# PUBLISHER ACCOUNT USER GUIDE | LIGHTNING SOURCE

**VERSION 2**

www.ingramcontent.com/publishers

# PUBLISHER ACCOUNT USER GUIDE | LIGHTNING SOURCE

VERSION 2, NOVEMBER 2016

# TABLE OF CONTENTS

# 1 | OVERVIEW

This Lightning Source Publisher Account User guide is intended to help you in navigating and learning about the many online services and features available to you as a Lightning Source customer.

For information on Lightning Source policies and procedures, please refer to the global Lightning Source Print on Demand Publisher Operating Manual.

For information on pricing, please refer to our Print on Demand Pricing Schedule for each Lightning Source operating unit.

These documents can be found in the Account/ Operating Manuals & Contract Documents section of your online account.

To learn even more about Lightning Source and our additional publishing tools and services visit www.ingramcontent.com/publishers

As part of the Ingram Content Group family of companies, Lightning Source is the leader in providing inventory-free, on-demand print and distribution services for books.

Your Lightning Source publisher account gives you access to our suite of services 24 hours a day, 7 days a week.

In this guide you will learn how to navigate your Lightning Source account and how to make the most of the many features available to you within it.

From the creation of content to your first sale and beyond, Lightning Source is passionate about helping you achieve your publishing potential.

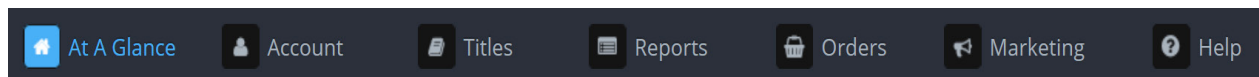The world is reading. Together we can tell your story.

## 2 | PUBLISHER ACCOUNT MENUS

Log in to your account at https://myaccount.lightningsource.com/ and you will be presented with a series of menu options as shown below

| 🏠 At A Glance | 👤 Account | 📓 Titles | 📰 Reports | 🛒 Orders | 📣 Marketing | ❓ Help |

Let's look at what each menu option contains

### 2.1 | At A Glance
The At A Glance page is a quick look at pending action items and links to useful tools and documents.


**MY THINGS TO DO**

You will see the sections listed below appear in your My Things To Do list as titles move through these various statuses.
📝 **Note**: each of these sections is only displayed when there are titles in the relevant status for you to take action on.

Titles Awaiting Submission: Here you will find a list of any title submissions you have started but not yet completed.
👆 Remember that your title submission is not complete until you have provided all metadata and uploaded any content files.

Titles Awaiting Proof Acceptance: Here you will find a list of any titles that have completed the title set up or revision process and are your approval of the eproof or physical proof.
👆 **Remember** a physical proof will only be provided where a proof order is submitted. Eproofs are provided on all titles where possible.
📝 **Note**: Lightning Source has a maximum file size of 1GB per eproof. When an eproof file reaches that size we will attempt to remove some interior pages from the eproof file in order to reduce the file size. This does not affect the print version of the file stored to manufacture your book.

Revision Titles Awaiting Submission: Here you will find a list of any titles where you have begun but not completed an upload of revised files.
👆 **Remember** if a revision awaiting submission is no longer needed, you can click on the 🔄 icon to undo the revision. Your title will then revert back to its prior status and will no longer show in the Revisions Awaiting Submission section.

Titles Received – Contact CSR: Here you will find a list of any titles submitted where we have not been able to complete the title set up process for you. The reasons for this can vary and a notification will be sent to you for any titles going in to this status requesting further information or advising why we are unable to process the content supplied.
📝 **Note**: The notification you receive will refer to a 'waitspecs' status. This is intended to indicate that we are awaiting specifications from you before we are able to continue with your title set up.

Titles Pending Price Change:  Here you will find a list of any titles with a pending price change request. This change could be to price, discount or returns status or a combination of all three.

**Remember** that Lightning Source updates pricing once per month at the end of our financial accounting period. Price change requests which are submitted throughout the month will be added to this pending price change list. The list will automatically clear once the price changes have gone in to effect.

**Note**: Although these titles appear in the **My Things To Do** section of your online account there is no action for you to take here unless you wish to cancel a pending price change. Refer to the How To document titled Cancel A Pending Price Change for more information on how to do this.

Orders Awaiting Submission: Here you will find a list of any orders which you have begun creating but have not yet submitted for printing.

**Remember** that each time you begin an order we will automatically save it.
You can remove any orders no longer required by going to the Orders menu and selecting Orders Not Yet Submitted. From there, click on the 🗑 icon next to any order not yet submitted that is no longer required.

**EASY ACCESS**

Pay Open Invoices: Here you will find access to any outstanding invoices on your Lightning Source publisher account. You can make a payment by selecting the LSI Operating Unit from the drop-down list available and clicking the Get Invoices button.

**Remember** not all fees are paid for in advance. Market Access Fees are one example. This annual fee is triggered automatically on the title anniversary date and the invoice will then appear in your open invoices list.
For credit card customers, the Lightning Source finance teams will automatically take payment for any open invoices each week.
For customers with credit terms, invoices will be generated in line with the payment terms applied to the account and payment can be made online or by direct transfer to Lightning Source.
Contact your assigned Credit Representative if you need details on making payment by direct transfer.

**Remember** you can access your Credit Representative contact information in the Account/Account Information of your online account by scrolling to the Contact Information section of the page.

Print Sales Report: Here you will find quick access to your print book sales report. Refer to section 2.4 Reports for more information on this report.

Update Tax Information: Here you will find quick access to update your sales tax information. Refer to section 2.2 for more information on sales tax and how to provide the required documentation.

File Creation Guide: Here you will find quick access to the Lightning Source File Creation Guide which provides information on how to create files specifically tailored for the Lightning Source premedia and production workflows.
Sign up for Global Connect: Here you will find quick access to join the Lightning Source Global Connect service. Refer to the global Lightning Source Print on Demand Publisher Operating Manual for more information on this service.

**TOOLS**

👆 Remember that for all of these tools you can enter an ISBN to populate the book production specifications automatically if your title is already set up in your Lightning Source publisher account. If your title is not yet set up, you can select the book production specifications manually from the drop down lists available.

Print & Shipping Calculator: Here you will find quick access to our Print & Shipping Calculator tool. Use this to review publisher direct print and shipping costs without creating an order.

Weight and Spine Width Calculator: Here you will find quick access to our Weight and Spine Width Calculator. Use this to determine the weight and spine width of your book,

Publisher Compensation Calculator: Here you will find quick access to our Publisher Compensation calculation tool. Use this to determine the amount of Publisher Compensation payable to you based on any combination of book production specifications, list price and wholesale discount. Refer to the global Print on Demand Publisher Operating Manual for more information about Publisher Compensation and how it is calculated.

📝 **Note**: If using an ISBN to automatically populate book production specifications the ISBN will need to be deleted if any changes to those specifications are made and the amounts recalculated. Leaving the ISBN in place will return results based only on the current book production specifications, list price and wholesale discount.

Cover Template Generator: Here you will find quick access to our Cover Template Generator tool. Use this to request a custom template that will assist you in laying out your cover artwork in line with Lightning Source requirements and recommendations.

👆 **Remember** that the Lightning Source File Creation Guide has further information on how to use the Lightning Source Cover Template.

How To's: Here you will find access to a number of our How To documents detailing how to use the many features of your Lightning Source account.

👆 **Remember** these are also included in section 3 of this User Guide

**FAQ'S**

Submit a Request: Here you will find quick access to submit a help ticket.

📝 **Note**: Please allow up to 48 hours for response to any help requests submitted.

👆 **Remember** that Lightning Source offers a Live Chat service as well. If you need an immediate response to a quick or simple question. Live Chat is your best option for contacting us while our agents are online.

FAQ: Here you will find quick access to our list of Frequently Asked Questions.
You can expand each section of the FAQ's to see what information topics they contain or you can search for a keyword in the search field located in the top right-hand corner of the page.

Browser Compatibility: Here you will find a list of compatible web browsers that are supported by Lightning Source.

👆 **Remember** to check your browser compatibility if you are experiencing problems with the Lightning Source website. Using a compatible browser will help to resolve most common problems.

**MY STATS**

Titles Submitted This Month: Here you will see the total number of titles submitted for the current month. You can also click the link to **View your list of previously submitted titles** to access your full title list.

Web Orders Submitted This Month: Here you will see the total number of orders submitted for the current month. You can also click the link to **View your list of previously submitted orders** to access your full order history.

## 2.2 | Account

**Account Information**: Here you will find a summary of your account information, including your account login ID, account number, business or legal name and form of business. These details were captured using the information provided during your initial Lightning Source account application.

To the top right-hand side of the screen you will see three buttons available:
- Change password: Change the password used to access your online account
- Change security questions: Change the security questions and answers used to confirm your identity
- Manage Marketing Subscriptions: Specify the marketing emails you wish to receive from Lightning Source, or unsubscribe completely.

📄 **Note**: Some legally required notifications may still be sent to you via our Marketing team. Any notifications will be identified as such within the email itself so you can be sure your Marketing Subscriptions status has not been altered in any way.

In addition to your general account information, you will also see a summary of the following addresses held on file for your account:
- Bill To Address
- Internal Ship To Address
- Internal Return To Address

Click on the **Edit** button below any of these addresses to make changes.

Under the addresses section you will see your Lightning Source support team contact information. This includes your Account or Client Service Representative, Credit Representative and any other Lightning Source associates assigned to assist you with the various aspects of managing your Lightning Source publisher account.

In the final My Contracts section shown at the bottom of the page you will see a list of all the contracts currently executed against your Lightning Source publisher account.

Credit/Debit Cards: Here you will find the details of all credit card information stored against your account. You can add new card details, remove existing card details and set a default payment card here.

📄 **Note**: For your security, credit card information is encrypted and can only be entered and changed by the account owner.

Publisher Compensation: Here you can select the currency for your Publisher Compensation payments to be issued in. Click on your desired currency and enter the required payment details as indicated on screen

You can also add an email address to your payment information enabling Lightning Source to send a remittance advice via email each time a payment is issued to you.

📋 **Note**: The currency you select will apply to payment for all distribution markets.

👆 **Remember** that Lightning Source can only offer PayPal transactions in US dollar currency. Once the PayPal transaction is received, you can use your PayPal account to convert the US dollar payment to another currency of your choosing.

Tax Information: Here you can provide the information required to claim exemptions from US Sales Tax. More information on US Sales Tax is available in our FAQ document which can be accessed from this page.

If you have completed tax documents, you can also click on the **Upload Tax Document** button to send your documents to us.

👆 **Remember** that US Sales Tax can apply to publishers outside of the US who are printing and shipping within the US. Review the FAQ document provided on this page for more detailed information.

Paperwork: Here you can access copies of the contracts currently executed against your Lightning Source publisher account. You will see the document name, date added and a link to view the document in PDF format.

Messages: Here you can view messages from Lightning Source. Message content may include system maintenance notifications, reminders to promote your titles or notification that a title needs your attention.

Pay Open Invoices: Here you will find quick access to any open invoices on your Lightning Source publisher account. Select a currency from the drop down list available and click the **Get Invoices** button to view details of any open invoices and make payment online.

📋 **Note**: you will see on-screen messaging confirming when no open invoices are found.

eProof Reviewers: Here you can view and edit the reviewers who will receive notification when an eproof is ready for review. Eproofs are created automatically after the Lightning Source premedia team have completed the initial title set up work.

You can specify multiple eproof reviewers and set one as the primary reviewer.

Operating Manuals & Contract Documents: Here you will find access to the various Lightning Source contracts, the global Print On Demand Publisher Operating Manual and more.

Documents included here are:
- Global POD Agreement: One simple agreement connects you to all the print on demand services Lightning Source has to offer.
- US/UK/AU POD Agreement: For publishers who would like their books offered for one-book-at-a-time printing and distribution.
- Global POD Ops Manual: For information on title submission standards, book attributes, publisher compensation fees, monthly reporting, billing procedures, and LSI contacts.
- US/UK/EU/AU Pricing Schedules: Pricing for doing business with Lightning Source around the world

- Digital Media Submission Form: Submit this with your content files being supplied on CD/DVD or hard drive.
- W-9 Form: Form W-9, Request for Taxpayer Identifications Number and Certification.
- Order Claim Form: submit a claim for an order produced by Lightning Source

## 2.3 | Titles

Add Titles: Here is where you will come to begin the process of adding a new title to your account. Refer to the **Set Up A Print Title** How To information for instructions on how to do this.

All Titles: Here you will find quick access to your list of previously submitted titles. You can search for a single title by Title, Contributor or ISBN/EAN here.

**Note**: A maximum of 25 rows is returned on each results page. Use the navigation buttons to move through multiple pages or refine your search to narrow your results.

Titles Pending Your Approval: Here you will find a list of all titles currently pending your approval. From here you can download a copy of the eProof for review and then approve or reject the content accordingly.

**Remember** that titles move to a pending approval status when the Lightning Source premedia team have completed the title set up work.

**Remember** your eproof reviewers will receive notification each time a titles moves to the pending approval queue.

Promote Your Titles: Here you will find easy access to create advertising orders for inclusion in Ingram's Advance publications. Publications available include the main Advance publication along with the Children's and Christian Advance publications.

**Remember** to refer to the **Promote Your Titles** How To for more instructions on how to submit an Advance order.

## 2.4 | Reports

Print Sales Report: Here you can build a report that provides information on your print sales through our distribution channels. You can set custom date ranges, view the detail on screen or have it emailed to you.

**Remember** to refer to the **Build A Print Sales Report** How To for more information on building this report.

Billing Statement: Here you can review charges on your account by any closed accounting months. Choose your operating unit, financial month and year then enter your email address and click **Submit** to have your statement emailed to you.

Invoices: Here you can build a report that provides information on your charges listed by title. You can set custom date ranges, view the detail on screen or have it emailed to you.

**Remember** to refer to the **Build An Invoices Report** How To for more information on building this report.

Transaction History: Here you can view a summary report of sales history and any credits applied to your account. You can set custom date ranges and view the detail on screen.
Email delivery is not available for this report.

Pre Order Report:  Here you can create a report to view orders that have been submitted but have a title that has not met the On Sale Date specified in the title metadata. You can set a custom date range and add an optional ISBN filter then view the detail on screen.
Email delivery is not available for this report.


## 2.5 | Orders

Create New Order: This is where you will come to create a new print order. You can add multiple ISBN's to an order in any quantity and to print in any Lightning Source printing location that has been enabled on your account. Only one shipping address per order is allowed.

**Remember** to refer to the **Create An Order** How To for more information on creating a print order.

Orders Not Yet Submitted: Here you will find a list of any orders not yet submitted for printing.
You can come here to complete the order submission or to delete the order completely.

**Remember** that each time you begin a new order we will automatically save it.

**Note**: you can remove any orders no longer required by clicking on the 🗑 icon next to any order not yet submitted.

Fully Submitted Orders: Here you can access the full list of orders previously submitted both within your Lightning Source online publisher account and by any other means such as spreadsheet or EDI.

**Remember** to refer to the **Search For Orders** How To for more information on this search function.

Address Books: Here you will find access to your online publisher account address books. Shipping and Return addresses are added here as you use them in new print orders.
Switch between the **Shipping Addresses** and **Return Addresses** tabs to view the content of each address book.
Edit existing addresses or click **Add New Address** to make a new entry.
Edit an address and check the **Set As Default** box to update the default address that will be selecting when you begin a new order.

Pre-Order Report: Here you can create a report to view orders that have been submitted but have a title that has not met the On Sale Date specified in the title metadata. You can set a custom date range and add an optional ISBN filter then view the detail on screen.
Email delivery is not available for this report.

## 2.6 | Marketing

Marketing Home Page: Here you will find an overview of the various Ingram Advance publications that are available to you for advertising your titles.
Click on any of the publication images to see more information about the publication and its circulation.
You will also see links to sign up to receive the Advance publications digitally.

Past Insertion Orders: Here you can view any previous Advance advertising insertion orders you have submitted.


## 2.7 | Help

Tools: Similar to the Tools link found on the At A Glance page, here you will find links to some of the Lightning Source tools that have been provided to assist you with content creation and pricing:
- File Creation Guide: Comprehensive guidance to assist in the creation & submission of digital files for print books.
- PDF File Checklist: A quick reference guide to avoiding the common causes of print file rejections.
- Cover Template Generator: A custom cover template tool for print book cover artwork.
- Weight and Spine Width Calculator: A custom calculation tool to determine the weight and spine width of print books.
- Print & Shipping Calculator: A custom calculation tool to determine printing and shipping costs for publisher direct orders.
- Publisher Compensation Calculator: A custom calculation tool to determine publisher revenue made on sales through our wholesale distribution channels.

FAQs: Here you can review our list of Frequently Asked Questions on a wide range of topics related to the Lightning Source suite of services.

Contact Us: Here you will find the general contact information for each of the Lightning Source locations around the world.

☝ **Remember** that you can find your publisher account support team contact information by clicking the Account menu option and scrolling down to the Contact Information section.

# 3 | HOW TO GUIDES

There are many features available within your Lightning Source online publisher account. Here we will review how to utilize some of the key features in detail.

## 3.1 | Set Up A Print Title

**ABOUT YOUR BOOK**

From the top menu bar, click on Titles.
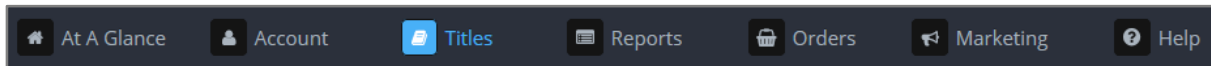


From the titles menu on the left-hand side of the screen click on Add Titles and click the button for Print Only product type.
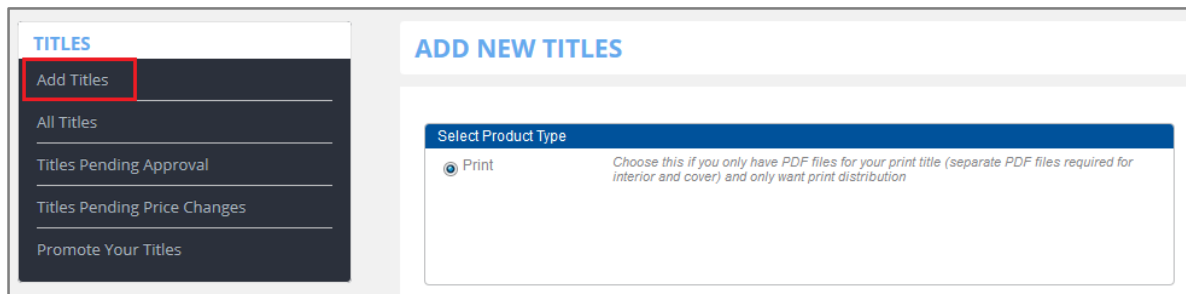


If your title is already listed with Ingram Book Company, click on the **Autofill Title Metadata** button and we will pre-populate some of the title metadata for you automatically.

At minimum, complete the required fields Title and Language.

Click **Continue** to move to the next page.

**ABOUT THE AUTHOR/CONTRIBUTORS**

At minimum, complete the required field Last Name.

For each contributor listed you can click the **About Contributor** button and provide additional information about your contributors including Biography, Prior Work, Location and Affiliations.

Click **Continue** to move to the next page.

**CATEGORIZE YOUR BOOK**

1. At minimum, complete the required fields Imprint, Subjects and Audience.
   **Note**: If you select Juvenile or Young Adult as the Audience you will also be required to specify an Age and Grade range.

**Note:** To search for a BISAC or Thema subject, click on the **Find Subjects** button

## PRINT FORMAT PAGE 1

1. Select your desired trim size from the drop-down menu.
2. Select your interior printing color and paper type.
3. Select your binding type.
4. Select your laminate type.
5. Enter your page count.
6. If prompted, select whether duplex cover printing or interior perforation is required.
7. Click **Continue** to move to the next page.



## PRINT FORMAT PAGE 2

1.  If you are adding a title for short run Print on Demand services only you can request a non-distributable SKU for your title by clicking the text.



2. If you are intending to add a title for full distribution Print on Demand services an ISBN is required.
3. Having at least one distribution market supplied allows short run only titles to be automatically enabled for distribution at a later date if required, as determined by you.

4. If you are adding a title for full distribution Print on Demand services, you should enter pricing for all markets the title is intended to be sold in.
5. Click **Continue** to move to the next page.

**PRINT FORMAT PAGE 3**

1. Check the boxes for Cover and Interior then select the media you are supply for each from the drop-down lists available.
2. Check the Return Materials box to indicate whether you would like any original materials provided for title set up returned to you.

 📄 **Note**: UPS shipping fees apply when original materials are returned.

3. Indicate yes or no as to whether you wish to order a physical proof of your title.
4. If yes, confirm the shipping address that is pre-populated or click the Change button to add or select a new address.



5. Tick the **Large Text Edition** box if you are supplying a file in large print format.
6. Click continue to move to the next page.

**CONTENT UPLOAD | COVER AND INTERIOR FILES**

1. Drag and drop your interior and cover files in to the upload areas shown or click **Browse** to select a file from your computer.
2. If you have a 3rd party uploading files for you, click **Email Upload Link** to compose an email message to your third party allowing them access to perform the file upload only. You can also enter an email address to receive notification once the upload has been completed.
3. Once all content is uploaded click **Continue**.
4. You will now see the following message.

Please wait while we verify the content files for this title ...

**CONTENT UPLOAD | CONTENT UPLOAD VALIDATION**

The content upload validation process will now check your uploaded content for errors

1. Should we find any errors you will see on screen messaging advising you to either correct and re-upload your content or, where possible for us to do so, offering a free file fix option.

   📝 **Note**: refer to the Content Upload Validation section of the Lightning Source user guide for more information on how your content is validated.

**TITLE SUBMISSION**

1. Review the title setup costs displayed



2. Where a proof order was requested, review the proof order costs displayed



3. Add a purchase order reference number (optional)
4. Add an email address to receive proof order shipping confirmation (optional)
5. Confirm your payment method.
6. Click **I Agree** to move to the next page.
7. Your title submission is now complete and you'll see the following on-screen confirmation:

**TITLE SUBMISSION - CONFIRMATION**

Title Submission Received - Your 'Titles' Section Has Been Updated

Congratulations! Your title submission was successful. Here's what will happen next:

For all file uploads: Please allow 1-2 business days for technical file review. Please note that even though your title has passed initial validation, there may be additional errors that can only be detected through a visual inspection. If this is the case, you will be notified by email.

Proofing process: Following visual inspection, an electronic proof will be provided for your review automatically. Hardcopy proofs are only provided where requested.

## 3.2 | Edit Your Title Metadata

**ACCESSING YOUR TITLE INFORMATION**

From the top menu bar, click on Titles.



🏠 At A Glance    👤 Account    📘 Titles    📰 Reports    🛒 Orders    📢 Marketing    ❓ Help
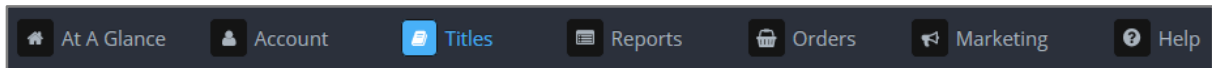
Enter the search criteria for the title you would like to edit.

👆 **Remember** You can search by Title, Contributor or ISBN.

Click on the name of your title to enter the Title Details page.



**SEARCH BY:**

| Title | | EAN/ISBN | |
| Contributor | | | Start Search » |

Page 1 of 1

| ISBN/SKU | Format | Title | Contributor | Submit Date | Status | |
|---|---|---|---|---|---|---|
| | Perfect Bound | | | 5/6/2013 | Available for Printing/Download | 🏷️ |

From here you can access your title metadata in a number of segments and make changes in real time.

Click on the 📝 icon next to each section to edit the information.
Click **Save** at the end of each section to apply your changes.
<span style="color:red">*</span> Denotes a required field

You can edit the following items within each section:

**ABOUT YOUR BOOK**

- Title<span style="color:red">*</span>

- Subtitle**\***
- Language**\***
- Short Description
- Keywords
- Series Name and Number
- Edition Description
- Full Description

**ABOUT THE AUTHOR/CONTRIBUTOR**

- Contributor Last Name**\***
  *(required for minimum of one contributor)*
- Contributor First Name
- Contributor Middle Name
- Contributor Role
- About Contributor: Biography/Prior Work/Location/Affiliation

**CATEGORIZE YOUR BOOK**

- Imprint**\***
- BISAC Subjects 1**\***, 2 and 3
- Regional Subject
- Thema Subject
- Audience**\***
- Table of Contents
- Review Quotes
- Photographs or Illustration

**PRINT**
- Publication date
- On Sale Date
- Booktype**\***

  📝 **Note**: Not all booktype edits can be made in real time. Changes to trim sizes and binding types can require Lightning Source to reprocess print files already stored as can changes in page count where spine widths are affected.

  Edits to this information create an internal notification to your Lightning Source support team who will work with you to complete the requested changes.

**MARKET PRICING**

Market pricing can be edited online but is not updated in real time. To edit your market pricing, follow the steps below:

- Click on the ✏️ icon next to Market Pricing to access the Request Price Change screen.

- Select your desired effective date from the drop down list below

  📝 **Note**: Available dates are determined by the Lightning Source financial calendar. Price changes are applied once per monthly only.

  📝 **Note**: Lightning Source accepts online price change requests for the current period up to 5 days before our financial month end. After that, all online price change requests must be submitted using a future month end effective date available in the drop down list.

- Edit your Retail Price, Wholesale Discount and Returnable details in all required markets and click the **Submit** button.

- You can view any titles with a pending price change request under the Titles tab in the Titles Pending Price Change menu option.

👆 **Remember** refer to the **Request or Cancel a Price Change** How To document for information on price changes

📝 **Note**: Your Lightning Source online publisher account only supports editing metadata at an individual title level. If you need to update metadata in bulk, please contact your Lightning Source support team to discuss available options.

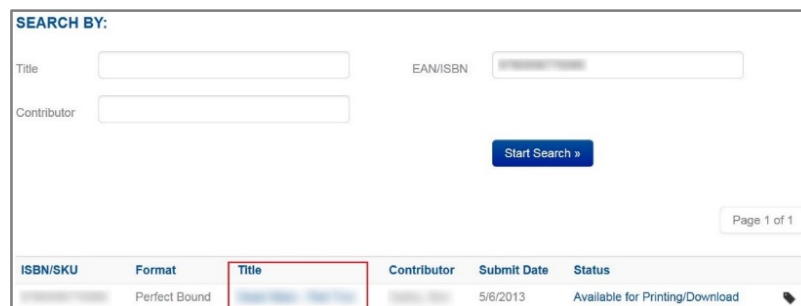## 3.3 | Upload A Revision

**SELECTING YOUR TITLE**

1. From the top menu bar click on Titles.
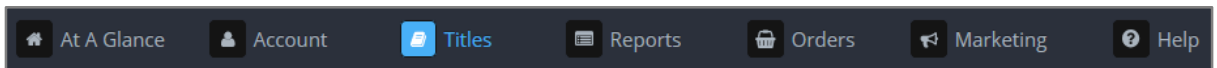


2. Search for the title you would like to revise.

   👆 **Remember**: You can search by Title, Contributor or ISBN.

3. Click on the name of your title to enter the Title Details page.



**UPLOADING YOUR REVISION**

1. From within the Title Information page, click on the **Upload New Files** button that appears in the top right hand corner.

2. Drag and Drop your new file(s) in to place or click **Browse** to look for files on your computer.

   🗐 **Note**: use the to send a File Upload Iink to a third party and get notification when that upload is complete.

3. Click the Continue button and you'll then see the following message
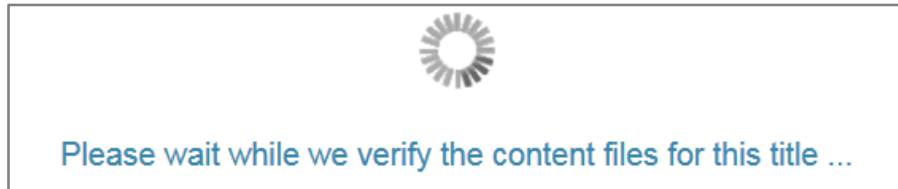


Please wait while we verify the content files for this title ...
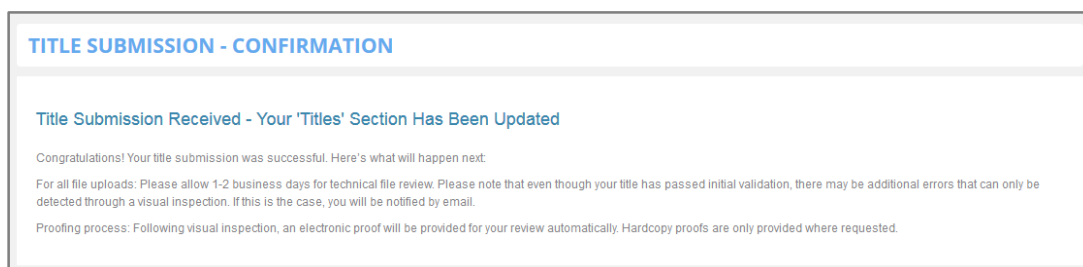
## CONTENT UPLOAD VALIDATION

The content upload validation process will now check your uploaded content for errors

Should we find any errors you will see on screen messaging advising you to either correct and re-upload your content or, where possible for us to do so, offering a free file fix option.

🗐 **Note**: refer to the Content Upload Validation section of the Lightning Source user guide for more information on how your content is validated.

## REVISION SUBMISSION

1. Review your revision fees for accuracy.
2. Use the drop-down menu to indicate whether a physical proof of the revised content will be required.

   🗐 **Note**: This action does not create a proof order. To ensure that a proof order is not printed before your revised content has been processed, please contact your client services representative who will confirm once it is safe for you to submit an order.

   🗐 **Note**: US publishers only can use the notes box provided to provide a shipping address for a revised proof. All other customers will be asked to create a proof order within their online account once their customer service representative has confirmed it is safe to do so.

3. Select your payment method from the drop down list shown.
4. Click **I Agree** to complete your revision submission.
5. Your revision upload is complete and you'll see the following messaging:



### TITLE SUBMISSION - CONFIRMATION

Title Submission Received - Your 'Titles' Section Has Been Updated

Congratulations! Your title submission was successful. Here's what will happen next:

For all file uploads: Please allow 1-2 business days for technical file review. Please note that even though your title has passed initial validation, there may be additional errors that can only be detected through a visual inspection. If this is the case, you will be notified by email.

Proofing process: Following visual inspection, an electronic proof will be provided for your review automatically. Hardcopy proofs are only provided where requested.

## 3.4 | Enable Distribution

Titles can be enabled for distribution in two ways.

**1 | APPROVE EPROOF AND ENABLE DISTRIBUTION**

From the top menu bar click on Titles and select Titles Pending Approval from the left-hand menu
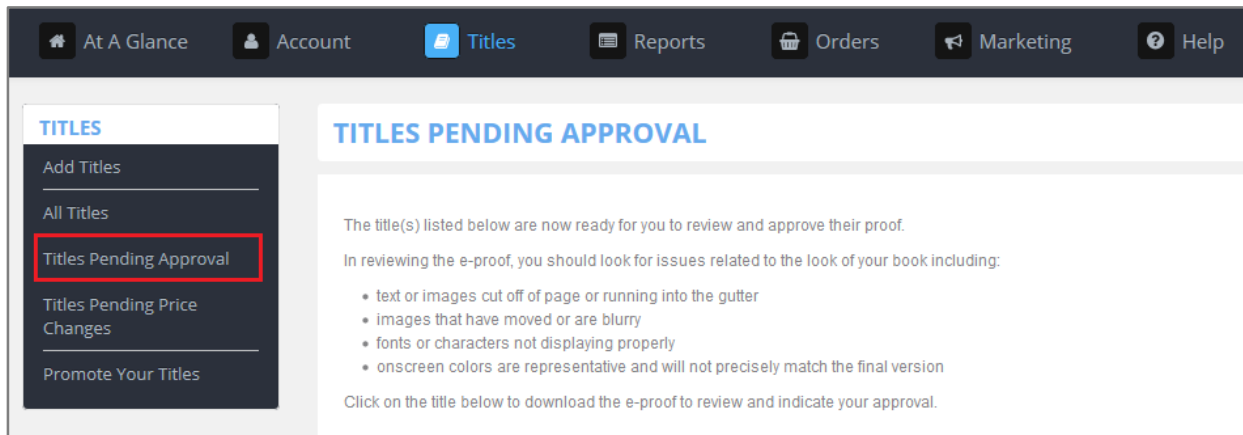


You will see a list of all titles that are pending publisher approval to go in to production.

Click on a title name to access Title Approval screen.

Proof Links: click on the **Download Proof** button to open the eProof or click on the **Email Proof Link** button to send an email link to open the eProof.

Proof Actions: Once the proof is ready for approval, go to the **Proof Actions** section. Here you will see the following options available for proof approval or rejection:

1. Publisher approves this title and authorizes its inclusion into the distribution channels.
2. Publisher approves this title, but prefers to keep it from the distribution channels until a physical proof has been ordered.

3. Publisher does not approve this title and requests alterations.

Select option 1 here to approve your title through to production status and enable it for wholesale distribution in one step.

If opting to approve the title to production but to enable distribution at a later date, follow the alternative steps detailed in section 2.

**2 | ENABLE FROM PRODUCTION STATUS**
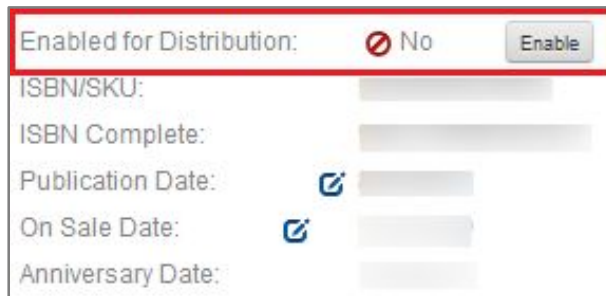
**SELECTING YOUR TITLE**

From the top menu bar click on Titles.

Search for the title you would like to enable and then click on the title name to enter the Title Details page.

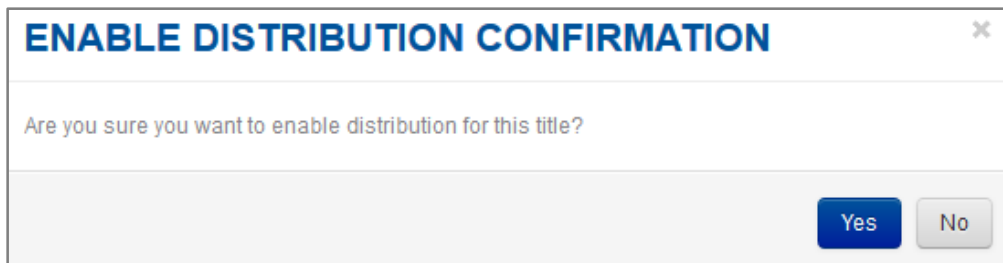☝ **Remember** You can search by Title, Contributor or ISBN.

**ENABLING DISTRIBUTION**

In the Title Details page, scroll to the **Print** section. Here you will find an Enabled for Distribution identifier.



Click on the **Enable** button to begin enabling the title for distribution.

You will then see the following message:



Click **Yes** and you will then see the following message:



Select **Yes** here if you would like to create an Ingram Advance advertising order for your title.
Select **No** if Ingram Advance advertising is not required.

☝ **Remember** you can add Ingram Advance ordering at any time. Refer to the **Promote Your Title** How To document for more information.

You will now see the order summary for your first year's Market Access Fee.

👆 **Remember** Market Access Fee is payable on titles that are enabled for distribution. Your first year is payable when distribution is first enabled and annually thereafter.

Please review your order.

This order is not submitted until payment terms have been accepted below.

To assist with converting currency you can access the Currency Converter

(Please note that since currencies fluctuate daily, the actual charges may vary based on the exchange rate on the day your credit card is charged).

| Quantity | ISBN | Title | Setup Description | Extended Amount |
|---|---|---|---|---|
| 1 | 978-0-9776179-7-5 | My God and Me: Listening, Learning and Growing on My Journey | POD Market Access Fee | US$ 12.00 |
| | | | Total | US$ 12.00 |

**PAYMENT METHOD:**

Note: American Express and Discover cards are not acceptable payments outside of the US.

✱ Payment Method [        ▾]

*Publisher hereby authorizes Lightning Source to establish the above title(s) in its database and Publisher agrees to pay the fees set forth on this form. Pricing is subject to final review of materials submitted to Lightning Source.*

[ I Accept ]

Review your order summary for accuracy, select your payment option from the drop-down list and click **I Accept** to submit your order.

You will then see the following order confirmation detail:

Thank you. Your order for P.O. Number has been submitted for processing.

Your order number is: CSS492556

Important: Do not use the back button to return to the previous page. This may result in double order submission and duplicate credit card charges.

**REQUIREMENTS FOR ENABLING DISTRIBUTION**

Only titles with a valid ISBN are eligible for distribution. Titles with Lightning Source generated SKU numbers cannot be enabled for distribution.

Enabling a title for distribution also requires a minimum of one wholesale distribution market. This requirement includes a list price, discount percentage and returns status.

Titles must be in a Pending Approval or Production status for distribution to be enabled. New titles or titles still going through the set up process cannot be enabled for distribution.

👆 **Remember** refer to the **Request Or Cancel A Price Change** How To document for information on price changes

## 3.5 | Promote Your Titles

From the top menu bar click on **Titles** and then select **Promote Your Titles** from the left-hand menu.

| 🏠 At A Glance | 👤 Account | 📘 Titles | 🖥 Reports | 🛒 Orders | 📢 Marketing | ❓ Help |
|---|---|---|---|---|---|---|
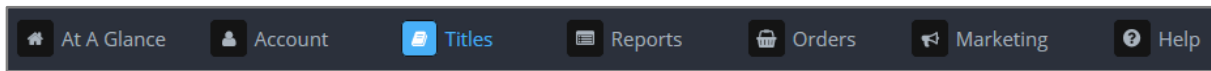
You are now in the Advertisement Insertion page.

In the Advertising Media section, select one of the four available publications that you would like to list your advertisement in.

📝 **Note**: More information about each publication type is detailed on the right-hand side of the screen and changes as your publication selection changes.

Select the title you would like to advertise from the list available at the bottom of the screen.
If the selected title does not already have a short description you will be prompted to add one as this is a requirement for Ingram Advance listings.

Click the **Proceed With Order** button to move to the next screen.

You will now see a summary of your order.

Please review your order.

This order is not submitted until payment terms have been accepted below.

To assist with converting currency you can access the Currency Converter
(Please note that since currencies fluctuate daily, the actual charges may vary based on the exchange rate on the day your credit card is charged).

| Quantity | ISBN | Title | Setup Description | Extended Amount |
|---|---|---|---|---|
| 1 | | | Ingram Advance | £ 60.00 |
| | | | Tax | £ 12.00 |
| | | | Total | £ 72.00 |

**PAYMENT METHOD:**

Note: American Express and Discover cards are not acceptable payments outside of the US.

✳ Payment Method [ ▾ ]

*Publisher hereby authorizes Lightning Source to establish the above title(s) in its database and Publisher agrees to pay the fees set forth on this form. Pricing is subject to final review of materials submitted to Lightning Source.*

Review your order summary for accuracy and select a payment method from the drop-down list.

Click **I Accept** to submit your order. You will see the following order confirmation message.

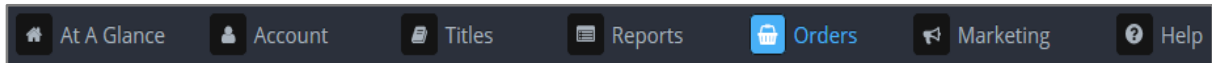Thank you. Your order for P.O. Number has been submitted for processing.

Your order number is: CSS1306948

Important: Do not use the back button to return to the previous page. This may result in double order submission and duplicate credit card charges.
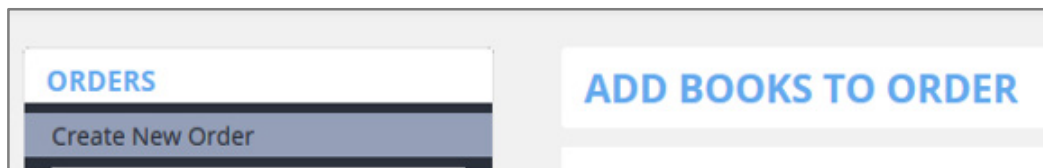
## 3.6 | Create Or Cancel A New Order
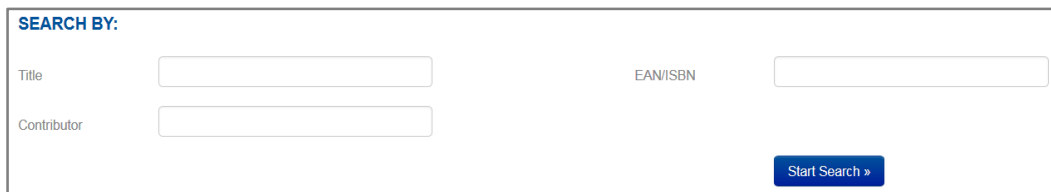
**ADD BOOKS TO ORDER**

From the top menu bar click on Orders



From the Orders menu on the left-hand side of the screen click on Create New Order



Search for the title(s) you want to order using Title, Contributor or EAN/ISBN



From the search results that appear, tick the Select box to select items to add to your order



Click **Add Items To Order** to move to the next page
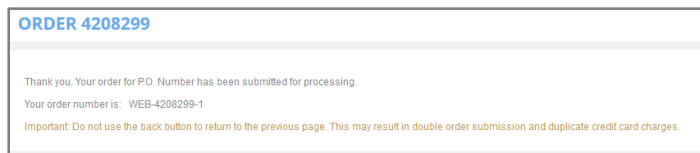
**SHIPPING ADDRESS, PRINT SERVICE LEVEL & SHIPPING SERVICE LEVEL**

1. Confirm the Return To and Ship To addresses displayed are correct. Click **Change** to edit this information.

2. Select the required order type from the drop-down list: Short Run or Proof.

   📝 **Note**: Proof order type will only be available where a title is in Awaiting Proof Approval status.

3. Select the required Print Location from the drop-down list: LS US, LS UK, LS AU.

   📝 **Note**: if you do not see the desired Print Location available please contact your customer service representative.

4. If you have a promotion code, enter your code in to the Promotion Code field.

5. Select how quickly you would like your order printed: Economy, Express or Rush print service level.

   📝 **Note:** Print service levels have different costs associated with them. Print costs are quoted on-screen at the time of order creation.
   Refer to the Lightning Source pricing sheets for more information on print service levels.

6. Select how quickly you would like to order to be delivered: Economy, Standard or Premium delivery service.

7. 📝 **Note:** Delivery service levels have different costs associated with them. Delivery costs are quoted on-screen at the time of order creation.

8. Update the Ordered Qty for your item(s) by clicking in the Ordered Qty field and entering the required number of items.

9. Click **Update Order** to refresh your order costs any time you make changes to your print service level, delivery service level or order quantity.

10. Once you are happy with all items in your order, click **Submit Order** to move to the payment screen.


**SUBMIT ORDER**

1. Review your order details for accuracy. Be sure to checking the ship to address, return to address, line items and line quantities, print service level and shipping service level.

2. In the Payment Method select your payment method from the drop down list available. You can also add a new credit or debit card to your account here by selecting New Credit Card from the drop down list.

3. Enter an optional purchase order number in the Purchase Order Number field if you have one.

4. Enter and confirm your email address to receive order acceptance and shipping notification email updated.

5. Click **I Accept** to complete your order submission.

6. You will see the following on-screen confirmation message:



**ORDER 4208299**

Thank you. Your order for P.O. Number has been submitted for processing.

Your order number is:   WEB-4208299-1

Important: Do not use the back button to return to the previous page. This may result in double order submission and duplicate credit card charges.

**CANCELLING A NEW ORDER**

Once a new order has been submitted via a Lightning Source online publisher account there is a thirty-minute cancellation window. During this time, you will see the option to cancel the order from within your account.
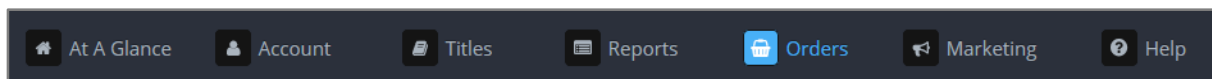
Go to Fully Submitted Orders from the left-hand menu and you will see a list of all previously submitted orders. Order that are eligible for cancellation will have a Cancel button next to them as shown below:
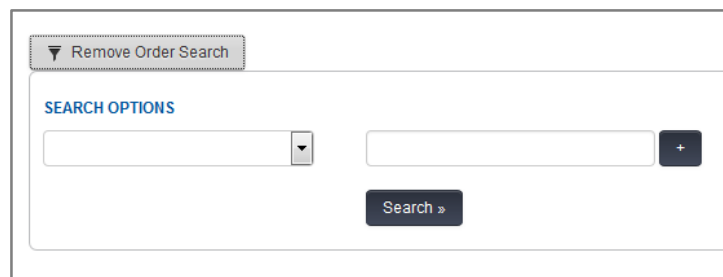


## 3.7 | Search For An Order

From the top menu bar, click on Orders and select **Search For Orders** from the left-hand menu.



Click **Order Search** to access the search options drop-down list:



Select a search option from the drop-down list and enter your search criteria in the field available to the right. Click the **Add** button to add additional criteria to your search.

Click **Search** to perform your order search and view your search results.

**Note**: Search results are limited to 50 orders.

**Note**: If you don't find the order you are looking for, trying refining your search criteria. For example, searching for ISBN only may return too many orders. Adding an order date could help narrow your results.

**Remember** that this screen can also display orders not submitted outside of the Lightning Source online publisher account. This is useful for customers who submit orders via Excel spreadsheet or EDI.

## 3.8 | Request Or Cancel A Price Change

**REQUEST A PRICE CHANGE**

From the top menu bar, click on Titles:

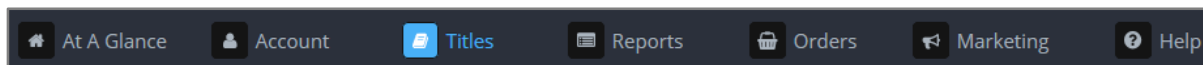| 🏠 At A Glance | 👤 Account | 📘 Titles | 📄 Reports | 🛒 Orders | 📢 Marketing | ❓ Help |

Enter the search criteria for the title you want to change a price on.

👆 **Remember** you can search by Title, Contributor or ISBN

Scroll to the Print section and click the 📝 icon next to Market Pricing to enter the Request Price Change screen.

Select your desired effective date from the drop down list available.

📝 **Note**: Available dates are determined by the Lightning Source financial calendar. Price changes are applied once per month only.

📝 **Note**: Lightning Source accepts online price change requests for the current period up to 5 days before our financial month end. After that, all online price change requests must be submitted using a future month end effective date available in the drop down list.

Edit your Retail Price, Wholesale Discount and Returnable details in all required markets and click the **Submit** button to complete your price change request.

Any price changes requested but not yet effective will now be highlighted.

👆 **Remember** you can view any titles with a pending price change request under the Titles tab in the Titles Pending Price Change menu option.

**CANCEL A PENDING PRICE CHANGE**

If a pending price change is no longer required, you have the option to cancel it before it goes in to effect.

Each pending price change will have a **Cancel** button next to it. Click that button and the pending price change will be removed and that pricing line will no longer be highlighted as having a price change not yet in effect.

📝 **Note**: Lightning Source accepts online price change cancellation requests up to 5 days before the price change id due to go in to effect.

Edit your Retail Price, Wholesale Discount and Returnable details in all required markets and click the **Submit** button to complete your price change request.

## 3.9 | Build A Print Sales Report

From the top menu bar, click on Reports

| 🏠 At A Glance | 👤 Account | 📄 Titles | 📊 Reports | 🛒 Orders | 📢 Marketing | ❓ Help |
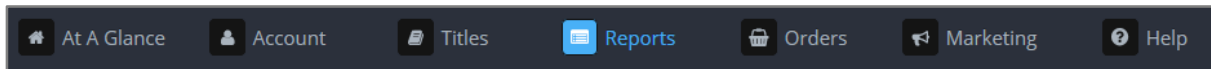
Click on the **Print Sales Report** link to access the report builder.

**DATE CRITERIA**

There are two options for setting date criteria for your report:

Date range option 1: Enter a 'From' and 'To' date range in the fields available or select a pre-set date ranges from the list available to the right hand side

| Date Range: | 05/28/2016 | 📅 | to | 07/01/2016 | 📅 | or | Set to last period |
|---|---|---|---|---|---|---|---|
| - or - | Date range can not be longer than 366 days | | | | | | Set to last 2 periods |
| | | | | | | | Set to last 3 periods |
| | | | | | | | Set to last calendar year |
| | | | | | | | Set to year-to-date |

📝 **Note:** the 'last period' related pre-set date ranges use Lightning Source financial accounting periods which may not be in line with calendar months.
📝 **Note**: dates are displayed in American Month/Date/Year format.

Date range option 2: select a financial period month and year from the drop-down lists available.

| Period: | January ▼ | - | 2016 ▼ |

**OPERATING UNIT CRITERIA**

Lightning Source has operating units in the US, UK and Australia.

Use the operating unit criteria to select which operating unit you want to include in your print sales report.
📝 **Note**: We are unable to display more than one operating unit in on-screen sales data. Multiple operating unit sales data can only be provided via email in separate attachments.

**CURRENCY CRITERIA**

Lightning Source uses local currencies in each of our operating units.

Use the currency criteria to select which currency you want to include in your print sales report.

**Note**: Lightning Source UK operates in two currencies, GBP and Euro's.

**Note**: We are unable to display more than one currency in on-screen sales data. Multiple currency sales data can only be provided via email in separate attachments.

## COMPENSATION TYPE

This should always be set to POD (Print on Demand) for print sales reporting.

## OPTIONAL FILTER CRITERIA

Here you can add additional filters to your print sales report. These are optional fields and aren't required to submit a print sales report request.

Optional criteria are:

ISBN(s): multiple ISBNs must be separated by commas

Title: Only titles beginning with your input will be returned

Author: Last name only is accepted. Must be in **Last Name, First Name** format where both are supplied.

## OUTPUT FORMAT

Here you can select how you want to review your print sales data.

Screen Display (HTML): Use this option to view your print sales data within your online publisher account. The sales data requested must be for a single operating unit and single currency when selecting this option.

Email Delivery As File Attachment(s): Use this option to receive your print sales data via email. Sales data requested can be for multiple operating unit and currencies when selecting this option.

Select Adobe PDF or Tab Delimited (Excel) file types when requesting print sales data.

Enter and confirm the email address to send your print sales reports to and click **Submit** to complete your request.

Print sales data will then be displayed on-screen or supplied via email as indicated by the report request.
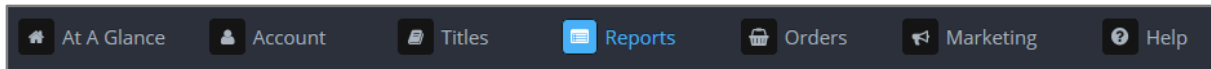
On screen sales data is usually returned within a few seconds. Emailed sales data is usually supplied within 30 minutes.

**Note**: You may experience a time-out error for large amounts of print sales data being returned on-screen. Having the sales data sent via email is the better option in this scenario.

## 3.10 | Build An Invoices Report

From the top menu bar, click on Reports



Click on the **Invoices** link to access the report builder.

**DATE CRITERIA**

There are two options for setting date criteria for your report:

Date range option 1: Enter a 'From' and 'To' date range in the fields available or select a pre-set date ranges from the list available to the right hand side



📝 **Note:** the 'last period' related pre-set date ranges use Lightning Source financial accounting periods which may not be in line with calendar months.
📝 **Note**: dates are displayed in American Month/Date/Year format.

Date range option 2: select a financial period month and year from the drop-down lists available.



**OPTIONAL FILTER CRITERIA**

Here you can add additional filters to your invoices report. These are optional fields and aren't required to submit an invoices report request.

Optional criteria are invoice number and credit card reference number.

**OUTPUT FORMAT**

Here you can select how you want to review your invoices data.

Screen Display (HTML): Use this option to view your invoices data within your online publisher account.

Email Delivery As File Attachment(s): Use this option to receive your invoices data via email.

On screen invoices data is usually returned within a few seconds. Emailed sales data is usually supplied within 30 minutes.

📝 **Note**: You may experience a time-out error for large amounts of invoices data being returned on-screen. Having the sales data sent via email is the better option in this scenario.

## 3.11 | Reset Your Password

From the login screen at https://myaccount.lightningsource.com/ click the link for **Forgot Password?**

You'll be prompted to enter your User Name and click **Reset Password**.

📝 **Note**: If you have forgotten your User Name please contact your client service representative who will be able to provide this for you.
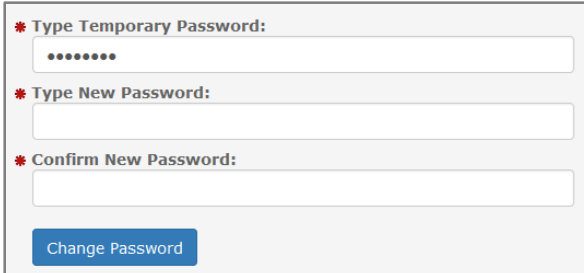
You'll now be asked to provide the answers to your security questions.

📝 **Note**: If you have forgotten the answers to you your security questions, please contact your client service representative who will be able to re-set these for you.

After entering your security question answers, click **Reset Password** to submit your answers and complete your password reset request.

A temporary password will now be emailed to you. Follow the steps below to login in to your account and reset your password:

1. Login in to your account using the temporary password.
2. Go to the Account tab within your account.
3. You will be prompted to enter both the temporary password and a new permanent password.



4. Enter the temporary password that was emailed to you in the **Type Current Password** field.
5. Type a new password of your choice in the **Type New Password** and **Confirm New Password** fields.
6. Click **Change Password** to submit your new permanent password.

# 4 | CONTENT UPLOAD VALIDATION

## 4.1 | What Is Content Upload Validation?

Content Upload Validation is a PDF file analysis tool that can assess the quality of cover and interior files uploaded within a Lightning Source online publisher account.

This tool allows Lightning Source to look at the PDF content uploaded and provide on-screen feedback to you about anything that could be detected in the file that could prevent or delay your title from completing the title set up process.

Content Upload Validation will look for things like:

- Fonts not embedded
- File contains transparency
- Low resolution images
- Spot colors used
- Damaged PDF document
- Colour space used
- Password protected file

**Remember** that our File Creation Guide contains comprehensive guidance on creating files specifically tailored for Lightning Source. Following the advice contained in that guide will greatly increase your chances of passing Content Upload Validation without issue.

**Note**: Clearing Content Validation does not guarantee that your content will pass through our title submission process without issue. You will be notified separately should we experience any undetected problems with your content that prevent us from completing your title set up work.

## 4.2 | File Fix Services

Some of the items detected by the Content Upload Validation function will be things that Lightning Source can attempt to fix for you at no charge.

Where this is the case you'll see the following note in the on-screen messaging:

> The good news is that we can correct the file error(s) for you at no charge.
>
> *Note: The correction for this error can not be 100% guaranteed. If you want us to fix your file, you will need to review the eproof very closely as the next step in the process to be sure that the transparency elements in the file (such as drop shadows or opacities less than 100%) look the way you intended. Further, we recommend you thoroughly review a printed copy in addition to the eproof.*

**Note**: it is important to be aware that corrections to some errors cannot be 100% guaranteed. For this reason, we strongly recommend reviewing a printed copy of the final book when taking advantage of this free correction service.

If Lightning Source is not able to offer a correction to an error found, for example where fonts are not embedded, you will not see any messaging offering the free correction service. Instead here you will be asked to replace the file uploaded with your own corrected version.

**Remember** your files have not been released for processing at the point at which Content Upload Validation is performed so there is no cost associated with replacing a file and performing a new Content Upload Validation. You can replace and validate as many files as needed.

# 5 | MASTERING METADATA: Metadata Hints and Tips

Often overlooked, good quality metadata is key to ensuring the discoverability of your titles.
If your audience can't find your content, they can't buy your content.

Here we will cover a selection of some of the metadata fields that can help increase title discoverability.
All of these metadata fields are available to you within your online publisher account.

**Title:** The primary title of the book.
✔ Enter the main title of the book as it appears on the product cover and title page.
✔ Keep the title consistent across formats. (The title should be the same across all works that reference the same parent ISBN.)
✖ Do not include any subtitle, series, edition, or format information. (These data elements are captured in separate fields.)

**Subtitle (optional):** A secondary, often descriptive or explanatory title for the book.
✔ Enter the subtitle of the book, as it would appear on the cover of the book or on the title page.
✔ Keep subtitles succinct. The longer a title is, the more likely you are to lose a potential buyer's attention. (Amazon recommends that title and subtitle together remain under 60 characters, though this is not a hard rule.)

**Series Name and Number (when applicable):** Thematic, character, or plot-driven grouping of titles.
Series Name:
✔ Specify a series name for titles that feature an ongoing story (e.g. *A Song of Ice and Fire*), recurring character or other organizing principle (e.g. Penguin Modern Classics)

Series Number:
✔ For numbered series, specify the ordered place (number) of the title in the series. This should be entered as an integer (1, 2, 3).

**Edition Description (when applicable):** Used to distinguish materially different manifestations of the same work.

✔ Different formats (e.g. ebook, hardcover, mass market) and reprints of the same content are not different editions.
✔ Works with no other revised or special editions do not need to specify edition information.

**Contributor Data:** Information about the author, illustrator, editor, and/or other parties responsible for the creation of the work.
✔ All relevant contributors to a work should be listed.
✔ For each contributor, select the appropriate role.
✔ Ensure consistency. For example, if the author name sometimes includes a middle initial and sometimes not, it is best to choose one and keep it consistent.
✔ Enter a brief bio for each contributor (50 to 150 words), highlighting key information that potential buyers (and searchers) might want to know.
✖ Avoid time-sensitive language, so that your bio does not become outdated. For example, do not say "latest", "forthcoming" or "most recent", and do not refer to "last year" or an author's "next book".
✖ Do not include active hyperlinks, though you may include URLs (for an author website, for instance, one could use www.authorsite.com).

**Contributor Location:**

✔ If a contributor is strongly connected to or associated with a particular location (a country, region, state, or city), this data can help drive publicity and promotion.

✔ Enter the most specific location name that is relevant.

**Prior Work:**

✔ List additional works by the contributor. Be sure to include any popular or important works that potential readers may be familiar with. These may be specific titles, series or collections.

**Affiliations:**

✔ List important corporate, organizational, or institutional affiliations for the contributor. These may include:

- Businesses or non-profits that they have worked with
- Schools where they studied, taught, or conducted research
- Clubs, groups, or professional associations
- Media or publications they have written for

**Description:** Detailed descriptive copy appropriate for public display, used for marketing, discovery and sales purposes. It drives search engine optimization, and it is your best chance to pitch the book and get people interested.

✔ Describe the book in straightforward and consumer-friendly terms, ideally 150-200 words.

**Short Description:** Brief description appropriate for public display, used for marketing, discovery, and sales purposes.

✔ Provide a straightforward and concise "handle" or "elevator pitch" about the book, similar to the headline of the long description.

✔ Keep it to 200 characters or less to ensure maximum visibility across devices and screens.

**Table of Contents:** An outline of the book's content, including parts or chapters, appendices, and all introductory and supplementary materials. The Table of Contents can help potential buyers and search engines better find and understand your book.

Include this data for non-fiction and reference titles, as well as for fiction titles with supplemental materials, reading guides, author interviews, and other extras.

**Review Quotes:** Praise for the title and/or contributor(s)

✔ Include two to eight positive review quotes. These should be from a variety of sources and should highlight different aspects of the book. Ideally, reviews will come from people and publications known by and influential with potential buyers.

✔ Each quote should be brief (no more than 50 words each). Provide excerpts from longer reviews.

✔ Separate quotes with a paragraph break.

✔ List the most powerful or effective review quote first.

**Image & Illustration Details:** Information on any images that may be included in the content of the book

✔ Specify whether the book contains any images. These may be illustrations, photographs, maps, charts, graphs, diagrams, tables, or any other drawings or pictures.

✖ This does not include front or back cover images.

**BISAC Subject Codes:** Content-oriented classification, intended to guide shelving, categorization, merchandising, and marketing. BISAC codes help signal to potential buyers, retailers, distributors, and search engines what your book is about – the primary genre(s), topic(s), and theme(s) that matter.

✔ One BISAC code is required, but three is considered best practice to help ensure the broadest reach for the book. Books are seldom about just one thing. Look for codes that reflect the breadth and depth of the content.

✔ Select BISAC codes that accurately and clearly describe the content of your book as a whole.

✖ Do not select codes that pertain to only one chapter or reflect only a peripheral topic or theme of the work.

✔ The first subject code should be the best, most accurate, and most specific code possible. (e.g. HEALTH & FITNESS / Diet & Nutrition / Weight Loss is better than HEALTH & FITNESS / Diet & Nutrition / General, or HEALTH & FITNESS / General).

✔ If possible, select codes from multiple top-level BISAC categories to broaden discovery.

✖ Avoid "General" codes whenever possible.

**Regional Subject Code:** Information on the primary geographic location of the book to be used in conjunction with BISAC codes to identify the primary geographic location of the book (not any contributors).

✔ Select the most accurate relevant region. It is better to select a broader, more inclusive region if the book covers multiple locales. For example, for a book about a backpacking trip through Central America, select Central America rather than one particular country or city. However, if the content is very focused on just one city, state/province, or other sub-region, then select that.

**Thema Subject Code:** Content-oriented classification, intended for international and multilingual discovery and sales. Similar to BISAC, Thema is a classification scheme to identify the major categories for a work, including genre(s), topic(s), and theme(s). Thema is used internationally by global distributors, aggregators and retailers.

✔EDItEUR provides more information on Thema, its history, instructions, and details on all available Thema subject categories. Visit their website http://www.editeur.org/ for more information.

**Audience Information:** Designation of the appropriate, intended audience for the book.

✔ Select the most appropriate primary audience for the book.

✔ Audience codes work in tandem with BISAC codes. Any book with a primary intended audience of children or young adults should have at least one corresponding BISAC code.

Audience Range: Mandatory for juvenile and young adult titles, and highly recommended for educational titles.

✔ Keep ranges narrow, particularly for younger children (just two years or grade levels). For teen audiences, ranges may be broader (up to four years or grade levels).

**Keywords:** Additional topics, categories, and consumer search terms related to the book. Keywords are used by certain online retailers to better understand and categorize your book. They should be complementary to, and not duplicative of, your BISAC and Thema subject and audience codes.

✔ Enter up to seven keyword phrases, separated by semi-colons.

✔ These should be terms and phrases that potential buyers may search for, including things like:

- Important topics and themes from the book (e.g. Mediterranean diet; coming of age)
- Important locations or time periods from the book (e.g. Victorian era; American Southwest; War of 1812)
- Story tone, writing style or genre (e.g. psychological thriller; verse novel; heart-warming romance)
- Character types and roles (e.g. female protagonist; immigrant kids; working mom; Jewish family)
- Format or audience notes (e.g. baby board books; coloring books; motivational books for women)

## 6 | SERVICE FEES PAYMENT TIMING

Some Lightning Source service fees will be taken from your credit card at different times.

Please refer to the table below for details on service fee payment timings by service fee type.

| | |
|---|---|
| **New Title Submission** | Payment will be taken at the time of title submission in your online publisher account |
| **Content Revision** | Payment will be taken at the time of revised content upload in your online publisher account |
| **Print Order** | Payment will be taken at the time of order submission in your online publisher account |
| **Advance Advertising** | Payment will be taken at the point of Advance order submission in your online publisher account |
| **Market Access Fee** | You will be prompted to submit payment for your first Market Access Fee when enabling your title for full distribution in your online publisher account.<br>Subsequent Market Access Fees invoices will automatically generate on the distribution anniversary date and credit card payment can either be made manually in your online publisher account or our weekly credit card payment runs will take the payment from your credit card. Our credit card payment runs take place on Friday of each week. |

UNITED STATES | UNITED KINGDOM | AUSTRALIA