

# Publishing Alternatives

Plan ahead to save money and extend your reach

## More Federal Agencies Inquiring About Digital

- Budget cuts are putting publishing projects on hold
- Digital viewed as less costly to produce
- White House directives to post online, instead of print
- Immediacy of information
- Ease of updating

## If Going Strictly Digital -or- Strictly Print

- You run the risk of not reaching substantial portions of your target audience.
- eBooks make up less than 25% of all publications
- Print still makes up the other 75%
- Most eBook sales to date have been “trade” publications, not “academic”.

## Current Trend in Publishing

- Print AND digital
- 87% of STM (Science, Technical, Medical) publishers, 79% of college publishers, and 76% of corporate publishers provide eBooks *in addition* to print, rather than *in place* of print.

Source: Aptara's Third eBook survey of Publishers, 2011

## Many of the costs of producing print and digital are similar

### Types of costs – Print

- Editorial
- Design
- Formatting
- Printing
- Warehousing
- Shipping
- Marketing and Promotion
- Customer Support

### Types of costs – Digital

- Editorial
- Design
- Formatting
- Conversion
- Web Related
- Marketing and Promotion
- Customer Support

## Plan Ahead to Save Money and Extend Your Reach

### Review your project goals

- **WHO** is your target audience?
- **WHAT** information do you want to convey to them?
- **WHY** do they need to know this information?
- **HOW** do they like to receive their content ?
  - Print, eBook, and/or Web
- **WHERE** do they go to look for your content?
  - Your website, libraries, and/or Google
- **WHEN** do they need to receive this information?

### Determine your publishing requirements

- Print or Digital?
- A combination of the two?

### Create a publication design and layout

- Cover design
  - The outside sells the inside (even thumbnails)
  - Plan for your design to be viewed on a range of devices. Make it simple, yet striking.
  - The cover defines the color palate, typography, and “look and feel” of the interior

- Text reflow
  - An eBook is a mini-website within a “wrapper”
  - Single column that reflows
  - Limited typography choices
  - Avoid embedded fonts
  - Test reflow on various devices
- Graphics
  - Graphics that were legible in a print publication may not scale downward
  - Tables that span two 8-1/2" x 11" print pages need to be re-evaluated

### Export to eBook formats

- ePub
  - Features resizable and reflowable text
  - Standard format for tablets, computers and Android devices
- Mobipocket
  - Designed for cell phones and older model Kindles
- KF8
  - For Kindle Fire and other newer Kindles
- PDF
  - Displays “static” pages
  - Maintains format of tables and graphs
  - Use if body copy and images must always be displayed together on the same page

### Test your eBook

- How does it display on different device types?
- Validate to assure compatibility with various channel databases, Google, Barnes & Noble, and Apple
- GPO can help with this

## Things to Consider if Going it Alone

### Sales Channels

- Each sales channel requires a contract
- Federal agencies have significant legal limitations and restrictions
- Sales channel contracts often take months to negotiate
- Most sales channels are set up around a “sales” model
- May require some creative thinking and/or compromises
- Each sales channel uses different software to validate content

## Changing Technologies

- eBook technologies are evolving constantly
- Migration from PCs to eReaders to Tablets to Smartphones
- Software migrating from PDF to ePub2 to ePub 3, and from Mobi to KF8
- ePub3 may become new standard, but not there yet
- Consider using a vendor to design, convert and distribute your eBooks
- GPO can do the work for you, or can provide advice

## Best of All

- No RFP is required
  - Government-to-government source
  - One simple form to get started

## Reaching Your Target Audience

- Many Federal agencies simply post content to their websites
- It is now necessary to get content to where people search for it
- Requires planning and foresight
  - Is your content something that a person would search for on Google?
  - Look for in a Barnes & Noble store?
  - Research in an academic library?
  - Use as course materials?
  - Is your content something people might want to buy to have their own copy?
  - Must your content always stay together in “book” format?

## The Importance of Promotion

- Both print and digital content require promotional efforts
  - Press releases
  - Media appearances
  - Conferences
  - Other events
- Very strong correlation between promotion and a book’s success
- Barnes & Noble and others require written promotional plans before taking on a new title
- Feature your contacts and subject matter experts
- GPO can dovetail promotional efforts with yours

## 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

### Produce your content

- In-house printing capabilities
- In-house eBook conversion capabilities
- In-house eMagazine conversion capabilities
- Nationwide network of print and eBook conversion vendors
- Print On Demand/Just-in-Time Printing

### Disseminate your content (Paid or Free)

- US Government Online Bookstore
- Google Books and Google Play
- Barnes and Noble.com
- Apple iTunes Store
- Ingram Digital Distribution
- Firebrand
- Zinio (Digital Magazines)
- OverDrive (Public Libraries)
- EBSCO (Academic Libraries)
- MyiLibrary (Academic Libraries)
- AcademicPub (College Professors)
- OnDemand Books/Espresso Book Machine

### Disseminate your content

- Federal Depository Library Program
  - Preservation
  - Archiving
  - Cataloging
- Federal Digital System

### Promote your content

- GPO Online Bookstore
  - Your own “mini-bookstore”
  - Out-performs Google and Apple
- Government Book Talk Blog
  - Over ½ million page views
- New Titles by Topic Emails
  - Over 140,000 subscribers
  - Over 25 million bulletins delivered
- Google Books/Google Play
  - Over 47 million page views

### Advantages to Google Play

- It’s FREE!
- Google eBooks are Format Agnostic
- Puts your content where people normally look for it

### Disadvantages to Google Play

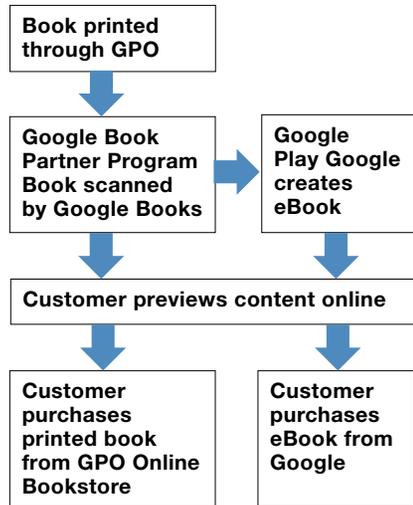
- Having print copies in Google normally is a pre-requisite
- You don’t get a copy of the file back
- Doesn’t work with Kindle

### Channels Serving Public Libraries, Academic Libraries, e-Retailers

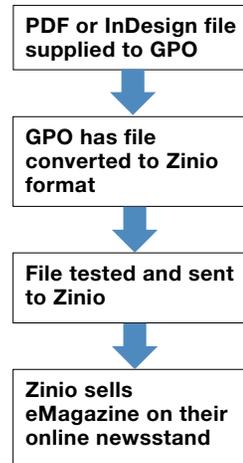
- OverDrive – Public Libraries
- Ingram MyiLibrary – Academic Libraries
- Ingram Digital Wholesale – eBook Retailers
- Barnes & Noble.com – General Public
- Apple iBook Store – General Public

## Work Flow Examples

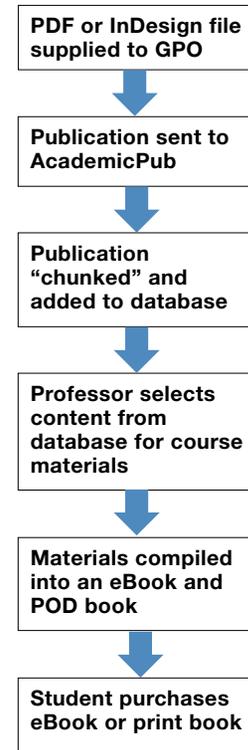
### Google Play



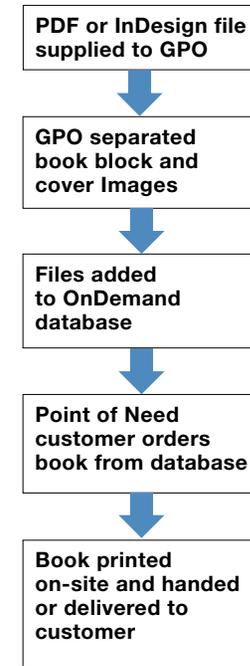
### Zinio eMagazine



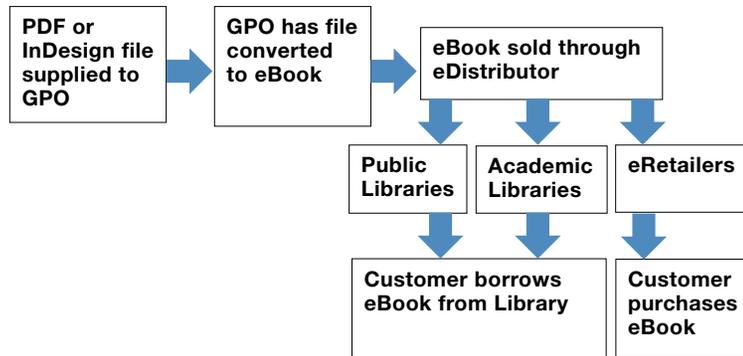
### AcademicPub



### OnDemand Books



### Public and Academic Libraries, eRetailers



<http://www.youtube.com/watch?v=XXSaq9hLqNc#action=share>

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