

Product Cover Image Specification Sheet

All images meeting the following specifications are eligible. We will utilize images for forthcoming titles, corrected images for already published product, and newly created images for backlist products. As soon as an image is created or revised, please submit it to us.

Specifications

1. Images must be of book, CD, DVD or video. No sales sheets or advertisements or flyers. If you send an image of “Image Not Available,” please send the final image when available.
2. Our preference is for 1-dimensional images, front cover only. But we will accept 3-D images including the spine or multiple formats if necessary.
3. Images must be tagged with full identifier, e.g. 9781234567890.jpg.
 - Book product must use ISBN-13
 - DVDs and music CDs must use full UPC or GTIN; if none, please use ISBN-13
 - No other text should be included in the tag
4. JPG format is preferred. GIF or TIF images are acceptable.
5. Minimum size is 250x250 pixels. 400x600 is preferred. Thumbnails cannot be used.
6. Minimum bit size is 25KB; maximum is 1.5MB. Minimum 72 DPI, maximum 300 DPI.
7. Full color (RGB) is acceptable. 24 bit or higher true color.
 - Please do not submit CMYK. CMYK is intended for printing, not web display. We cannot properly convert CMYK into RGB used on our websites.

Transmission

1. We can receive images via FTP, e-mail attachment, or CD-ROM.
2. FTP is the preferred method. FTP is most efficient for us and ensures timely processing
 - We will set up an account on our FTP site for any publisher or supplier who has FTP capability and whose images pass an initial quality test.
 - For testing, please e-mail as attachments 5 images (if available) to coverimages@baker-taylor.com. We will get back to you with FTP access information.
 - Please do not FTP images within a folder or in a zipped or otherwise compressed file. Creation of a subfolder or compressing will invalidate our automated processing and may result in lost images. If you do create a folder or send a zip file, please notify coverimages@baker-taylor.com so we can process the file.
3. We strongly encourage all vendors to load new and updated cover images **regularly**: monthly, seasonally, as often as works best for your creation processes. As soon as an image is finalized, submit it to us. If an image changes, please send us an updated one. It is important to get your images in front of the customer as early in the publication cycle as possible.
4. To mail CD-ROMs, or to ask any questions about image submission, please contact coverimages@baker-taylor.com.

Images may be placed on Follett School Solution’s e-commerce sites and software, including *Titlewave* and *Destiny*, Baker & Taylor’s applications including *TitleSource360*, *Axis 360*, and *Content Café*, and licensed to retailers for title sales and promotions.

To set up transmission of your images, please contact coverimages@baker-taylor.com