

## ContentCreate

The automated solution to build/create “author direct” content/publications.

- ✓ Simplify Work Flows
- ✓ Reduce Cost
- ✓ Shorten Schedules
- ✓ Create Multiple Deliverables



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## Why **ContentCreate** ?

Reduce resources spent preparing “author direct” content for various distribution channels !

Reduce vendors needed to meet all market demands for content !

Simpler preparation, fewer vendors equals faster production cycles !

Think of all the cost that can be eliminated from your work flow !!!!

## Why Greyden Press ?

Greyden Press has been specializing in “author direct” publications for over 20 years- with a focus on conference proceedings.

We have a proven track record of successfully applying technology and automation to create the most efficient and comprehensive work flow in the industry . We also clearly understand all the nuances associated with conference publishing.

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## The Product

*ContentCreate* is an automated program that utilizes a very simple set of customer inputs to build/create citibale papers, print and electronic content. Data used in the process provides additional deliverables:

- XML for CrossRef
- E-Books
- Digital Library XML/Structured Data
- MARC Records
- Post production structured data
- *Greyden Press' CloudConference Proceedings*

## How it Works

*ContentCreate* is a 3-Step Process:

**1. Pre-flight/Data Gathering** -- All files provided are pre-flighted to assure validity. An XML file is created that contains all data needed to create and place content.

**2. Program Run** -- The program is run applying automation to create/place/build the following:

### Front Matter

- ✓ Create 1/2 Title/Title Page
- ✓ Place/Create Copyright Page
- ✓ Create Table of Contents
- ✓ Add Blank Pages
- ✓ Place Customer Provided Content (Preface, Introduction, etc.)

### Text/Content

- ✓ Create/Place Divider Pages
- ✓ Add Page Numbers
- ✓ Size Pages (Article/Chapter level)
- ✓ Add Blank Pages
- ✓ Add "drop in" content
  - Copyright Lines
  - DOI Numbers
  - Headers/Footers
  - Any Consistently Positioned Content

### Index's

- ✓ Author
- ✓ Subject

### Electronic Products

- ✓ Create and Link Bookmarks (4 levels)
- ✓ Link TOC to corresponding article/chapter
- ✓ Link Author and Subject Index's
- ✓ Event specific help section
- ✓ Index Content for Fielded Search
  - Title
  - Author
  - Subject
  - Key Words (Article level)

### **3. Proofing**

- ✓ Internal to Verify Accuracy
- ✓ Customer Proofs Pre-production
  - Digital Cover and/or Text
  - Hard Copy Print
  - CD-ROM/Electronic Content

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### **What do you mean by “author direct” ?**

These are any documents and/or publications that must be created directly from author supplied files, there is no budget for composition. Most common are conference proceedings, transactions, Monographs, and conference papers that will on be presented in an on-line digital library.

### **How does ContentCreate:**

#### Simplify Work Flow ?

*ContentCreate* requires very few customer inputs making production preparation very easy -- our ability to create multiple deliverables from a single set of source reduces the number of vendors that need coordination and management. Ideally Greyden Press is your one-stop-shop.

#### Reduce Cost ?

Several ways. Our customers use fewer resources preparing materials for production, the automation we've brought to the process lowers our cost, the ability to create all deliverables from a single data base lowers your actual costs for those products and the costs associated with managing multiple vendors.

#### Shorten Schedules ?

A simple process allows you the publisher to get projects in production much earlier, our automation delivers content much more quickly, and all other deliverables are not an extension of the process but a by-product - so everything is much quicker.

#### Create Multiple Deliverables

Creating structured data (XML, HTML, MARC Records) to serve additional channels of distribution for you content is simply a matter of adding any required data beyond what's needed for the base product and creating simple programs to structure that data for distribution -- delivering these now become a by-product of your content work flow - NOT- a separate extension. You have your additional products sooner in your production process.

### **What is a “simple set” of customer inputs ?**

Greyden Press only needs the following from any customer:

- File for each paper/chapter
- Guide for organizing content
- Copy and placement for drop in content
- Sample for working guide (first project only)

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# **ContentCreate**

## **Frequently Asked Questions**

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### **What do you mean by “guide for organizing content” ?**

This is what we use to organize the structure of the document/publication. Generally they are broken down by Sessions, Symposiums, etc with the papers/chapters for each organized in the correct sequence. These can be an Excel spreadsheet, actual conference program, or any type of document that reflects how the end product should be organized. The only additional requirement is that the corresponding file name for the article files appear in this documentation.

### **What “nuances” of conference related publishing are understood by Greyden Press ?**

We’ve been working on conference proceedings with scientific and technical publishers for over 20 years and understand that it is an extremely difficult management task to get authors submitting papers on time and right and still meet deadlines. We know that any number of changes can occur after a project is submitted, including, but not limited to:

- Late Papers
- Authors submitting new papers
- Requests for changes to an existing paper
- Changes in authors names and/or sequence

The list can go on and on, however we’ve built enough flexibility in to our program and accumulated enough experience to be very good at absorbing these issues and keeping projects on budget and on schedule.

### **Can Greyden Press make corrections to PDF files ?**

The short answer is yes with a cautionary not always. 90% of the time we can find some type of work around that will allow us to cost effectively correct a PDF. On the 10% where we cannot get it done we get back to you quickly to allow enough time to get a replacement file.

### **In my current process I provide a Table of Contents would I still do that with *ContentCreate* ?**

No, the most efficient way for our program to work is to run all required functions within the program. If we have features of the program that you do not use, for example divider pages, it is not a problem to turn that feature off. However to turn a feature off and then try and integrate it from an outside source can be disruptive, undermines automation, and increases the margin for error.

### **If I have a specific format for the components of my publication can you match it ?**

We have several options that match most common formats used in the industry. It is possible we could not exactly match your current format without additional cost.

### **What's a "citeable" paper ?**

Many publishers have papers/chapters that will only be presented in a digital format but still need to be marked up for citation purposes. **ContentCreate** is an excellent tool for cost effectively and quickly adding required mark up and posting papers.

### **What makes for file "validity" in your Pre-flight process?**

Each file that will be part of the end product is opened to make sure that it does, in fact, open and there are no errors associated with the file that will disrupt running the program. We also use this as an opportunity to visually inspect the file to catch any possible problems, these could be shifting text, missing images, overwritten figures, dropped mathematics, any number of things that could happen when an author creates the article/chapter PDF file.

### **Where does Greyden Press get the data for the XML file that drives the program ?**

Generally it is from the PDF's themselves and the document that guides organizing of content . During our pre-flight of each file key data such as title, author, affiliation, and article key words are extracted for inclusion in the XML, and additional data needed is found in the "guide" document. Customers can also provide alternative documents from which we pull data.

### **What if I have corrections after the first proof ?**

Once we receive corrections, the data is updated in the XML file and the program is run again to create the corrected content. If the number of corrections is such that the project will go over the estimated budget we advise you of the additional cost before making any corrections. This would hold true for any number of correction rounds -- although the objective is always one round of corrections.

### **Are there any specific file requirements ?**

As a rule we work with PDF and Word documents, however if you have an alternative format we are always willing to look at it and see what it will take to get it to PDF. The one absolute file requirement is that the files must be named in a way that we can clearly link them to the listings in the "guide" document or their must be an intuitive method for us to rename the files without adding a lot of time or increasing the margin for error.

### **If an author submits a new or changed paper after the project has started can I change it ?**

The answer is always yes, if the paper length is the same it is a minor adjustment. If the paper length is different it's possible that adding it may push the project over the estimated budget. If the latter is the case we will always seek your approval for any increase costs prior to proceeding with the project.



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### **What do you mean by “sizing” to article/chapter level ?**

This is important when reducing pages. Rather than calculate the largest reduction and then applying it to all pages, our program views each article as it relates to the target text window and reduces only that article to fit in the target. This assures not only uniformity from article to article, but prevents extremely small type on all articles and large white spaces at the bottom of the pages.

### **What do you look for in the internal proofing done after the program is run ?**

The general answer is anything that might possibly have gone wrong during the program being run, these could include:

- Pagination not being correct
- Placement of drop in copy not being formatted or positioned correctly
- Shifting Pages
- Formatting issues in any part of the publication

These problems occur primarily when a damaged file slips through and disrupts the program, we then make the fixes prior to submitting proofs to our customers.

### **What is most important for me to get the most out of *ContentCreate* ?**

Consistency of source material. Identifying what we are going to get from customers and how we are going to gather data is the most important part of the *ContentCreate* process -- once this is determined consistency of what we receive is most important.

### **What makes Greyden Press special ?**

It's possible to find company's that understand how to use technology to improved work flows, and it's possible to find company's that understand the “in and outs” of author direct and conference publishing. Greyden Press is both and that is unmatched in the industry.

### **What else do I need to know about Greyden Press ?**

It's really important to understand that in addition to technical and industry expertise Greyden Press is extremely flexible and easy to do business with. We will work with any customer to bring them the full benefit of all our products, including *ContentCreate*, while at the same time meeting customer specific requirements.

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