

eBook Formatting Tips:

Adapting your eBook Content to
Commercial Publishing Standards

Three main portions of traditional books that will be explored in this session

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).

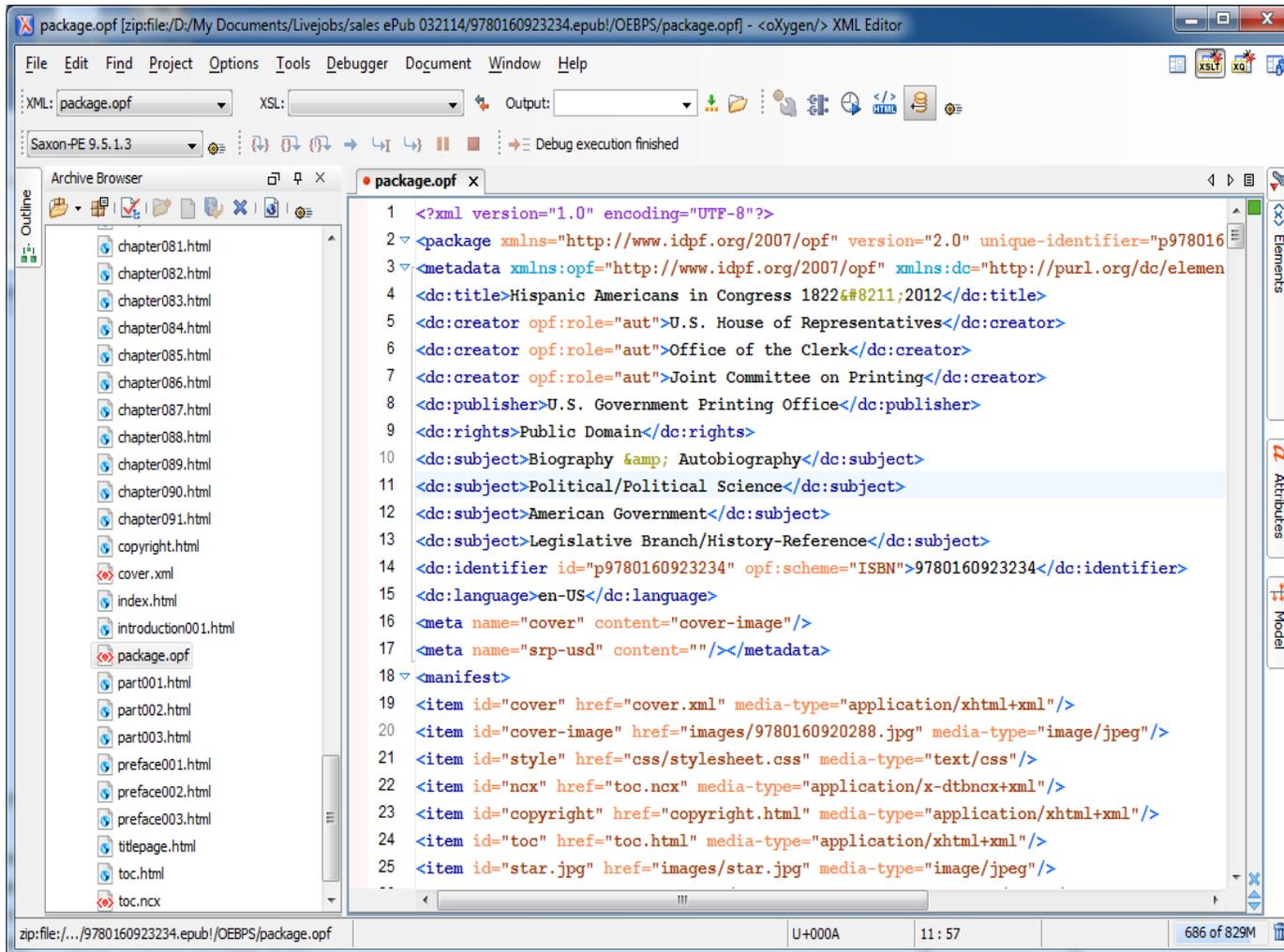
Body Matter – chapters and sections of your book; this section is usually after the Table of Contents/front matter and before back matter content.

Back Matter – traditionally contains portions of text/graphics that include About Author; Glossary; Appendices with tables; index; after body matter text

Traditional Content Elements transitioned to eBook Formatting

- Embedding metadata within native content file text for greater discovery in platform and world wide web (www) search
- 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.

Embedding metadata into native ePub content file



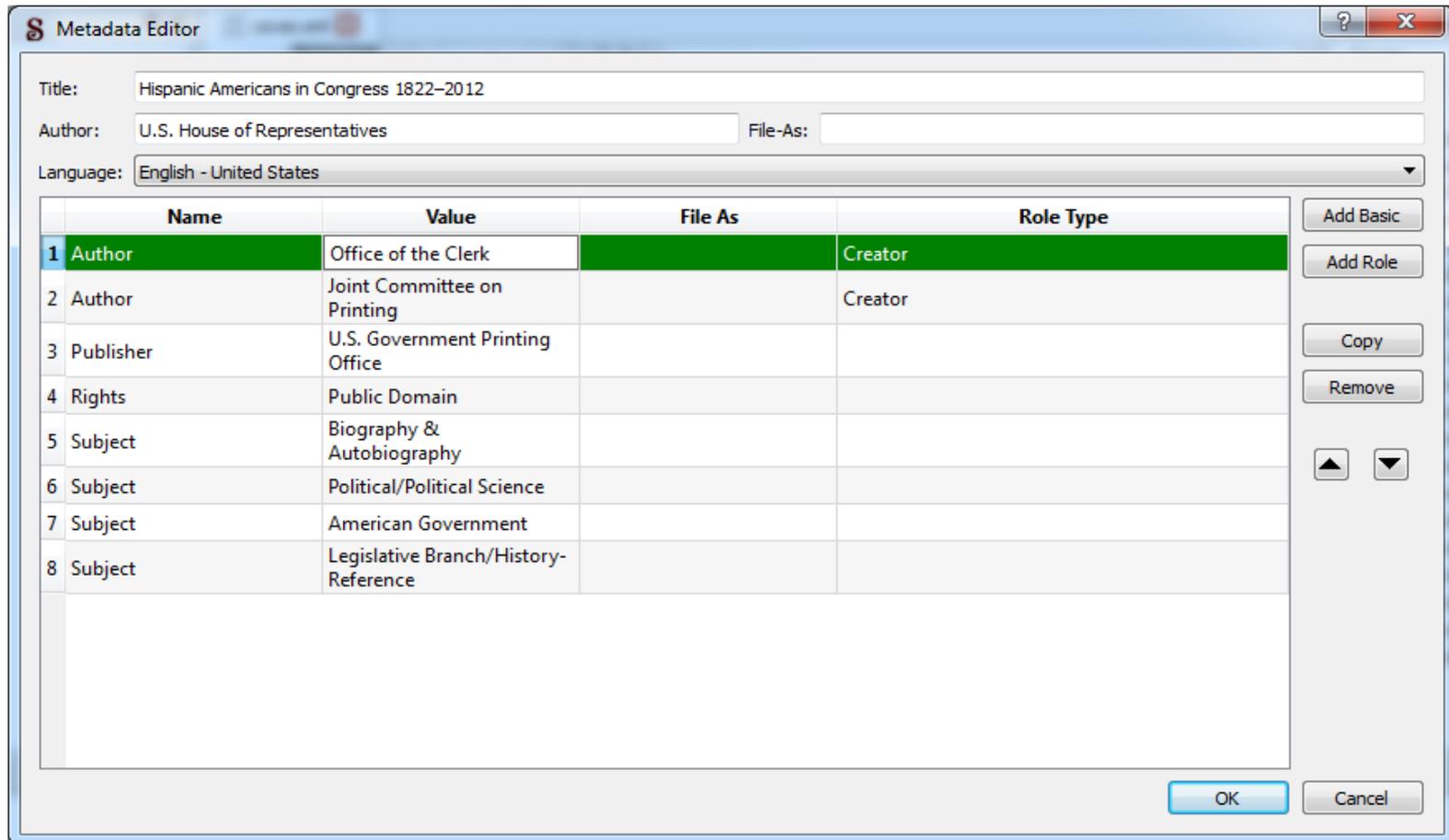
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```

Snapshot of metadata package in the .eopf container of ePub files.

Important Metadata Fields to Embed -- ePub

- **Title** (**Best Practice**: Include main title with subtitle in this field).
- **Identifier** (**Best Practice**: Commercial publishers recommend placing title ISBN in this field).
- **Creator** (**Best Practice**: Commercial industry recommends author here [GPO recommends author (if no individual title author), place agency/office in this field]).
- **Subjects** (**Best Practice**: Commercial publishers recommend using BISAC category subjects that can be found here: <https://www.bisg.org/complete-bisac-subject-headings-2013-edition>).
- **Imprint Name** (**Best Practice**: 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** (**Best Practice**: Use the two letter language code, [i.e. “en” for English])
- **Publication Date** (**Best Practice**: Commercial publishers place a pub date [usually set as one month prior to release/on-sale date] on all titles and include this field in the embedded metadata).
- **Rights** (**Best Practice**: 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]).

Use Metadata Tool software for inputting metadata fields into ePub file container



Device Bookshelf Listing with Metadata



The screenshot shows the iBooks application interface. At the top, there are navigation tabs: 'iBooks Store', 'All Books', 'Collections', 'Authors', 'Categories', and 'List'. A search bar is located to the right of the 'List' tab. Below the navigation is a table with the following columns: Title, Author, Category, Collection, Last Read, and Date Added. The table contains the following data:

Title	Author	Category	Collection	Last Read	Date Added
Black Americans in Congress, 1870-2007	Matthew Wasniewski	Congress		6/4/2014	5/9/2014
Hispanic Americans in Congress 1822-2012	Daniel E. Lungren			5/28/2014	5/9/2014
The Time Machine	H.G. Wells	Fiction & Literature			10/23/2013
Winnie the Pooh	A. A. Milne	Fiction		5/9/2014	10/23/2013
Women In Congress 1917-2006	Matthew A. Wasniewski	Biographies & Memoirs		6/4/2014	5/9/2014

Best Practice: Input of metadata fields inside file
=Greater number of chances for title to be discovered in platform search engines and across the world wide web through a reseller website.

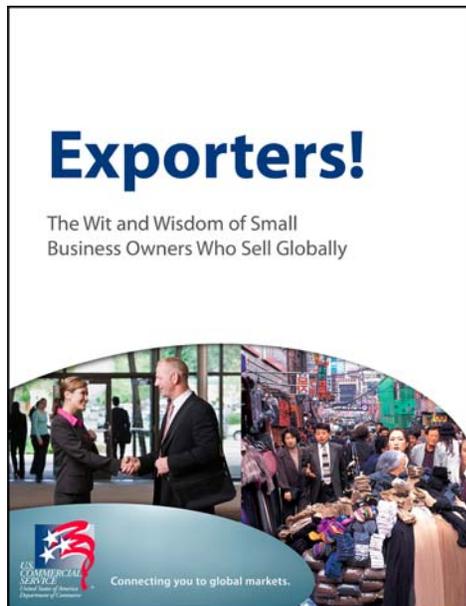
Device Bookshelf Listing without Metadata



Chances of Title discovery within platform and world wide web are **significantly reduced** to text that is present on cover image **only**.

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

First Page of eBooks



Main title, subtitle, Author Name, Imprint name, Publisher name with logos, and publisher website.

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

Verso Page Components

- 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).

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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 of 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 in consumers through the dissemination of health information.



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Copyright Page

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2

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Table of Contents

Hispanic Americans in Congress 1822-2012

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 Sharing 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

Back to page 13 Page 11 1 page left in this chapter

- Showcases TOC with links and bookmarks to other book content element parts –front, body, and back matter.
- When users touches 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, & review info that applies to their specific need vs. reading book content in sequential order.

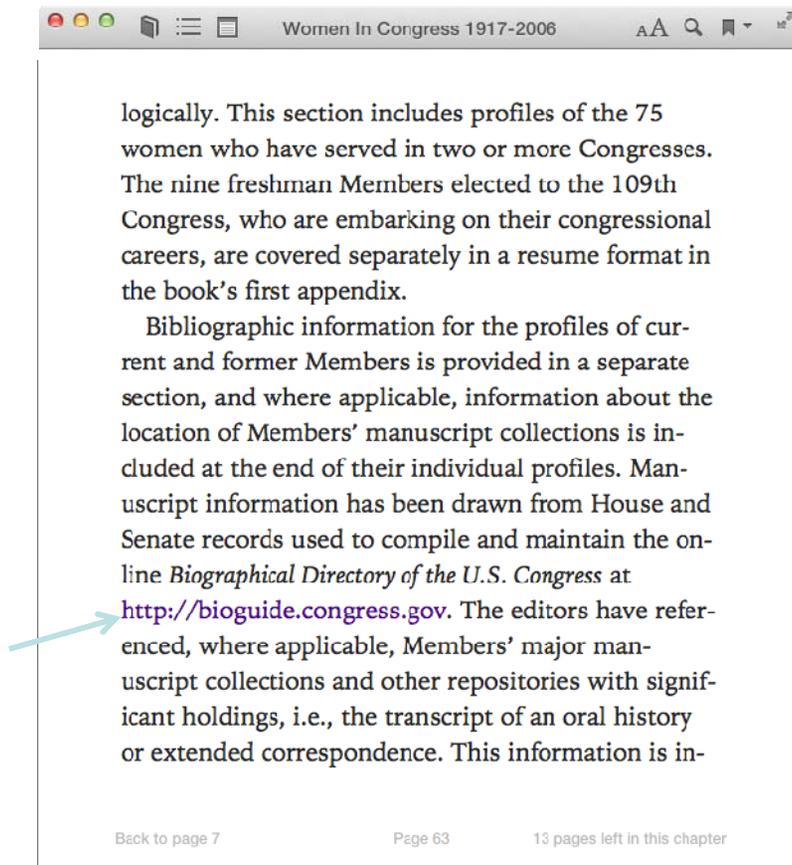
Table of Contents

Table of Contents	
Copyright	1
Alphabetical List of Hispanic-American Members of Congress	13
Introduction	20
Part One: Former Hispanic-American Members of Congress	74
From Democracy's Borderlands: Hispanic Congressional Representation in the Era of...	75
"Foreign in a Domestic Sense": Hispanic Americans in Congress During the Age of...	384
Separate Interests to National Agendas: Hispanic-American Members of Congress i...	794
Strength in Numbers, Challenges in Diversity: Legislative Trends and Power Sharing Amo...	1101
Part Two: Current Hispanic-American Members of Congress	1578
Part Three: Appendices	1723
Appendix A: Hispanic-American Representatives, Senators, Delegates, and...	1724
Appendix B: Hispanic-American Representatives, Senators, Delegates, and...	1748
Appendix C: Hispanic-American Members'	1754

Page 1 11 pages left in this chapter

- Showcases alternate view of TOC with title page & cover image.

Body Matter Formatting Tips--Links

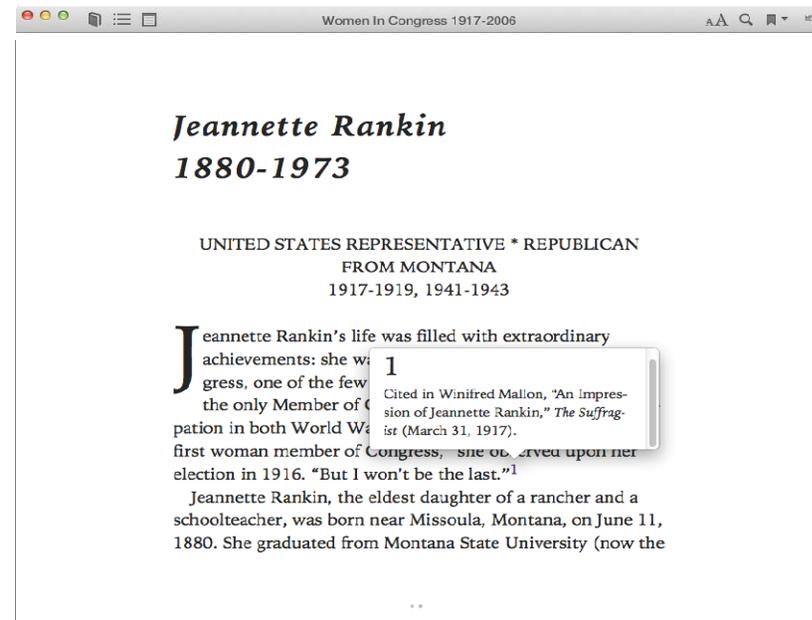


TIP: Links from book content to your website brings more / new visitors to **ENGAGE** with your site content.

Best Practice: Insert links to body text that link to your external website to provide more information to the reader,

NOTE: If change website link, recommend new edition of eBook content, otherwise, broken link to reader = poor user experience.

Body Text-Formatting Tips --Footnotes #1



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

Body Text-Formatting Tips –Footnotes-#2

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

Matthew Wasniewski
Historian and Editor-in-Chief,
Office of History and Preservation

Erin Marie-Lloyd Hromada, Kathleen Johnson,
Terrance Rucker, and Laura K. Turner
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_his-tory/art_artifacts/slave_labor_report1.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 1860, 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 Mansbridge, "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): 3–19.

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

Back to page 30 Page 90 Page 91 8 pages left in this chapter

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

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 & 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..

Body Matter Formatting Tips -- Graphics

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 topical matter.

Back Matter Formatting Tips

Hispanic Americans in Congress 1822-2012

Contents

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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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Back to page 13 Page 11 1 page left in this chapter

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

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- GPO Sales Program operates on a cost-recovery basis

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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.

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Federal agency provides free eBook file format(s) to GPO Sales Program; Federal agency office selects Free dissemination package; GPO Sales Program charges Federal agency office cost-recovery program costs for making product appear for FREE through selected agency dissemination package selection.

- **Agency completion of Intent to Publish 3868 form and ONIX Metadata form required for both options**

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- o **Institute at GPO** <http://www.gpo.gov/customers/theinstitute.htm>

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- o Class offerings and descriptions can be found at this link:
<http://www.gpo.gov/customers/theinstitute.htm>

- o You will need to Register to sign up for classes at:
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