own series ID <b244>1234-5678</b244> </seriesidentifier> <b018>Game of Thrones</b018> </series></pre> <p>...</p>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Series/Collection	ONIX 3.0: <collection> <x329> <collectionidentifier> <x344> <b233> <b244> <titledetail> <b202> <titleelement> <x409> <x410> <b203>	ONIX 3.0: <Collection> <CollectionType> <CollectionIdentifier> <CollectionIDType> <IDTypeName> <IDValue> <TitleDetail> <TitleType> <TitleElement> <TitleElementLevel> <PartNumber> <TitleText>	2 2 2 2 2 2 2 2 2 2 2 2	... ONIX 3.0: Sending a series/collection code with ONIX 3.0 gives you the chance to provide much more detailed information. For the following tags you can choose the fitting values in these lists: <ul style="list-style-type: none"> - CollectionType: list ("10"=Publisher collection) - TitleElementLevel: list ("02"=Collection-Level) - TitleType: list ("01"=Distinctive title) Example: <collection> <x329>10</x329> = publisher collection <collectionidentifier> <x344>01</x344>= publisher's own series ID <b233>Harper Collins Publ. UK</b233> <b244>12345678</b244> </collectionidentifier> <titledetail> <b202>01</b202>= distinctive title <titleelement> <x409>02</x409>= collection-level <x410>Volume 1</x410> <b203>Game of Thrones</b203> </titleelement> </titledetail> </collection>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Title	<title> <b202> <b203> <b029>	<Title> <TitleType> <TitleText> <Subtitle>	1 1 1 2	The maximum length of the TitleText is 255 characters. Be sure to keep your title shorter than that. For the TitleType you can choose between different values represented in this list ("01"= <i>Distinctive title</i>). Example: <title> <b202>01</b202>= distinctive title <b203>12 Rules for Life</b203> <b029>An Antidote to Chaos</b029> </title>
Contributor	<contributor> <b035> <b044> <b037> <b036>	<Contributor> <ContributorRole> <BiographicalNote> <PersonNameInverted> <PersonName>	1 1 2 1 2	It is important to check if the names were assigned to the right ContributorRole as well as the spellings and middle names or initials are consistent. If the names are spelled differently it becomes difficult for us to connect all titles to one contributor. You can choose the different roles for the tag ContributorRole in this list . The most important roles are: "A01"= <i>Author</i> "B01"= <i>Editor</i> "A12"= <i>Illustrator</i> "B06"= <i>Translator</i> "E07"= <i>Read by (for audiobooks)</i> ...

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Contributor				<p>...</p> <p>When you want to add a BiographicalNote to a contributor you should always include the name of the contributor as well as write a continuous text. Do not include links to other websites, because of the risk of drawing the attention away from the product.</p> <p>Example:</p> <pre><contributor> <b035>A01</b035>= Author <b037>Holker, Ralf Maria</b037> <b036>Ralf Maria Holker</b036> <b035>A06</b035>= Composer <b044> Beethoven was born in Bonn, then the capital of the Electorate of Cologne and part of the Holy Roman Empire... </b044> <b037>Beethoven, Ludwig van</b037> <b036>Ludwig van Beethoven</b036> </contributor></pre>
Edition	<b057>	<EditionNumber>	2	<p>The edition information is ignored in connection with the fiction genre. Only non-fiction titles should have the edition number. You can use only one value and NoEdition will be ignored.</p> <p>Example:</p> <pre><b057>3</b057>= Third Edition</pre>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Language	<language> <b253> <b252>	<Language> <LanguageRole> <LanguageCode>	1 1 1	Values for the tags are in these lists: <ul style="list-style-type: none"> - LanguageRole: List - LanguageCode: List Example: <language> <b253>01</b253>= Language of text <b252>ENG</b252>= English </language>
Number of Pages	ONIX 2.1 <b061> ONIX 3.0 <descriptivedetail> <extent> <b218> <b219> <b220>	ONIX 2.1 <NumberOfPages> ONIX 3.0 <DescriptiveDetail> <Extent> <ExtentType> <ExtentValue> <ExtentUnit>	2 2 2 2 2	ONIX 2.1: <b061>367</b061> ONIX 3.0: Values for the tag ExtentType are: <ul style="list-style-type: none"> - "00"= Main content page count - "09"= Duration Values for the tag ExtentUnit are: <ul style="list-style-type: none"> - "03"= Pages - "06"= Seconds - "11"= Number of tracks Example: <descriptivedetail> <extent> <b218>00</b218> <b219>752</b219> <b220>03</b220> </extent> </descriptivedetail>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Subject Codes	<mainsubject> <b191> or <subject> <b067> <b069> <b070>	<MainSubject> <MainSubjectSchemeIdentifier> or <Subject> <SubjectSchemeIdentifier> <SubjectCode> <SubjectHeadingText>	1 1 2 2 2 2	<p>Either SubjectCode or SubjectHeading (or both) has to be present in each occurrence of a Subject composite. You should at least add one MainSubject (preferably a THEMA-classification-subject (BISAC, BIC possible)). Remember to be as specific as possible when choosing a subject.</p> <p>Popular values for the MainSubjectSchemeIdentifier (List):</p> <ul style="list-style-type: none"> - <i>THEMA: 93</i> - <i>BISAC: 10</i> - <i>BIC: 12</i> <p>Example:</p> <pre><mainsubject> <b191>93</b191>= THEMA <b069>WFTM</b069> <b070>Origami & paper engineering</b070> </mainsubject></pre> <p>Values for the SubjectSchemeIdentifier are in this List ("20"=Keywords).</p> <p>By using keywords you are able to describe your product in a more detailed way.</p> <p>Example:</p> <pre><subject> <b067>20</b067>= Keyword <b70>keyword1; keyword2</b70> </subject></pre>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Audience Code	<code><audiencerange></code> <code><b074></code> <code><b075></code> <code><b076></code>	<code><AudienceRange></code> <code><AudienceRangeQualifier></code> <code><AudienceRangePrecision></code> <code><AudienceRangeValue></code>	2 2 2 2	<p>By giving information about the audience for your product you make sure, that it is presented to the intended consumers and therefore increase its sales. Especially for children and YA novels.</p> <p>Please use for the AudienceRangeQualifier "18"= <i>reading age, years</i> (List). If you want to give a recommended age in months, continue to use this value and insert the corresponding decimal number (0.75 = 9 months).</p> <p>Considering the AudienceRangePrecision you can choose between:</p> <p>"01"= <i>exact</i> "03"= <i>from</i> "04"= <i>to</i></p> <p>Example:</p> <pre><audiencerange> <b074>18</b074>= Reading age, years <b075>03</b075>= From <b076>8</b076> <b075>04</b075>= To <b076>10</b076> </audiencerange></pre>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Supporting Texts	ONIX 2.1 <othertext> <d102> <d103> <d104>	ONIX 2.1 <OtherText> <TextTypeCode> <TextFormat> <Text>	2 2 2 2	<p>Sending descriptive texts with your product gives the consumer more information which helps to decide whether to buy it. This leads to a positive customer experience.</p> <p>ONIX 2.1: The most important values for the TextTypeCode are (list):</p> <ul style="list-style-type: none"> - "01"= Main description - "02"= Short description - "23"= Excerpt from book <p>The preferred value for the TextFormat is "06"= Default text format ("05"= XHTML possible, list).</p> <p>Hierarchy:</p> <ol style="list-style-type: none"> 1. "01" main description: TextFormat: "02", "06", none 2. "02" short description: TextFormat: "02", "01", none 3. "23" excerpt from book: TextFormat: "02", <p>Example:</p> <pre> <othertext> <d102>02</d102>= Short description <d103>06</d103>=Default text <d104> BRITISH ENGLISH, A TO ZED is the thoroughly... </d104> </othertext> </pre> <p>...</p>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Supporting Texts	ONIX 3.0 <collateraldetail> <textcontent> <x426> <x427> <d104>	ONIX 3.0 <CollateralDetail> <TextContent> <TextType> <ContentAudience> <Text>	2 2 2 2 2	... ONIX 3.0: Using ONIX 3.0 gives you the opportunity to address the text to a certain audience by using the tag ContentAudience . The most important values are (list): <ul style="list-style-type: none"> - "00"= Unrestricted - "03"= End-consumers TextType values are (list): <ul style="list-style-type: none"> - "02"= Short description - "03"= Description - "14"= Excerpt Example: <collateraldetail> <textcontent> <x426>02</x426>= Short Description <x427>00</x427>= Unrestricted <d104 language="eng"> BRITISH ENGLISH, A TO ZED is the thoroughly updated, revised, and expanded third edition of Norman Schur's highly acclaimed transatlantic dictionary for English speakers. </d104> </textcontent> </collateraldetail>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Country of Manufacture	ONIX 2.1 <othertext> <d102> <d103> <d104>	ONIX 2.1 <OtherText> <TextTypeCode> <TextFormat> <Text>	1 1 1 1	<p>ONIX 2.1: Please use value "99"= <i>Country of final manufacture</i> for the tag TextTypeCode and "06"= <i>Default text format</i> for the TextFormat. Make sure to choose the right country code (ISO 3166-1, list) in the Text (2.1) / CountryOfManufacture (3.0) tag.</p> <p>Example: <othertext> <d102>99</d102>= Country of final manufacture <d103>06</d103>= Default text format <d104>CA</d104>= Canada </othertext></p>
	ONIX 3.0 <x316>	ONIX 3.0 <CountryOfManufacture>	1	<p>ONIX 3.0: <x316>CN</x316>= China</p>
Publisher	ONIX 2.1 <publisher> <b241> <b243> <b081>	ONIX 2.1 <Publisher> <NameCodeType> <NameCodeValue> <PublisherName>	1 1 1 1	<p>Only one Publisher element is supported.</p> <p>ONIX 2.1: <publisher> <b241>01</b241>= Proprietary <b243>123XYZ</b243> <b081>Publishing House XY</b081> </publisher></p> <p>...</p>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
	ONIX 3.0 <publishingdetail> <imprint> <imprintidentifier> <x445> <b079> <publisher> <publisheridentifier> <x447> <b081> <b244>	ONIX 3.0 <PublishingDetail> <Imprint> <ImprintIdentifier> <ImprintIDType> <ImprintName> <Publisher> <PublisherIdentifier> <PublisherIDType> <PublisherName> <IDValue>	1 2 2 2 2 1 1 1 1 1	... ONIX 3.0: <publishingdetail> <imprint> <imprintidentifier> <x445>01</x445>= Proprietary <b244>123XYZ</b244> </imprintidentifier> <b079>ImprintXY</b079> </imprint> <publisher> <publisheridentifier> <x447>01</x447>= Proprietary <b244>ABC789</b244> </publisheridentifier> <b081> Publishing House XY</b081> </publisher> </publishingdetail>
Publication Date	ONIX 2.1 <b003>	ONIX 2.1 <PublicationDate>	1	The publication date is the day on which the product is publicized. Remember to use the right format: YYYYMMDD.. If the date changes be sure to update us as soon as possible. ONIX 2.1: <b003>20170815</b003>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Publication Date	ONIX 3.0 <publishingdetail> <publishingdate> <x448> <b306>	ONIX 3.0 <PublishingDetail> <PublishingDate> <PublishingDateRole> <Date>	1 1 1 1	... ONIX 3.0: Please use the value "01" = <i>Publication Date</i> for the tag PublishingDateRole . Example: <publicationdetail> <publishingdate> <x448>01</x448>= Publication Date <b306>20170815</b306> </publishingdate> </publicationdetail>
Sales rights	ONIX 2.1 <salesrights> <b089> <b090>	ONIX 2.1 <SalesRights> <SalesRightsType> <RightsCountry>	3 3 3	If nothing is specified, the sale is permitted in all countries. ONIX 2.1: Values for SalesRightTypes are: <ul style="list-style-type: none"> - "01" or "02" = <i>for sale</i> - "03" = <i>not for sale</i> Example: <salesrights> <b089>01</b089>= Available with exclusive rights in <b090>GB IE AU</b090>= UK, Ireland, Australia </salesrights>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Sales rights	ONIX 3.0 <publishingdetail> <salesrights> <b089> <territory> <x449>	ONIX 3.0 <PublishingDetail> <SalesRights> <SaleRightsType> <Territory> <CountriesIncluded>	3 3 3 3 3	... ONIX 3.0: The tags RegionsIncluded and RegionsExcluded are not supported. Values for SalesRightType are: - "01" or "02" = for sale - "03" = not for sale Example: <publishingdetail> <salesrights> <b089>01</b089>= Available with exclusive rights in <territory> <x449>GB IE AU</x449> UK, Ireland, Australia </territory> </salesrights> </publishingdetail>
Related Product	ONIX 2.1 <relatedproduct> <h208> <productidentifier> <b221> <b224>	ONIX 2.1 <RelatedProduct> <RelationCode> <ProductIdentifier> <ProductIDType> <IDValue>	3 3 3 3 3	The most important Values for the tag RelationCode (2.1) and ProductRelationCode (3.0) are (list): - "03" = Replaces - "05" = Replaced by - "06" = Alternative format - "13" = Epublication based on (print product) Values for ProductIDType : - "03" = GTIN-13 - "15" = ISBN-13 ...

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Related Product	ONIX 3.0 <relatedmaterial> <relatedproduct> <x455> <productidentifier> <b221> <b224>	ONIX 3.0 <RelatedMaterial> <RelatedProduct> <ProductRelationCode> <ProductIdentifier> <ProductIDType> <IDValue>	3 3 3 3 3 3	... ONIX 2.1: <relatedproduct> <h208>06</h208>= Alternative format <productidentifier> <b221>15</b221>= ISBN-13 <b244>9780141346045</b244> </productidentifier> </relatedproduct> ONIX 3.0: <relatedmaterial> <relatedproduct> <x455>03</x455>= Replaces <productidentifier> <b221>15</b221>= ISBN-13 <b224>9780141346045</b224> </productidentifier> </relatedproduct> </relatedmaterial>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Availability	ONIX 2.1 <supplydetail> <j141> and/or <supplydetail> <j396>	ONIX 2.1 <SupplyDetail> <AvailabilityCode> and/or <SupplyDetail> <ProductAvailability>	1 1 1 1	<p>ONIX 2.1: You can choose the values for the AvailabilityCode tag from this list.</p> <p>Example: <supplydetail> <j141>IP</j141>= available </supplydetail> and/or <supplydetail> <j396>10</j396>= not yet available </supplydetail></p>
	ONIX 3.0 <productsupply> <supplydetail> <j396>	ONIX3.0 <ProductSupply> <SupplyDetail> <ProductAvailability>	1 1 1	<p>ONIX 3.0: You can find the values for the ProductAvailability tag in this list.</p> <p>Example: <productsupply> <supplydetail> <j396>20</j396>= available </supplydetail> </productsupply></p>

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Price Type	ONIX 2.1 <supplydetail> <price> <j148> ONIX 3.0 <productsupply> <supplydetail> <price> <x462>	ONIX 2.1 <SupplyDetail> <Price> <PriceTypeCode> ONIX 3.0 <ProductSupply> <SupplyDetail> <Price> <PriceType>	1 1 1 1 1 1 1	Values for the PriceTypeCode (2.1) and the PriceType (3.0) tag are (list , other price types will be ignored): <ul style="list-style-type: none"> - "02"= RRP including tax - "04"= Fixed retail price including tax ONIX 2.1: <supplydetail> <price> <j148>02</j148>= RRP including tax </price> </supplydetail> ONIX 3.0: <productsupply> <supplydetail> <price> <x462>02</x462>= RRP including tax </price> </supplydetail> </productsupply>
Price Amount	<supplydetail> <price> <j151>	<SupplyDetail> <Price> <PriceAmount>	1 1 1 1	Use a comma or a dot for the price information, if the price has fractional digits. ONIX 2.1: <supplydetail> <price> <j151>18.99</j151> </price> </supplydetail> ...

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Attributes	ONIX: short tags (2.1 & 3.0)	ONIX: reference name (2.1 & 3.0)	Importance	Description with Example
Price Amount				<p>...</p> <p>ONIX 3.0:</p> <pre><productsupply> <supplydetail> <price> <j151>18.99</j151> </price> </supplydetail> </productsupply></pre>
Currency	<pre><supplydetail> <price> <j152></pre>	<pre><SupplyDetail> <Price> <CurrencyCode></pre>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>Please send the transaction currency defined in the contract agreement.</p> <p>ONIX 2.1:</p> <pre><supplydetail> <price> <j152>EUR</j152> </price> </supplydetail></pre> <p>ONIX 3.0:</p> <pre><productsupply> <supplydetail> <price> <j152>USD</j152> </price> <supplydetail> </productsupply></pre>

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How to send us your ONIX message

FTP-Server:

Please send us your title data using our FTP-Server. All you need to do is install a FTP-Program. We only distribute the access data to the server to our affiliates/contractual partners. If you use a service company to send us your data, you will have to pass on the access data yourself.

In case of not being able to connect to the server, please send us a short email including your IP-address. We will unlock the server for your IP as soon as possible.

Sending us your ONIX-data, you have to remember that we can only use data in the .xml format and cannot process zipped data.

The metadata as well as the covers should be sent as soon as they are available to enable customers to preorder your products. To make sure everything runs smoothly we ask you to upload the files at least 10 days before the publishing date on the server.

Access:

Please contact us for your access data.

How to send us Pictures

Technical Standards	Naming Standards
<p>Format: JPG, TIF or PNG Resolution: 72 dpi (minimum) Height: 700 pixel (minimum) Color space: sRGB</p>	<p>Cover pictures: <ISBN>.JPG</p> <ul style="list-style-type: none">- do not include any special characters (e.g. dashes)- example: 9783421051349.JPG <p>Pictures: <ISBN>_<order>.JPG</p> <ul style="list-style-type: none">- do not include any special characters (e.g. dashes)- examples: 9783421051349_01.JPG, 9783421051349_02.JPG

Contact us

For questions concerning...

- ...title data: novitaeten@libri.de