

eBook Formatting Tips

and how GPO can help you go from
print to digital

Metadata gets greater search results.

Traditional Book Format

Front Matter

Portions of the book that are positioned prior to the Table of Contents (Title page; Verso page; Copyright page; Foreword; Acknowledgements; Preface; Introduction; Executive Summary).

Body Matter

Chapters and sections of your book; this section is usually after the Table of Contents/front matter and before back matter content.

Back Matter

Traditionally contains portions of text/graphics that include About Author; Glossary; Appendices with tables; index; after body matter text

eBook Formatting

Front Matter

Title page, Verso page, Copyright page, Table of Contents.

Body Matter

Links to your website, treatment of Footnotes and Glossary Terms, links within body text and Appendices, graphic images.

Back Matter

Backlinks to Table of Contents, About Author, Related Titles, Glossary Terms, Appendices.

Best Practice

Metadata Fields

Title

Include main title with subtitle in this field.

Identifier

Commercial publishers recommend placing title ISBN in this field.

Creator

Commercial industry recommends author here. **GPO recommends author, if no individual author, place agency/office in this field.**

Subjects

Commercial publishers recommend using BISAC category subjects that can be found here:

<https://www.bisg.org/complete-bisac-subject-headings-2013-edition>.

Imprint Name

Commercial publishers always prefer to showcase the Imprint name to brand the titles to the imprint. **GPO recommends to list the agency with office name here to brand title to agency mission.**

Language

Use the two letter language code, i.e. "en" for English.

Publication Date

Commercial publishers place a publication date usually set as one month prior to release/on-sale date on all titles.

Rights

Commercial publishers use this field for copyrighted material. **GPO recommends inputting Public Domain, with year or Public Domain with some copyrighted material with the year.**

Publication Search

The screenshot shows the iBooks metadata management tool. At the top, there's a list of books with columns for Title, Author, Category, Collection, Last Read, and Date Added. The selected book is 'Hispanic Americans in Congress 1822-2012' by Daniel E. Lungren. Below the list, a detailed metadata entry is shown for this book. It includes fields for Title, Author, Language, and a table for Name, Value, File As, and Role Type.

| Name | Value | File As | Role Type |
|-------------|--------------------------------------|---------|-----------|
| 1 Author | Office of the Clerk | | Creator |
| 2 Author | Joint Committee on Printing | | Creator |
| 3 Publisher | U.S. Government Printing Office | | |
| 4 Rights | Public Domain | | |
| 5 Subject | Biography & Autobiography | | |
| 6 Subject | Political/Political Science | | |
| 7 Subject | American Government | | |
| 8 Subject | Legislative Branch/History-Reference | | |

By using a metadata management tool, there will be a greater chance your publication will be discovered through search engines and a reseller website.

The screenshot shows the iBooks storefront. It displays several book covers, but they are not accompanied by any metadata such as titles or authors. The covers are arranged in a grid, and the overall appearance is that of a simple bookshelf without search or discovery capabilities.

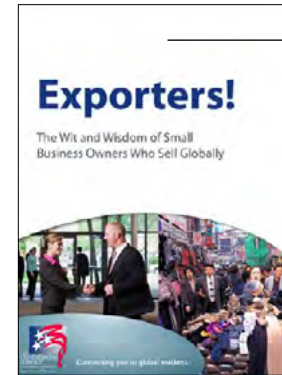
Without metadata, chances of title discovery are significantly reduced to text that is present on label cover image only.

Tip: Some commercial publishers design the title thumbnails specifically for viewing on a device bookshelf vs. title thumbnail for their website.

Components

Cover

eBooks usually start with the cover image or with the text of the title page.



Main Title, Subtitle, Author Name, Imprint Name, Publisher Name with Logos, and Publisher Website.

Verso Page

- Official Edition Notice language
- About Agency Mission description
- Use of ISBN language
- CIP (Cataloging in Publication) data from Library of Congress for eBooks <http://www.loc.gov/publish/cip/ebooks/>
- Info about front cover image (if applicable)

Verso Page with CIP data

The screenshot shows the verso page of the book 'Interpreting Old Ironsides: An Illustrated Guide to USS Constitution' on Google Books. The page contains various notices and notices, including the 'GPO Official Edition Notice' and 'Example CIP Data'. Annotations with numbered circles (1, 2, 3) point to specific parts of the page, such as the front cover design, the GPO Official Edition Notice, and the CIP data.

U.S. Government Official Edition Notice

U.S. GOVERNMENT OFFICIAL EDITION NOTICE



Legal Status and Use of Seals and Logos
The seal of the U.S. Department of Health and Human Services authenticates this publication as the Official U.S. Government edition of *The Healthy Women: A Complete Guide for All Ages*. This consumer publication serves as a reference guide for women.

Under the provisions of 42 U.S.C. 1320b-10, the unauthorized use of this seal in a publication is prohibited and subject to a civil penalty of up to \$5,000 for each unauthorized copy of it that is printed or distributed.

The Department of Health and Human Services is the U.S. Government's principal agency for protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves.



About OWH
The Office on Women's Health within the U.S. Department of Health and Human Services promotes health equity for women and girls by educating health professionals and motivating behavior change to continue through the dissemination of health information.

USE OF ISBN
This is the Official U.S. Government edition of this publication and is herein identified to certify its authenticity. Use of the ISBN 978-0-16-077183-5 is for the U.S. Government Printing Office Editions only. The Superintendent of Documents of the U.S. Government Printing Office requests that any reprinted edition be labeled clearly as a copy of the authentic work with a new ISBN.

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Internet bookstore.gov.gov Phone: toll free (866) 512-1800 DC area (202) 512-1800
Fax: (202) 512-2104 Mail Stop: GPO, Washington, DC 20540-0001
ISBN 978-0-16-077183-5

- Legal Status and Use of Agency Seals and Logos
- About Agency Mission
- Use of ISBN
- For Sale Tagline-Print titles only

Table of Contents



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COPYRIGHT

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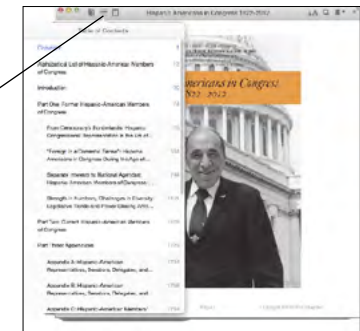
PART ONE: FORMER HISPANIC-AMERICAN MEMBERS OF CONGRESS
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"Foreign in a Domestic Sense": Hispanic Americans in Congress During the Age of U.S. Colonialism and Global Expansion, 1898-1945
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PART TWO: CURRENT HISPANIC-AMERICAN MEMBERS OF CONGRESS

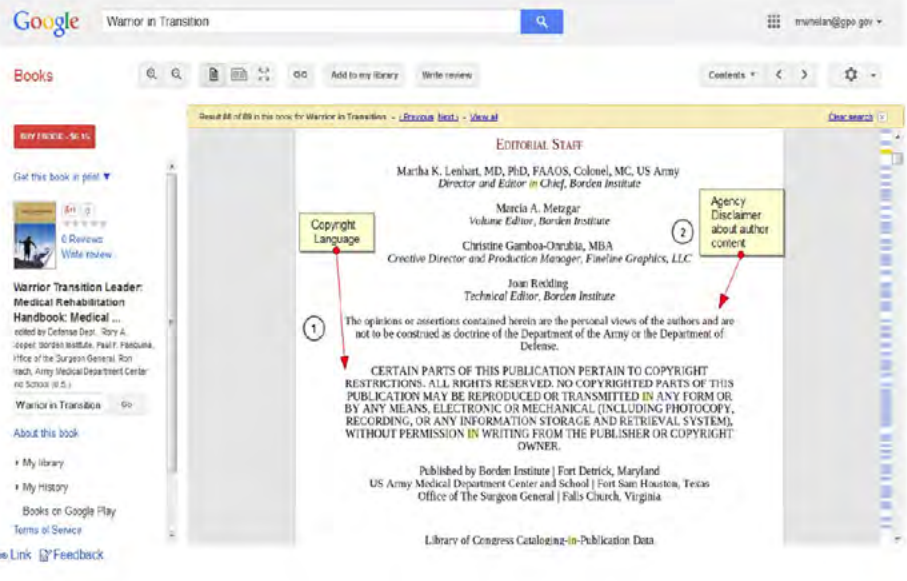
PART THREE: APPENDICES
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Appendix B: Hispanic-American Representatives, Senators, Delegates, and Resident Commissioners by State and Territory, 1822-2012

- Showcases TOC with links and bookmarks to other book content element parts – **front, body, and back matter**.
- When users touch link on device, these bookmarks and links will bring user to that specific portion of the book content.
- These links to chapters allow user to quickly find, read, and review info that applies to their specific need vs. reading book content in sequential order.

Showcases alternate view of TOC with title page and cover image.



Copyright Page



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Published by Borden Institute | Fort Detrick, Maryland
US Army Medical Department Center and School | Fort Sam Houston, Texas
Office of The Surgeon General | Falls Church, Virginia

Library of Congress Cataloging-in-Publication Data

Back Matter Formatting Tips



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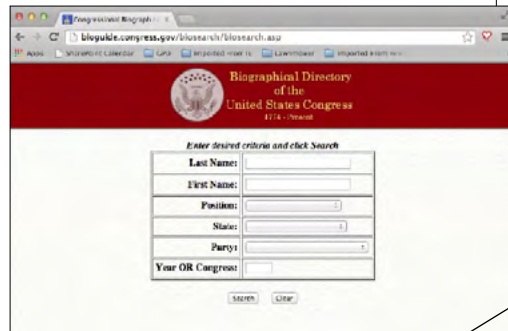
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Remember to place backlinks from Back Matter (i.e. Appendices) to Table of Contents in Front Matter.

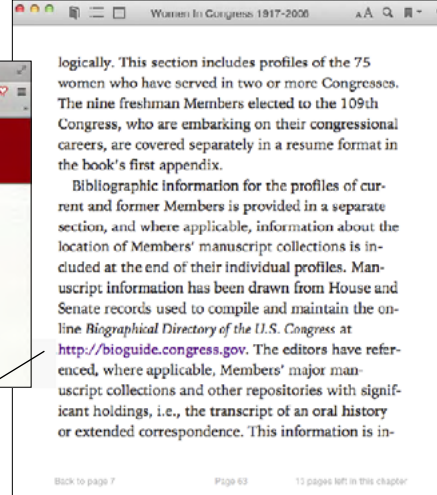
Body Matter Formatting Tips

Links

Best Practice



Insert links to your external website to provide more information for the reader.



logically. This section includes profiles of the 75 women who have served in two or more Congresses. The nine freshman Members elected to the 109th Congress, who are embarking on their congressional careers, are covered separately in a resume format in the book's first appendix.

Bibliographic information for the profiles of current and former Members is provided in a separate section, and where applicable, information about the location of Members' manuscript collections is included at the end of their individual profiles. Manuscript information has been drawn from House and Senate records used to compile and maintain the online *Biographical Directory of the U.S. Congress* at <http://bioguide.congress.gov>. The editors have referenced, where applicable, Members' major manuscript collections and other repositories with significant holdings, i.e., the transcript of an oral history or extended correspondence. This information is in-

NOTE: If a web address changes, revise, otherwise a broken link to reader = poor user experience.

Tip: Links from book content to your website brings more or new visitors to ENGAGE with your site content.

Use of Graphics

- Can be anchored to the page to create a static image that will not resize.
- Can be created using Fixed Layout with ePub 3.0.

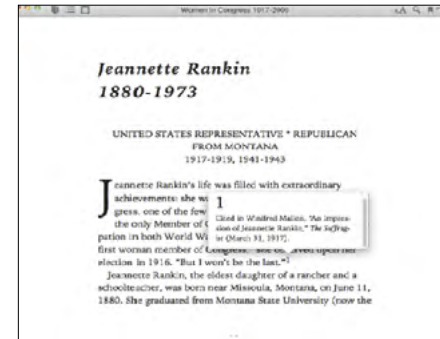
Best Practice: Commercial publishers use fixed layout for multiple tables and figures needed to represent specific points within book content. Common with textbook and large reference book content media types.

Tip #1: If book content has numerous, detailed tables and timelines, it is best to place the majority of them in an Appendix as part of back matter.

Tip #2: Provide a link from body text to the specific detailed tables or timelines in the Appendix and a backlink to the body text topical matter.

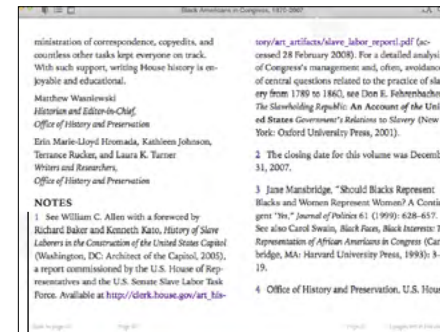
Body Text Formatting Tips

Footnote #1



- Example of Pop-up Screen Footnote with brief reference notation for additional information.
- ALSO used for Glossary Term items to provide definitions or explanation of Acronyms by the word within the body text.

Footnote #2



Footnote text can also be treated as End Notes at end of chapter.



Small, Raised, Linked Number indicating Footnote.

Tip #1: ALWAYS indicate the number of the footnote prior to the footnote reference text.

Tip #2: With more space for end note at end of chapter, this option allows you to offer reader a lengthy description of the footnote and provide additional links to more info

Tip #3: Provide link from body text raised footnote number to End Note page footnote number. Provide Backlink from End Note Page footnote number reference to corresponding footnote number in body text.

How GPO Can Help

Design Your content

- In-house Creative Services Department
- Top talent from around the country
- Both print and digital design experience
- Can assume much of the project management responsibilities

Disseminate Your Content

- Academic Pub (College Professors)
- Apple iTunes Store
- Barnesandnoble.com
- EBSCO (Academic Libraries)
- Firebrand
- Google Books and Google Play
- MyiLibrary (Academic Libraries)
- Overdrive (Public Libraries)
- US Government Online Bookstore <https://bookstore.gpo.gov>
- Zinio (Digital Magazines)

Print on Demand Options

- Amazon.com/Createspace
- OnDemand Books/Espresso Book Machine

Disseminate Your Content (Free)

- Federal Depository Library Program www.fdlp.gpo.gov
 - Preservation
 - Archiving
 - Cataloging
- Federal Digital System (FDSys) <https://www.gpo.gov/fdsys/>

Promote Your content

- GPO Online Bookstore <https://bookstore.gpo.gov/>
 - Your own agency “mini bookstore” — Outperforms Google and Apple— Direct search visibility to end user for Federal content
- Government Book Talk Blog— Over ½ million page views
- New Titles by Topic Emails
 - Over 140,000 subscribers
 - Over 25 million bulletins executed and delivered
- Google Books/Google Play— Over 47 million page views

GPO Sales Program

- GPO Sales Program operates on a cost-recovery basis
- **Paid eBook Dissemination** GPO Sales Program rides your eBook requisition for eBook file format(s) (similar to print procurement process); adds/builds cost-recovery program costs into list price for individual/end-user to purchase product.

Training for Your Agency Staff

- Institute at GPO <https://www.gpo.gov/how-to-work-with-us/agency/services-for-agencies/training-opportunities>
 - GPO Institute offers some eBook file formatting classes, 508 Compliance classes, Print Preflighting classes, How to Plan and Create Effective Print and Digital Communication Products, and more.

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