



Welcome to the World of Digital Books

Along with movies and music, book publishing is also being changed by the tech revolution. According to Pricewaterhouse, ebooks will account for 50% of global sales by 2016. While paper books will always be near and dear, authors and publishers ignore the changing marketplace at their peril.

At Brynmorgen Press, we feel that one format does not have to supercede the other; each has its own advantages and we see no contradiction in offering our titles in several versions. In fact, this is probably the best strategy for reaching the widest possible audience. Thinking that other authors and publishers might feel the same way, we are now offering **contract conversion services**.

At this time there is no single format that will make an electronic book readable on all the competing digital devices. There are several formats, each with its own advantages and limitations. Our goal is to cut through the confusion to offer our clients the most efficient solution to their publishing needs. The chart below describes the most popular formats and summarizes the strengths and weaknesses of each.

Initial ereader technologies were designed with novels and similar text-heavy books in mind. Because Brynmorgen Press has always produced books that rely heavily on illustrations and photographs, this was a problem for us. Apple has remedied that problem with the introduction of a format called iBooks.

With this format, a designer retains control over layout and design. Now instructional books, books with illustrated content, or multi-column layouts can be faithfully converted to a digital format. Furthermore, iBooks make it easy to add audio, video and multi-media content. For these reasons, we highly recommend that authors who desire to retain design control consider creating an iBook. For now, iBooks are only readable on an iPad and Apple computers running Maverick OS.

This format is especially exciting to us but we understand that authors and publishers want to reach as wide an audience as possible. For this reason we offer conversion to multiple formats simultaneously.

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Digital Book Conversion Services

The Brynmorgen eBook Group offers fast and affordable conversion of printed books and new manuscripts into a digital format. Our focus is on creating books for the iPad, but we also offer conversion to the ePub format that can be sold through Amazon, Kobo and Barnes & Noble and read on most tablets.

In addition to basic conversion, we offer:

Layout & Design We can reformat book layouts to be more attractive and responsive on the iPad.

Extra Content A huge advantage of iBooks is that this format allows the addition of extra media including sound and video clips, interactive elements and more. We can source extra material ourselves or plug in media that you provide.

Illustration We have illustrators on staff if you would like to include additional artwork.

Uploading We can guide authors and publishers through the process of uploading to the iBooks Store.

Cost

Fees will vary depending on the length and complexity of book projects. A simple project could cost as little as \$199. A typical length book project generally costs around \$499. Send us a PDF or a physical copy of the book and we'll prepare an estimate.

Clients

Brynmorgen Press specializes in books on design and crafts and we have converted most of our current list to ePub and iBook format. In addition, we have done conversions for Dog Star Press, Haystack Mountain School of Crafts, and several independent authors.



FAQs About Electronic Publishing

Q How do I know which format to choose?

A If your book is mostly text, such as a novel, biography or nonfiction, ePub is probably the best choice. It is relatively inexpensive to create and can be read on most devices. If your book will benefit from audio, video or other multi-touch features, iBooks is the better choice.

Q Can I make both an ePub and an iBook?

A Yes. This is the best way to reach the largest audience but it requires two separate digital projects. The ePub version will need to be simplified and will lack some of the features of an iBook, but has the advantage of being available for Android tablets and Kindle.

Q What do I need to make an electronic book?

A Books are assembled from their separate components — text, images, charts and so on. If you can provide these as separate items, the job goes faster and therefore costs less. If you have a file in which the parts have already been assembled (such as a PDF), we can work with that but the cost will be a little higher.

Q Does it cost less if I don't use color?

A No, black and white, sepia or full color all cost the same. Make your choice based on what will look best.

Q Who determines the selling price of my book?

A You do. Various distributors (Apple, Nook, Kobo, etc.) take different amounts for their efforts but most are around 30%. The balance will be automatically deposited into an account you specify.

Q Who owns the copyright of an electronic book?

A Whoever owns the copyright of the material, which is probably you. Apple owns the iBooks format but not the content.

Q How long does it take to convert a printed book to an electronic book?

A Turnaround for an ePub is typically 2 to 3 weeks. The time to build an iBook depends on the number of features involved and how much work is needed to prepare them for publication. We can give you a better idea when we have seen the raw materials.



Q What if I want to make changes?

A We create an electronic book from your material and send it to you for review. Minor corrections are part of the process and incur no additional cost. If you want significant changes at this point, we'll discuss what is involved and whether it will add to the cost.

Q What is an ISBN and do I need one?

A The anagram stands for International Standard Book Number and every version of a book needs this unique identifier. We provide ISBNs for the ebooks we produce at no additional charge.

Q Once the book is made, how does it become available for sale?

A When the book is finished, we send you a copy and you can upload it yourself to Amazon, Apple, Kobo and other sites. If you prefer, we can do it for you, at a cost of \$15 per site. Either way, you will need to create an account with your name and banking details so the distributor will know where to send your money. We will provide a form on which you can gather all the information needed to do this.

Q Can I publish an ePub or PDF on the iBook Store?

A Yes, but the format will be the same on an iPad as other tablets. To make the most of the multi-touch features like video, pop-overs, audio and so on, we recommend the iBook format.

Comparison of eReader Formats

PDF (Portable Digital File)	Features	Drawbacks
<p>A format developed by Adobe specifically to make it easy to share documents among multiple users. This is basically a snapshot of each page.</p> <p>Great for handouts, brochures and short documents.</p>	<ul style="list-style-type: none">• Easy to convert other formats to PDF• Relatively small file size makes PDFs easy to transmit• Searchable• Includes thumbnails of pages	<ul style="list-style-type: none">• Text is not scalable — this makes them hard to read on tablets• Almost no use of video and audio features
<p>ePub (electronic publications)</p>		
<p>This multi-platform software is perhaps the most widely used ereader program because it works on most computers and tablets. This is great for text-heavy books such as novels, but falls down when there are a lot of images.</p> <p>Good for text-heavy books but because the layout shifts depending on the reader's choices, design is difficult to control.</p>	<ul style="list-style-type: none">• Scalable text: You can change the size of the text (and usually the font too) and the pages will reformat automatically to fit the screen• Searchable• The location and size of images is difficult to control	<ul style="list-style-type: none">• Does not include audio and video options• Because font and size can change, page layout is fluid. This can result in awkward breaks and poor design
<p>iBooks</p>		
<p>This is an Apple format that is ideal for iPads and also plays on Apple computers using OS Mavericks. Books made in this format can be given away or sold, but only through the Apple iBooks Store.</p> <p>Ideal for image-heavy books that take advantage of multi-touch features. The designer remains in control of the layout.</p>	<ul style="list-style-type: none">• By far the best integration of audio and video with text• Designer determines font and page layout• Searchable and easy to take notes, highlight, send selections in email, and more• Software can read the text out loud	<ul style="list-style-type: none">• Apple-specific; iBooks will not play on Android tablets or PCs• Fixed font size is a drawback for some people

