



Gibson Publishing Connections

Improving Digital Content Distribution with the Universal PDFSM

OVERVIEW:

The PDF file specifications of electronic distribution channels are as numerous as they are varied; and have required publishers to convert their content multiple times to ensure broad delivery. The Universal PDFSM solution from codeMantra allows publishers to have one fully-compliant file created for twelve of the leading electronic book distributors, as well as awareness services such as Amazon's Search Inside and Google Book Search.

CONTENT EXPOSURE:

With the financial hurdle of multiple conversions removed, publishers are now enabled to distribute content easily and cost-effectively. Having been validated by Gibson Library Connections, ebrary, NetLibrary, OverDrive, ebooks.com/EBL, MyiLibrary, Follett, EBSCO, World eBook Library, Google, Amazon, Lightning Source and Adobe, the Universal PDF opens content to wide distribution in one step.

UNIVERSAL PDF SPECIFICATIONS:

The codeMantra Universal PDF includes all of the following features, thereby ensuring acceptance by most electronic content distributors:

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

INPUT FORMATS:

- Print PDF
- HTML
- XML
- QuarkXpress
- Adobe PageMaker
- Adobe FrameMaker
- Adobe InDesign
- Ventura
- Microsoft Word
- TeX
- LaTeX

PRICING:

With the codeMantra Universal PDF, production costs are reduced by as much as 70% when delivered to multiple channels. Discuss your specific savings with your representative.

To discuss how the Universal PDF can benefit you, please contact:

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Universal PDFSM

Frequently Asked Questions

What is the Universal PDFSM?

The standard **Universal PDFSM** is technically a vector PDF file, also referred to as PDF Normal. This means that all of the text and graphics are contained in the top layer of the PDF, the layer that is visible to the user. One of the main benefits of this type of file is that the quality of the PDF Normal is very high. The text is clear and crisp at any zoom, the graphics are the same as the original. It is this text that will be searchable from the PDF Normal file. The file size is also very manageable, usually between <1 MB and 5 MB, depending on number of pages and number of graphics. Essentially, the PDF Normal file is the text and graphics in a format that allows for complex layout in a portable format. This format is certified for us with the following distributors: NetLibrary, ebrary, OverDrive, ebooks.com/EBL, EBSCO, Follett, World eBook Library, Google, Amazon, LightningSource and Adobe.

What is the Universal Image PDFSM?

The **Universal Image PDFSM** is technically a raster PDF file, also referred to as PDF Image w/ Hidden Text or PDF Searchable Image. This format is strictly scanned images that have been wrapped into a PDF file. Additionally, there has been a text layer created through an OCR process that is not visible to the user, but will enable full text search of the PDF file. The search results will be dependant on the accuracy of the hidden text layer. There can also be artifacts of the scan process visible to the user – dirt, etc. The file size for these types of files is really the largest issue. As these files are actually a collection of scanned images, the total file sizes can run from 10 MB to 100 MB and above. This format is certified for us with the ONLY the following distributors: NetLibrary, ebrary, ebooks.com/EBL, OverDrive, Google and Amazon.

What are the specifications for the Universal PDFSM?

The codeMantra Universal PDFSM file specification includes all of the following features, thereby ensuring acceptance by most electronic content distributors:

- Fully searchable using Adobe Acrobat Search
- Properly embedded fonts
- Cropped registration marks and blank areas
- Image and text disclaimers inserted
- Bookmarked table of contents
- Cover page cleaned up and inserted
- Fully-linked table of contents (to three levels)
- Fully-linked endnotes
- Headings linked to table of contents (to three levels)
- External URLs linked
- Reformatted and resized images
- Indices linked

TEXT-BASED DIGITAL INPUT FORMATS^{*}

Print PDF, HTML, XML, QuarkXpress, Adobe PageMaker, FrameMaker, and InDesign, Ventura, Microsoft Word, TeX/LaTeX

^{*}Note: Where applicable, all fonts and graphics must be included, and cover image or instructions for generic cover image must be included