

## COVER IMAGE SPEC SHEET

All images meeting these specifications are eligible. We utilize images for forthcoming titles, as well as corrected or newly created images for backlist titles. Please submit images as soon as they are created or revised.

### Specifications

1. Images must be of book, CD, DVD, or video: no sales sheets, advertisements, or flyers. Please do not send an image of "Image Not Available."
2. Our preference is for 1-dimensional images, front cover only. If necessary, we will accept 3-D images including the spine or multiple formats.
3. Images must be tagged with full identifier: e.g., 9781234567890.jpg. No other text should be included.

**Book product must use ISBN-13.**

DVDs and music CDs must use full UPC or GTIN; if no UPC/GTIN, use ISBN-13.

4. JPG format is preferred. GIF and TIF formats are acceptable.
5. Minimum image size is 250 x 250 pixels. 400 x 600 is preferred. Thumbnails cannot be used.
6. Minimum file size is 25 KB; maximum is 1.5 MB; minimum resolution is 72 dpi; maximum is 300 dpi.
7. RGB color is appropriate: 24 bit or higher true color.

**Please do not submit CMYK images.** We cannot properly convert CMYK to RGB for display on the web.

### Transmission

1. FTP is the preferred method of transmission. We also receive images via email attachment or on CD-ROM.
2. FTP transmission allows for fastest processing.

Guidelines are as follows:

- a. Submit images for an initial quality test, and we will set up an FTP account for you on our site. For testing, please email as attachments 5 images (if available) to [coverimages@btol.com](mailto:coverimages@btol.com). We will contact you with results and FTP info.
- b. Please do not FTP images within a folder or in a zipped or otherwise compressed file. Doing so will invalidate our automated processing and could result in lost images.\*
- c. We strongly encourage vendors to load cover images regularly: monthly, seasonally, etc. As soon as an image is finalized, submit it to us. If it changes, please send an update for replacement.

\*If you must create a folder or compress images, please notify us first.

**Submit cover images early for maximum marketing value.** For further information, email [coverimages@btol.com](mailto:coverimages@btol.com).