

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. Below this, a detailed metadata entry is shown for the book 'Hispanic Americans in Congress 1822-2012'. The entry includes fields for Title, Author (U.S. House of Representatives), Language (English - United States), 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 Store interface with a grid of book covers. The covers are displayed without any associated metadata, such as titles or authors, which reduces their discoverability.

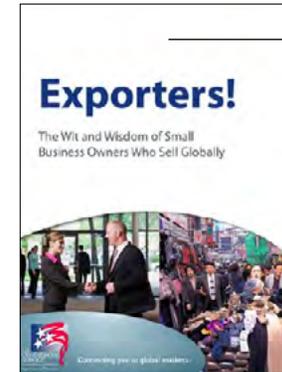
Without metadata, chances of title discovery are significantly reduced to text that is present on label cover image only.

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 a Google Books page for the book 'Interpreting Old Ironsides: An Illustrated Guide to USS Constitution'. The page includes a detailed description of the book, its author (Charles F. Hughes), and its publisher (GPO). It also features a section for CIP data, which includes the title, author, and publisher information. The page is annotated with red arrows pointing to specific elements: '1' points to the front cover design, '2' points to the GPO Official Edition Notice, and '3' points to the CIP data section.

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.

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

Table of Contents



Contents

COPYRIGHT

ALPHABETICAL LIST OF HISPANIC-AMERICAN MEMBERS OF CONGRESS

INTRODUCTION

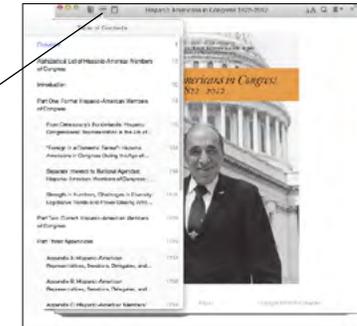
PART ONE: FORMER HISPANIC-AMERICAN MEMBERS OF CONGRESS
From Democracy's Borderlands: Hispanic Congressional Representation in the Era of U.S. Continental Expansion, 1822-1898
"Foreign in a Domestic Sense": Hispanic Americans in Congress During the Age of U.S. Colonialism and Global Expansion, 1898-1945
Separate Interests to National Agendas: Hispanic-American Members of Congress in the Civil Rights Era, 1945-1977
Strength in Numbers, Challenges in Diversity: Legislative Trends and Power Shifting Among Hispanic Americans in Congress, 1977-2012

PART TWO: CURRENT HISPANIC-AMERICAN MEMBERS OF CONGRESS

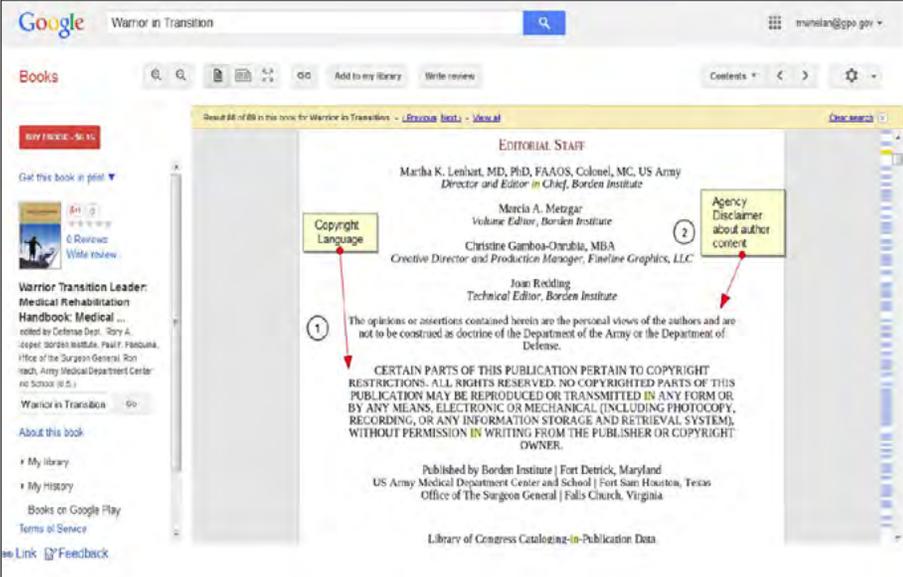
PART THREE: APPENDICES
Appendix A: Hispanic-American Representatives, Senators, Delegates, and Resident Commissioners by Congress, 1822-2012
Appendix B: Hispanic-American Representatives, Senators, Delegates, and Resident Commissioners by State and Territory, 1822-2012

- 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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Back Matter Formatting Tips



Contents

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ALPHABETICAL LIST OF HISPANIC-AMERICAN MEMBERS OF CONGRESS

INTRODUCTION

PART ONE: FORMER HISPANIC-AMERICAN MEMBERS OF CONGRESS
From Democracy's Borderlands: Hispanic Congressional Representation in the Era of U.S. Continental Expansion, 1822-1898
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Remember to place backlinks from Back Matter (i.e. Appendixes) to Table of Contents in Front Matter.

Body Matter Formatting Tips

Links

Best Practice



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-

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

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.

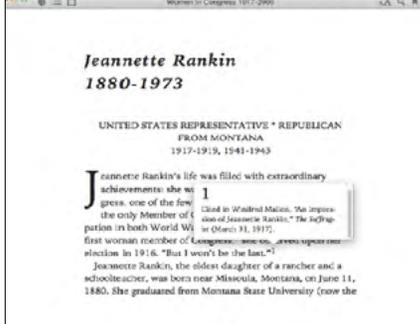
Best Practice: Commercial publishers use fixed layout for multiple tables and figures needed to represent specific points within book content. Common with textbook and large reference book content media types.

Tip #1: If book content has numerous, detailed tables and timeline, 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 optional matter.

Body Text Formatting Tips

Footnote #1



Jeannette Rankin
1880-1973

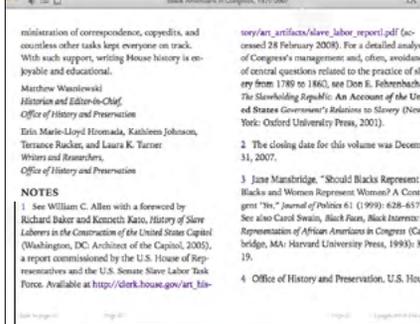
UNITED STATES REPRESENTATIVE * REPUBLICAN
FROM MONTANA
1917-1919, 1941-1943

Jeannette Rankin's life was filled with extraordinary achievements she was one of the few women who served in two or more Congresses, one of the few women who served in both the House and the Senate. She was the only Member of Congress from Montana. She was the first woman member of Congress, serving in the 65th Congress in 1917. She was the only woman member of Congress to be elected in 1916. "But I won't be the last."¹ Jeannette Rankin, the oldest daughter of a rancher and a schoolteacher, was born near Missoula, Montana, on June 11, 1880. She graduated from Montana State University (now the

¹ Cited in "Jeannette Rankin: The Impression of Jeannette Rankin," *The Scripps Institution of Oceanography*, 1917.

- 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



ministration of correspondence, copyrights, and countless other tasks kept everyone on track. With such support, writing House history is enjoyable and educational.

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Writers and Researchers,
Office of History and Preservation

NOTES

1 See William C. Allen with a foreword by Richard Baker and Kenneth Kato, *History of Slave Laborers in the Construction of the United States Capitol* (Washington, DC: Architect of the Capitol, 2005), a report commissioned by the U.S. House of Representatives and the U.S. Senate Slave Labor Task Force. Available at http://clerk.house.gov/art_history/art_artifacts/slave_report.pdf (accessed 28 February 2008). For a detailed analysis of Congress's management and, often, avoidance of central questions related to the practice of slavery from 1789 to 1861, see Don E. Fehrenbacher, *The Slaveholding Republic: An Account of the United States Government's Relations to Slavery* (New York: Oxford University Press, 2001).

2 The closing date for this volume was December 31, 2007.

3 Jane Manbridge, "Should Blacks Represent Blacks and Women Represent Women? A Contingent 'Yes,'" *Journal of Politics* 61 (1999): 628-657. See also Carol Swain, *Black Faces, Black Interests: The Representation of African Americans in Congress* (Cambridge, MA: Harvard University Press, 1993): 9-19.

4 Office of History and Preservation, U.S. House

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



southern slave owners. Moreover, the U.S. Capitol, where these newest Members of Congress came to work—the center of legislative government, conceived by its creators as the "Temple of Liberty"—had been constructed with the help of enslaved laborers. From this beginning, Black Americans in Congress, 1870-2007 *examines* African Americans' participation in the federal legislature and their struggle to attain full civil rights.

The institution of Congress, and the careers of the 121 Black Members who have served in both its chambers, have undergone extensive changes during this span of nearly 140 years.² But while researching and writing this book, we encountered several recurring themes that led us to ask the following questions: What were Black Members' legislative priorities? Which legislative styles did African Americans employ to integrate into the political culture of Capitol Hill and how did they overcome institutional racism? Lastly, how did the experiences of these individuals compare to those of other newly enfranchised Americans?

SHARED EXPERIENCES OF BLACK AMERICANS IN CONGRESS

In striking aspects, the history of blacks in Congress mirrors that of other groups that were new to the political system. Throughout African American history in Congress, Members viewed themselves as "outsiders" representatives for the black community nationwide rather than just within the borders of

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

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- 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 (Paid)

- 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

Dissemination Options

- GPO Sales Program operates on a cost-recovery basis
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 - Agency completion of Intent to Publish 3868 form and ONIX Metadata form required for both options

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- 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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