



Gibson Publishing Connections

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Digital File Conversion Services Price List

codeMantra will convert Publisher content from virtually any source medium to any structured format required for digital distribution, print output, or archiving at the following prices:

Output Format	Standard Pricing		Collection Point or QuickStart Clients	
	Per page	Minimum	Per page	Minimum
All formats	\$1.50	\$ 450	\$ 1.25	\$ 375
XML + epub + uPDF	\$1.25	\$ 375	\$ 1.10	\$ 330
XML + epub + POD	\$1.15	\$ 365	\$ 1.10	\$ 330
XML + epub	\$1.05	\$ 345	\$ 1.00	\$ 300
XML Only	\$0.78	\$ 250	\$ 0.75	\$ 225
epub Only	\$0.58	\$ 165	\$ 0.50	\$ 150
uPDF Only	\$0.28	\$ 85	\$ 0.25	\$ 40
POD Only	\$0.28	\$ 85	\$ 0.25	\$ 40

Terms

These prices are effective March 1, 2012. All prices are shown in Canadian dollars.

Minimum order for new epub clients: \$1000, payable in advance.

The above pricing for ePub and XML conversion is not applicable for Multi-columnar text or byte-intensive titles exceeding 4k bytes per page or for mathematical content. In these cases, pricing will be provided upon review of samples.

Turnaround Time: Ten business days from receipt of source materials at the codeMantra production facility in India.

These services are invoiced by codeMantra. Invoices are due and payable upon receipt of finished work.

Source formats: There is no charge for conversion from digital sources (PDF, Word, Indesign, etc.)

For conversion from hardcopy sources, there is a \$.10/page surcharge.

For conversion from raster image PDF there is a \$.10/page surcharge.

Non-destructive scanning of print books is available on request at a surcharge of \$.25/page. With this option, books are returned undamaged after production.

Delivery of Source Materials to GPC

Publisher will deliver source files to GPC on a secure ftp site established by GPC. Where printed books are supplied as source files, these must be delivered at Publisher expense to codeMantra's conversion facility in Chennai, India.

Delivery of Converted Files by GPC

Converted files will be lodged on designated Publisher sites on the Collection Point system. Publisher will be given access to the system without charge for a 30-day period following delivery for download to local storage as well as other uses, such as file distribution to retailers and distribution partners. No warranties are made for the Collection Point system other than as a means of conveyance of finished files. Publisher may alternatively request that converted files be delivered by mailed DVD at an extra charge of \$5/title, with a minimum charge of \$200.

Explanatory Notes

What is PubXML?

XML (Extensible Markup Language) is a general specification for creating custom markup languages. Having a work in XML gives a publisher the basis for creating a variety of outputs, including all those listed below as well as specialized formats like large-print. It also gives a publisher the basis for creating “chunks” or segmented renditions of content. As the ebook world develops, sales by chapter will become possible; the XML format supports this option. For more information on XML, see <http://en.wikipedia.org/wiki/XML>.

The DTD behind the XML (http://en.wikipedia.org/wiki/Document_Type_Definition) provides the schema (rules or “intelligence”) needed to use the XML. In this project, the DTD to be used will be PubXML, which is a simplified rendition of the DocBook DTD (<http://en.wikipedia.org/wiki/DocBook>) – a generalized DTD designed for books. More information on PubXML may be found at <http://www.codemantra.com/pubxml.htm>.

What is .ePUB?

The .ePUB container format is the new standard for digital books created by the International Digital Publishing Forum (<http://idpf.org/>) in 2007. Using .epub allows publishers to produce and send a single file to portable and retail distribution partners and offer consumers interoperability between software/hardware for digital books. In technical terms, ePUB is an extensible XML format for reflowable digital books and publications.

.ePUB is now the defacto standard for all portable devices as well as trade distributors like Indigo (Shortcovers) and Amazon. Further information may be found at <http://bookworm.oreilly.com/> and elsewhere.

ePUB provided by codeMantra will conform to the version of EpubCheck current as of the date of conversion. As of November 2010 this is version 1.05, which can be found at <http://code.google.com/p/epubcheck>.

.ePUB has now been adopted by the most portable device providers manufacturers, including Adobe, Sony and Mobipocket (Amazon) as well as many online vendors, such as Kobo. However, many vendors impose special requirements on standard ePUB, which means that it may not be acceptable by the vendor in its standard form. Before converting to ePUB only, publishers should verify that their intended distributor accepts it.

What is Universal PDF?

This is an enhanced form of PDF which is designed to meet all the requirements of online book distributors, and to provide navigational and other features normally lacking from Print PDFs to improve the online user experience.

Characteristics of the Universal PDF:

Properly embedded fonts	Cover page cleaned up and inserted
Cropped registration marks	Linked endnotes
Image and text disclaimers	Linked external URLs
Bookmarked table of contents	Images optimized for web delivery
Linked table of contents (to three levels)	Indices linked
Headings linked to table of contents (to 3 levels)	Complimentary file delivery to all distributors

There is more information on the Universal PDF at <http://www.codemantra.com/universalpdf.htm>.

Summary

Since the purpose of file conversion is to enhance distribution and generate new sources of revenue, it is important to consider the requirements of ebook distributors in determining which formats to create. On the next page is a list of ebook distributors, showing the formats they require.

Publishers seeking to maximize their revenues from online and ebook distribution channels need to select at least 2 formats: XML and uPDF. uPDF because it provides a high-quality PDF ready for use by many distributors, And XML because it is the “stem-cell” format. From XML, specialized formats, including ePUB customized to individual distributor requirements, can be rendered.