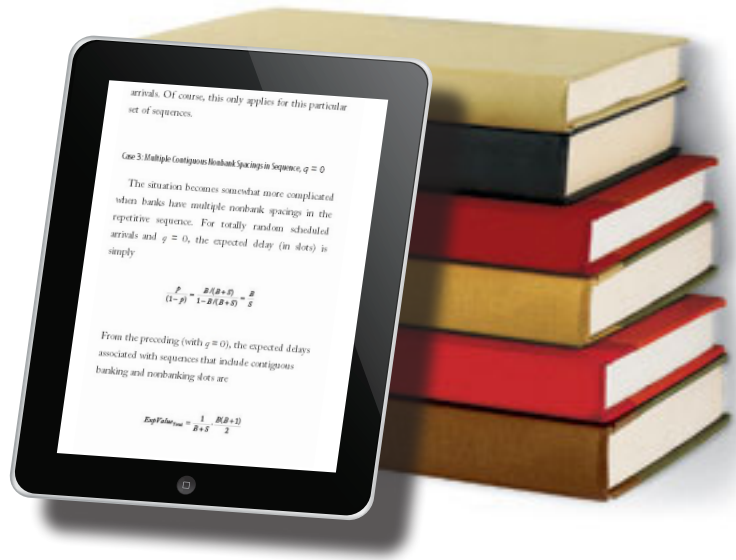


## Time to take your publishing to an **e-book** format?



E-book conversion should be simple. But it's not. Not for scientific and technical publications that have charts, graphs, and equations, each needing specific placement with the text that references it. And not in a world with a seemingly unlimited number of reading devices and their corresponding technologies that must be taken into account.

Greyden Press makes it simple. We have worked with scientific and technical publishers for over 20 years. We have always understood your needs and the technology to convert those needs to products that meet all the demands of your market—we've done it again with e-books.

## What is a “real” e-book?

The reading experience on an e-reader is different than the reading experience of a paper-based book, therefore the published content must be adapted to the e-reader experience.

PDF files create one digital format for reading published books, however, PDF files are static and are commonly too big to fit within the screen requiring horizontal and vertical scrolling or so small they are impossible to read. E-book formats are designed to enhance the reading experience. They put the reader in control permitting selection from an array of navigation, viewing, and searching features. E-book formats also paginate on the fly in

# e-books (scientific & technical)

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response to the user's selection of features to assure all content is present and positioned correctly on the user's screen. There are two primary file formats to accomplish this, .mobi used by the Kindle products and .epub used by most other reading devices. Greyden Press can get your content to one or both of these file formats while maintaining the integrity of your content.

## How we create e-books

Greyden Press has combined our experience with sci-tech material, specialized workflow (including extensive proofing of output), and automation to cost effectively prepare your content for use in the various e-readers. We can create e-book formats from original author files, composed PDF files or by scanning a finished book. The conversion process varies depending on the source material. The general flow is to convert the source file to the appropriate format, review the output, then determine which tools will be the most effective in solving the problems that occurred in the conversion. Problems range from font issues, placement of graphics, math symbols falling out, paragraph formatting, column structure, etc.

Many conversion problems related to complex content are common across all publications. We have enhanced our process by establishing standards for how content will appear and/or be positioned in e-books created by Greyden Press.

These standards assure that your publication will successfully transfer to the e-book world.

## Source material

Source material can be a wide range of application files. The most efficient and cost effective formats are:

- Microsoft® Word
- Adobe® InDesign®

Other formats include:

- Adobe PDF®
- Text files
- Hard copy for scanning

## Pricing

Every publisher's content will incur unique issues during a conversion process to demonstrate the end result of your e-book conversion. Greyden Press will convert three chapters that the publisher considers representative of their book for a \$250 fee. Greyden Press will convert those chapters to an e-book format and provide:

- Three e-book format chapters for review
- Explanation of variations between the e-book and the print version

### Customer Service

Phone: (937) 458-0721

E-mail: [info@greydenpress.com](mailto:info@greydenpress.com)

Web: [www.greydenpress.com](http://www.greydenpress.com)

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- Suggestions regarding source material that can help the process
- Per page pricing for the whole book – provided the sample chapters are representative

If the publisher proceeds with the book conversion, the \$250 will be credited toward the per page price for the full book.

To begin a trial conversion, Greyden Press will need:

- Book title
- Identified chapters (3) for conversion
- Files to be converted
- Print copy of the book

## View our e-book samples

The e-book sample files are available at:

<https://greydenpress.sharefile.com/ds6443ad7c99048d08>

Additional information on Greyden Press e-books is available at:

E-book Conversion Standards

<http://www.greydenpress.com/services-ebooks.html>

E-book FAQs

<http://www.greydenpress.com/services-ebooks.html>

The PDF file is the original file from which both the e-book files were created. First, load the PDF directly into an electronic reader and then load the appropriate file for your reader. You will notice the difference in readability and functionality, allowing for a better user experience.

## E-book simulation software

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## **Greyden Press E-book Publishing Frequently Asked Questions**

**Is there anything I can do with my source material to make the process easier and to reduce costs?**

Source material can have a big impact on costs of an e-book project. Costs are basically established around the amount of time it takes to convert and stabilize content in an e-book format. Obviously the less time we spend, the lower the cost. Conversions are cleaner and easier when done from native files. Microsoft Word is a standard native file and the easiest file format to work, HOWEVER, if you do not have access to the original Word files, DO NOT convert other file formats to Word, or you will introduce a host of unintended complexities to your file!

If original Word files are not available, we will be assess the complexity of the conversion during the Trial Conversion Process.

**What is a Trial Conversion Process?**

The Trial Conversion Process is a unique, no-risk Greyden Press offering that assures the customer the most accurate pricing. For a fee of \$250.00, Greyden Press will convert up to three (3) chapters to an e-book format providing a Conversion Diagnostic which will identify the unique formatting challenges in your files. If you decide to proceed with the conversion process for that title, the \$250.00 will be credited toward your final book conversion.

**I already have PDF files of my titles on my website, why don't I just use these for e-books?**

It is possible to load PDF files onto any of the e-book readers, but the user is now seeing a static PDF in its original format. Vertical and horizontal scrolling may be required to read the

document. In addition, many of the features associated with electronic devices may not work, and there may be problems with the actual display and positioning of content.

### **What is so special about an e-book format?**

E-readers are designed to enhance the user experience of reading a digital file. The user has the ability to configure the reader to show text in a format that is pleasing to them. E-readers paginate text on the fly to accommodate different font and screen sizes without impeding the reading process. When an e-book format (.mobi or .epub) is used, all of the settings the user has on his e-reader are recognized and the content will paginate naturally. With an e-book format, documents are easy to read utilizing the full functionality of the e-reader.

### **Why is Scientific/Technical content difficult to convert to an e-book format?**

Scientific/Technical content is often image and equation intense. E-books, originally designed to deal with straight text, do not handle images and equations naturally, therefore each image and/or equation must be handled individually to make sure its conversion is clean and it remains tied to the relevant text describing it.

### **What are common conversion problems with Scientific/Technical content?**

Problems can be varied based on the supplied content files. Problems can include font issues, graphics placement, math symbols falling out, paragraph formatting, and column structure to name the most common. All of these problems can be corrected and the Trial Conversion Process will identify how severe these problems will be in your title.

### **Can I create an e-book from individual article PDF files?**

Yes. We can receive a collection of individual files or chapters and process them through to deliverable e-book files. Table of Contents, front matter or any indexes would need to be provided, or we can create these using our automated Book Creation and Design (BCD) programs. The settings in our BCD program would be adjusted to make sure no redundant features such as page numbers are included in the creation of the final e-book.

**Do footnotes and references appear as they are positioned in a standard text?**

Yes. While additional processing is required to keep all footnotes and references in position, this is provided for in our pricing.

**What options are available for the Table of Contents?**

We offer two options: 1) The original Table of Contents from the print or PDF version of the book can be used and will appear as it did in the book. (This static reference to specific page numbers will actually link to the proper location within the eBook created) 2) An alternative is to create a Table of Contents by capturing metadata from the individual chapters/articles and have a Table of Contents generated by the program creating the e-book. Done this way, Table of Contents and Indexes are linked to the appropriate references.

**Do I have to sell my e-books through Amazon to give readers access to them?**

No. Once we deliver the .mobi or .epub files these can be posted on your website and customers purchasing the e-book can download them directly into their e-readers.

**Will my e-book look the same as the printed files?**

Not exactly the same. E-readers provide the user a lot of flexibility in how the document they are viewing is presented. Variations in font type and size are common and often controlled by user choice. In addition, the e-reader device model, software version, and screen size will vary the presentation of content. Greyden Press optimizes its e-books to a 6-inch diagonal (5.3 X 8 inches) screen. This screen size is the most common size for e-readers. Most e-readers not meeting this spec are larger, therefore optimizing to a 6-inch screen assures your content will fit on the vast majority of e-readers in the market today, though actual look may vary from device to device.

**What is the Greyden Press Standard e-book format?**

Greyden Press follows specific standards in developing Sci/Tech e-books. These standards are designed to make the creation of an e-book efficient and cost effective and the user experience as consistent as possible across all popular e-readers. The Greyden Press Standard establishes

the protocols for dealing with images, equations, graphics, and chapter headings as well as optimizing for the 6-inch diagonal screen of most e-readers. For full details, please see the Greyden Press E-book Configuration Standard.

### **Do images scale to my device the same as text?**

No. Images do not scale in an e-reader. While text size can be controlled by the user, image size is set during the e-book production process and cannot be changed by the user or the device it is viewed on. However, the image will be anchored to its place in the text, so regardless of the size of the font; the image will always show at the same spot (Centered) in the content.

### **Can I control the size and positioning of the images?**

No. Size and position of the image is established during the e-book production process. While text size can be controlled by the user, image size is set during the e-book production process and cannot be changed by the user or the device it is viewed on. However, the image will be anchored to its place in the text, so regardless of the size of the font, the image will always show at the same spot in the content.

### **What content ends up as images?**

Driven by the Greyden Press Standard, the following content will be presented as an image in the e-book format:

- Charts, graphs or photos and their captions
- Equations regardless of complexity
  - This provides consistency in the look of the content

### **If equations were created in the source software, will they be treated as text?**

In most cases, all equations will be presented as images. In the case where equation elements throughout the book do not “fall out” during the conversion process, Greyden Press may elect to leave them in their “text” format.

**Greyden Press optimizes to a 6-inch diagonal screen (3.5 inches wide by 4.75 inches high).  
Isn't that awful small for reading on?**

A 6-inch diagonal screen is the e-reader standard. While the dimensions sound small, the actual print space in an average 6 X 9 book covers 3.25 inches wide by 5.5 inches high, measuring 6.25 inches on the diagonal.





## E-book Conversion Standards

The following are the Greyden Press E-book Conversion Standards:

### Optimized Size

- 6-inch diagonal display (3.5 inches wide by 4.75 inches high)
  - Assures e-book will be fully legible on the standard 6-inch e-reader screen or larger device (e-reader or tablets)

### Images

- Sized proportionately to how they appear in the original text
  - Based on the resolution of the source images they may appear blurry when enlarged to full screen mode
- Anchored to maintain their original placement as closely as possible within the text
- Displayed center justified
- Labels are included as part of the image
- Images do not scale based on font size changes or the screen size of the reading device

### Tables

- Exported as images
  - Allows for consistent replication of tables on different devices
- Sized proportionately to how they appear in the original text
- Anchored to maintain their original placement as closely as possible within the text
- Displayed center justified
- Labels are included as part of the table image
- Images (tables) do not scale based on font size changes or the screen of the reading device

### Equations

- Exported as images
  - Allows for consistent replication of equations on different devices
- Sized proportionately to how they appear in the original text
- Anchored to maintain their original placement as closely as possible within the text

- Displayed center justified
- Labels are included as part of the image

### **Footnotes**

- Linked to citing
- Displayed as Chapter End Notes

### **Pagination**

E-books paginate on the fly meaning the page view will adjust to the reading device screen size and the font and font size choices chosen by the user.

- Line/Paragraph breaks in an e-book will differ from that of printed material
  - Partially due to the ability of the user to increase/decrease the font size of the information being displayed
- Page numbers will differ
  - E-books do not have the same page number as their print cousins
- Columns will convert as straight line text
- Fonts may substitute during the conversion process

### **e-book Source Material Requested**

- Will accept a wide variety of source materials
  - Original Word documents are the most cost effective
  - When possible please supply original graphics used