

Prepare for the upcoming Google eBooks launch in Canada

[Excerpted from a newsletter circulated by Google to Canadian publishers in March 2011]

There are a few things you can do to ensure that you are prepared when the Google eBooks features have been enabled in your Partner Program account.

Please review the following instructions and take action now:

1. Gather a list of titles for which you hold the digital rights.
2. Use a spreadsheet to compile the relevant settings for the books you plan to sell as Google eBooks. Basic Google eBook settings include:
 - o eBook list price (tax-exclusive)
 - o Print list price (tax-exclusive)
 - o On-sale date
 - o Territories to associate with your prices

Read more about [Google eBook settings](#).

3. Upload high-quality PDFs for all books you intend to sell, if available. You can do this right now from the **Upload/Ship Books** page in your account, which will improve the user experience in the Preview Program and get the books ready for future sale.

View instructions for [using the Uploader](#).

4. If you have ePub files for the books, make sure they meet our specifications and get ready to upload them when this feature is available in your account. Note that even if you have an ePub, we need the PDFs as well if possible. We're happy to sell your book even if you're only able to provide an ePub, but giving the reader a choice of either viewing mode will make for the best user experience.

You can read more information about [ePub and digital file formats](#).

5. Add books to the Google Books Partner Program that are not available yet. If there are titles that you'd like to sell as Google eBooks that you haven't yet submitted in your account, we recommend that you do this as soon as possible. As you may know, it takes a few weeks to process files and settings for titles to be displayed on Google Books. Submitting the titles early will help initiate processing sooner.

Review steps for [adding new books](#) to the preview program.

We recommend taking the above actions as soon as possible, even if the Google eBooks features haven't been rolled out to your account yet. It's important to have this information ready so that when we enable the Google eBooks features in your account, we can begin processing the settings and files as soon as possible.