

Using iTunes Producer 2.9 for Free Books



Contents

Introduction 4

What's New 4

Organization of This Document 4

Getting Additional Information 5

Getting Started 6

What is iTunes Producer 2.9 for Free Books? 6

System Requirements 6

Supported Formats 8

Installing iTunes Producer 2.9 for Free Books 9

Starting iTunes Producer 2.9 for Free Books 10

Creating Your Book Package 12

Creating a Book Package from a Publication File 12

Opening an Existing Package 13

Looking Up Metadata for an Existing Book 14

Describing Your Book Package 16

Providing Book Details 16

 Entering Book Information 17

 Entering Book Categories 19

 Entering Book Authors 20

 Entering Book Related Products 22

 Entering Book Target Audience 24

Providing Asset Details 25

 Specifying Publication Assets 25

 Specifying Cover Art Assets 28

 Specifying Screenshot Assets 29

Delivering Your Book Package 31

Sending a Package to the iBookstore 31

Sending Your Log Report to Apple 33

Featured Tasks 34

Can I save a preliminary version of my book package before sending it to the iBookstore? 34

What elements can I update in my book? 34

How do I remove a book from the iBookstore? 35

Why is editing disabled for my book package? 35

Can I sort information within iTunes Producer windows? 35

How can I check the history and status of packages? 36

I don't see any activities in the "Choose an Activity" window. What should I do? 36

How do I create a file in EPUB format? 36

How do I create a file in Multi-Touch format? 36

How can I adjust the rights for my book? 37

Do any languages require EPUB 3.0, iBooks 3.0 app, and iOS 6? 37

Glossary 39

Revision History 41

Index 42

Introduction

This guide describes iTunes Producer 2.9 for free books, Apple’s tool for preparing and sending your publications as free downloads in the iBookstore, and the steps necessary to install and use iTunes Producer 2.9. You use iTunes Producer 2.9 to provide information about a publication, such as type, title, publisher, date, category, authors, audience, and more, and upload asset files.

What’s New

iTunes Producer 2.9 for free books contains the following enhancements:

- Parental advisory support for books. iTunes Producer 2.9 for free books now includes the ability for you to specify whether or not a book contains sexually explicit content. For details, see [“Entering Book Information”](#) (page 17).
- Series sequence improvements. For books in a series, you can now specify the series number you want to appear in the iBookstore. For details, see [“Entering Book Information”](#) (page 17).
- Enhanced screenshot assets. You can now drag multiple screenshots to the Upload Screenshot box to add new screenshot assets for your publication. For details, see [“Specifying Screenshot Assets”](#) (page 29).
- Multi-Touch identification. Using iTunes Producer 2.9 for free books, you can now indicate whether or not a book is in [Multi-Touch format](#). For details, see [“Entering Book Information”](#) (page 17).

Organization of This Document

This guide is organized as follows:

- [“Getting Started”](#) (page 6) provides an overview of iTunes Producer 2.9 for free books, describes the system requirements and supported formats, and outlines the steps you must take to install and start using iTunes Producer 2.9.
- [“Creating Your Book Package”](#) (page 12) describes how to create a book package to submit to the iBookstore.
- [“Describing Your Book Package”](#) (page 16) explains how to prepare your book package for delivery to the iBookstore by providing details about your publication, including type, title, publisher, date, category, authors, audience, and more, and upload asset files.

- “[Delivering Your Book Package](#)” (page 31) provides details on how to deliver your book package to the iBookstore for processing and how to send Apple a log report if you encounter errors during delivery.
- “[Featured Tasks](#)” (page 34) features some of the top tasks you might perform using iTunes Producer 2.9 for free books.
- “[Glossary](#)” (page 39) defines terms you’ll encounter as you read this guide.

In addition to the sections listed above, a revision history and index are provided for your reference.

Getting Additional Information

If you need to request technical assistance or would like to provide feedback about iTunes Producer 2.9 for free books, visit the Contact Us page in [iTunes Connect](#) at <http://www.apple.com/itunes/go/itunesconnect/contactus> or choose Help > Submit Feedback to send an email to your iTunes Technical Account Manager.

You can also email or call the iBookstore support team Monday through Friday from 7:00 a.m. to 5:00 p.m. (Pacific time). For comprehensive support information, use the Contact Us page on iTunes Connect.

AppleCare support is not available for this product.

For information on how to get started as a content provider to deliver books to the iBookstore, see *iBookstore: Publisher User Guide*. *iBookstore: Publisher User Guide* also explains how to prepare and upload your books, and some guidelines on creating your book files.

Note: Textbooks are not available in all markets.

Getting Started

This section provides an overview of iTunes Producer 2.9 for free books, including system requirements, supported formats, and the steps you must take to install and start using iTunes Producer 2.9.

What is iTunes Producer 2.9 for Free Books?

iTunes Producer 2.9 (iTP) for free books is a tool to help you prepare publication content as free downloads in the iBookstore. Using iTP, you can import your publication (book or textbook), enter book details, upload cover art and screenshots, and send your book and all your prepared files as an [iTunes Store Package](#) (iTP package) directly to Apple's iBookstore.

Note: Textbooks are not available in all markets, check the Contact Us page in iTunes Connect for up-to-date information.

System Requirements

iTunes Producer 2.9 for free books requires a Macintosh with an Intel Core processor, at least 512 MB RAM, and Mac OS X v10.6 or later installed.

Apple recommends at least 20 GB of available space (more for larger content) and a broadband Internet connection with an upload rate of 1MB/sec or faster.

The following table lists details about the servers iTunes Producer 2.9 uses to deliver content to the iBookstore. For the best upload experience, verify that all of the ports and IP addresses are accessible.

Server	IP Address	TCP Port	UDP Port
itmsdav.apple.com	17.152.19.125	443	n/a
contentdelivery.itunes.apple.com	17.152.19.127	443*	n/a
vgr101.apple.com	17.152.249.51	33001	33001-33500
vgr102.apple.com	17.152.249.52	33001	33001-33500
vgr103.apple.com	17.152.249.53	33001	33001-33500

Server	IP Address	TCP Port	UDP Port
vgr104.apple.com	17.152.249.54	33001	33001-33500
vgr105.apple.com	17.152.249.55	33001	33001-33500
vgr106.apple.com	17.152.249.56	33001	33001-33500
vgr107.apple.com	17.152.249.57	33001	33001-33500
vgr108.apple.com	17.152.249.58	33001	33001-33500
vgr301.apple.com	17.172.190.141	33001	33001-33500
vgr302.apple.com	17.172.190.142	33001	33001-33500
vgr303.apple.com	17.172.190.143	33001	33001-33500
vgr304.apple.com	17.172.190.144	33001	33001-33500
vgr305.apple.com	17.172.190.145	33001	33001-33500
vgr306.apple.com	17.172.190.146	33001	33001-33500
vgr307.apple.com	17.172.190.147	33001	33001-33500
vgr308.apple.com	17.172.190.148	33001	33001-33500
sgr201.apple.com	17.152.249.101	44001	44001-44500
sgr202.apple.com	17.152.249.102	44001	44001-44500
sgr203.apple.com	17.152.249.103	44001	44001-44500
sgr204.apple.com	17.152.249.104	44001	44001-44500
sgr205.apple.com	17.152.249.105	44001	44001-44500
sgr206.apple.com	17.152.249.106	44001	44001-44500
sgr207.apple.com	17.152.249.107	44001	44001-44500
sgr208.apple.com	17.152.249.108	44001	44001-44500
sgr401.apple.com	17.172.190.101	44001	44001-44500
sgr402.apple.com	17.172.190.102	44001	44001-44500
sgr403.apple.com	17.172.190.103	44001	44001-44500

Server	IP Address	TCP Port	UDP Port
sgr404.apple.com	17.172.190.104	44001	44001-44500
sgr405.apple.com	17.172.190.105	44001	44001-44500
sgr406.apple.com	17.172.190.106	44001	44001-44500
sgr407.apple.com	17.172.190.107	44001	44001-44500
sgr408.apple.com	17.172.190.108	44001	44001-44500

Notes:

- * Indicates a required port. To deliver content, you must open at least one of the ports.
- Because Apple periodically releases new versions and updates to its software, servers listed in the table might change mid-release.

Supported Formats

iTunes Producer 2.9 (iTP) for free books supports EPUB 2, EPUB 3, and Multi-Touch formats with the appropriate file extensions (.epub and .ibooks).

Cover art (also known as a marketing image or jacket) should be at least 1400 pixels along the smaller axis and must be a JPEG or PNG file in RGB Color mode. For an average trade paperback, this could be 1400 x 1873 minimum size, as the books are generally taller than they are wide. For best results, deliver the largest pixel dimensions possible. When possible, match cover art to the cover contained in the book file. The 2 million pixel maximum does not apply to the cover image.

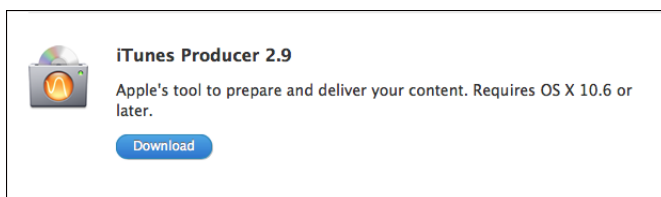
Screenshots should be a clear picture, made on an iPad, and be a 1024 x 768, 1024 x 748, 768 x 1024, or 768 x 1004 pixel JPEG or PNG file (for an iPad 1 or 2, double for the new iPad) with the appropriate file extensions (.jpg, .jpeg, and .png) in RGB Color mode. Optionally, you can remove the status bar.

You can use your keyboard to perform many of the same actions you perform using the mouse. With full keyboard access, you use the Tab key, arrow keys, and Space bar to move to and select or enable items on the screen.

Installing iTunes Producer 2.9 for Free Books

You can install and run iTunes Producer 2.9 (iTP) for free books on the Mac OS X operating system. To install iTP on Mac OS X:

1. Click the iTunes Producer link in the Deliver Your Content module:

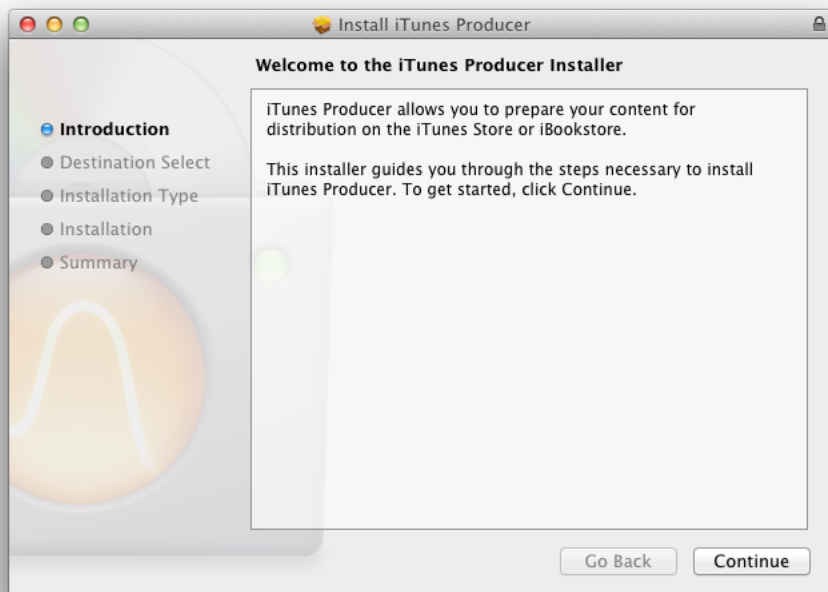


iTunes Connect displays the iTunes Producer Software and Documentation page with installation and documentation downloads.

2. Click the iTunes Producer 2.9 link to download the self-extracting installation package (iTunesProducer_2.9.dmg).
3. Review the *Read Before You Install iTunes Producer* file.
4. Double-click the installation package (iTunesProducer.pkg) and follow the instructions that appear.

Note: When installing iTP on the Mac, before you can install the software, you must log in to your computer as a member of the administrator group.

5. Read the installation introduction, and then click Continue.



6. Click Install to perform the standard installation.

The installation package installs files in your Applications folder.

Type your administrator password and click OK, if prompted.

7. Click Close.

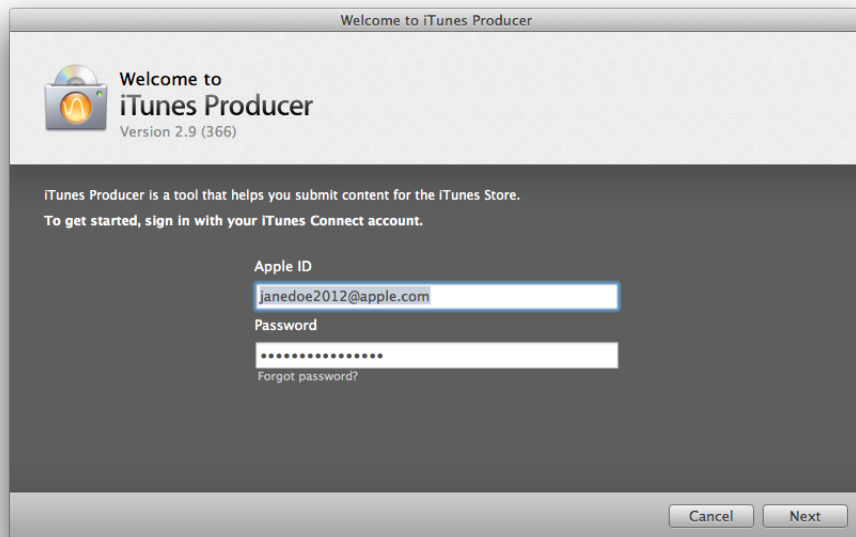
Open the iTP application by double-clicking the iTunes Producer.app icon in the Applications folder, or the folder you specified during a custom install. You are now ready to begin using iTP. For more information, see [“Starting iTunes Producer 2.9 for Free Books”](#) (page 10) later in this section.

Starting iTunes Producer 2.9 for Free Books

Before you can use iTunes Producer 2.9 (iTP) for free books to prepare publication content as free downloads in the iBookstore, you must initialize iTP by providing your [iTunes Connect](#) login information at startup.

1. Double-click the iTunes Producer.app icon in the Applications folder.
2. Read the Software License Agreement, and then click Accept.

iTP opens the “Welcome to iTunes Producer” window.



3. Type your iTunes Connect login information (Apple ID and password) in the “Welcome to iTunes Producer” window, and then click Next.

iTP verifies your iTunes Connect login information and stores your Apple ID and password for future iTP operations.


Initializing iTP with your iTunes Connect login information is account-specific. If you share your machine with other users with different iTunes Connect login information, you can each have your own Apple ID and password setting for iTP.

4. Click Done.

iTP displays the “Choose an Activity” window so you can begin using iTP. For more information, see [“Creating Your Book Package”](#) (page 12) later in this guide.

If the “Choose an Activity” window does not display any activities, you do not have an active contract with iTunes. You must complete the contract process before you can deliver content as free downloads in the iBookstore. For more information, see the Contracts, Tax and Banking module in iTunes Connect.

Notes:

- If you change your iTunes Connect password, you must use the “Welcome to iTunes Producer” window to reset your Apple ID and password in iTP. To reset your Apple ID and password, choose Window > Sign In As in iTP, and then repeat steps 2 through 4 above.
- The main iTP windows contain an active user button displaying the Apple ID for the currently logged in user. Click the button to display the “Welcome to iTunes Producer” window to change or update your Apple ID and password.
- Click  to display this *Using iTunes Producer 2.9 for Free Books* guide.

Creating Your Book Package

The first step in preparing content as free downloads in the iBookstore is to create a book package containing the publication content you want to submit. You can select the publication you want to include in a book package from a publication (book or textbook) on your computer, an existing [iTunes Store Package](#) (iTP package), or by looking up the metadata from an existing iBookstore book.

The following screenshot displays the iTP “Choose an Activity” window with the “New book” option selected.



If you do not see any of the above activities in the iTP “Choose an Activity” window, you might not have configured iTP for book delivery. Click the active user button in the “Choose an Activity” window to display the “Welcome to iTunes Producer” window again.

Creating a Book Package from a Publication File

You can create your book package by choosing the publication (book or textbook) you want to submit to the iBookstore from files on your computer.

To create your book package from files on your computer:

1. Click Create New Package in the “Choose an Activity” window.

The “Choose an Activity” window appears automatically when you open iTunes Producer 2.9 for free books, or you can choose File > New to display the “Choose an Activity” window from within iTunes Producer 2.9 (iTP) for free books.

2. Select “New book”, and then click Next.

iTP displays an untitled iTP window with the Book pane selected so you can begin describing your publication and entering information about the categories, [authors](#), and target audience. For more information, see [“Describing Your Book Package”](#) (page 16).

When you are sure the publication details are complete and correct, you can send your book package to iTunes for processing. For more information, see [“Delivering Your Book Package”](#) (page 31).

Opening an Existing Package

You can create your book package by opening a previously saved [iTunes Store Package](#) (iTP package), editing publication details, and updating the information you want to submit to the iBookstore.

To create your book package from an existing package:

1. Click Open Package in the “Choose an Activity” window.

iTP displays an Open dialog so you can select an existing iTP package.

The “Choose an Activity” window appears automatically when you open iTunes Producer 2.9 for free books, or you can choose File > New to display the “Choose an Activity” window from within iTunes Producer 2.9 (iTP) for free books.

2. Select the package name containing the publication you want to include in your book package, and then click Open.

iTP opens the package and displays the Book pane.

If you previously delivered the book package to the iBookstore, you can specify new information about the book in “What’s New in Version”.

3. Use the Book pane to add and edit publication information (for example, title and subtitle), categories, [authors](#), and target audience. For more information, see [“Providing Book Details”](#) (page 16).
4. Use the Assets pane to add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files). For more information, see [“Providing Asset Details”](#) (page 25).

Continue using the Book and Assets panes to edit the package. For more information, see [“Describing Your Book Package”](#) (page 16).

Note: If you previously delivered the book package to the iBookstore, you can update all information, except the book type, in the Book and Assets panes.

When you are sure the publication details are complete and correct, you can send your book package to iTunes for processing. For more information, see [“Delivering Your Book Package”](#) (page 31).

Looking Up Metadata for an Existing Book

You can create your book package by looking up the [metadata](#) from an existing iBookstore book you previously delivered, editing publication details, and updating the assets you want to submit to the iBookstore.

Create your book package using metadata from an existing book when you want to update your metadata or assets, and resend it to iTunes, even when you no longer have the original book. This feature is especially helpful for redelivering your assets, because you can recreate and resend the original book package with only the new assets included.

To create your book package by looking up metadata from an existing book:

1. Click Look Up Metadata in the “Choose an Activity” window.

The “Choose an Activity” window appears automatically when you open iTunes Producer 2.9 for free books, or you can choose File > New to display the “Choose an Activity” window from within iTunes Producer 2.9 (iTP) for free books.

2. Type one or more ISBN, Apple ID, or Vendor IDs, using a comma-separated list, for the book containing the content you want in the AppleID/VendorID field.

Note: Currently iTunes Producer automatically generates the Vendor ID and displays the identifier in the Vendor ID field in the Book > Info pane. To be safe, you should copy the identifier and save for future reference.

3. Click Look Up.

iTP authenticates the Vendor ID, searches for the associated metadata, and then displays an iTP window for each unique Vendor ID.

Click Abort to stop metadata lookup.

4. Use the Book pane to add and edit publication information (for example, title and subtitle), categories, [authors](#), and target audience. For more information, see [“Providing Book Details”](#) (page 16).
5. Use the Assets pane to add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files). For more information, see [“Providing Asset Details”](#) (page 25).

Continue using the Book and Assets panes to edit metadata. For more information, see [“Describing Your Book Package”](#) (page 16).

Note: If you previously delivered the book package to the iBookstore, you can update all information, except the book type, in the Book and Assets panes.

When you are sure the publication details are complete and correct, you can send your book package to iTunes for processing. For more information, see [“Delivering Your Book Package”](#) (page 31).

Describing Your Book Package

After you create your initial book package, but before your publication content is ready to be sent as a free download in the iBookstore, you must prepare your book package by describing the publication in detail, including title, subtitle, publisher, categories, [authors](#), target audience, assets, and more.

Providing Book Details

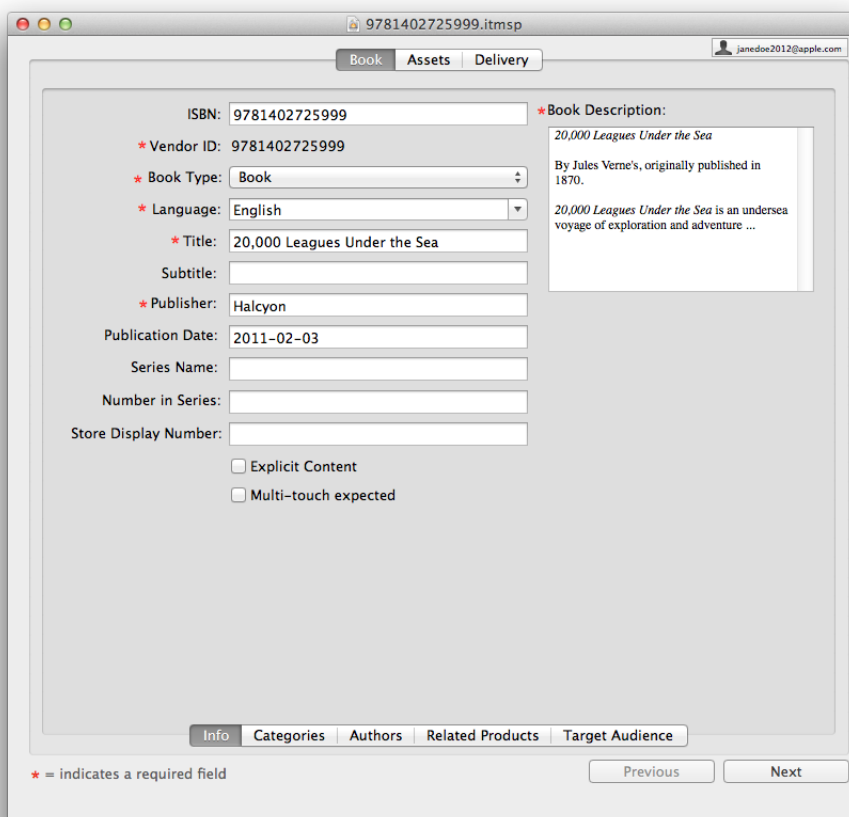
Before sending your book package to the iBookstore, use the Book pane of iTunes Producer 2.9 (iTP) for free books to provide publication information, categories, [authors](#), and target audience details.

Entering Book Information

Use the Book > Info pane to provide as much detail as possible about your publication. The information you provide represents all the book-level [metadata](#).

To provide book information details:

1. Click Info at the bottom of the Book pane.



The screenshot shows a web-based form for entering book metadata. The window title is "9781402725999.itmsp" and the user is logged in as "janedoe2012@apple.com". The form is divided into several sections:

- ISBN:** 9781402725999
- * Vendor ID:** 9781402725999
- * Book Type:** Book (dropdown menu)
- * Language:** English (dropdown menu)
- * Title:** 20,000 Leagues Under the Sea
- Subtitle:** (empty text field)
- * Publisher:** Halcyon
- Publication Date:** 2011-02-03
- Series Name:** (empty text field)
- Number in Series:** (empty text field)
- Store Display Number:** (empty text field)
- * Book Description:** A text area containing the text: "20,000 Leagues Under the Sea" followed by "By Jules Verne's, originally published in 1870." and "20,000 Leagues Under the Sea is an undersea voyage of exploration and adventure ..."
- Explicit Content:**
- Multi-touch expected:**

At the bottom of the form, there are tabs for "Info", "Categories", "Authors", "Related Products", and "Target Audience". A legend indicates that "*" indicates a required field. "Previous" and "Next" buttons are also present.

Note: iTP automatically generates the [Vendor ID](#). iTP creates an [iTunes Store Package](#) (iTP package) for your book using the Vendor ID and a .itmsp extension. To manually edit the Vendor ID, choose iTunes Producer > Preferences, click Publication, and then choose "Editable before delivery".

2. Enter book information:

ISBN: Type a unique, industry standard, and permanent number to identify the record for this book. The ISBN number identifies the electronic book, not the printed publication, and cannot include dashes (-) or spaces. Apple recommends using the 13-digit ISBN number. Although optional for delivering your book to the iBookstore, ISBN numbers are often required for reporting your book's sales back to the industry reporting agencies and for charting on national charts.

Book Type: Choose Book or Textbook to indicate the type of publication you want to send as an [iTunes Store Package](#) (iTP package) to the iBookstore. By default, iTP specifies a book. If you choose Textbook, the publication asset you add to the Upload Publication box must be in [Multi-Touch format](#). You can send publications of type Textbook only if this type is defined in the terms of your contract. Currently, textbooks are only available in the U.S. market.

Language: Choose a language to indicate the language in which the publication was written, for this edition. If you choose Japanese, in addition to the Title and Subtitle you can specify the **Phonetic Title**, **Phonetic Subtitle**, and **Phonetic Series Name**.

Title: Type the full title, without the subtitle, of the publication.

Subtitle: Type the full subtitle of the publication.

Publisher: Type the name of the publisher that released the publication. By default, iTP uses the legal name you specified when you signed your contract in [iTunes Connect](#).

Publication Date: Type the date (YYYY-MM-DD) of the original, physical publication. This is the date users see in the iBookstore. In most cases, users want to see a list of books by a particular author sorted in chronological order — the order in which the books were written. If there is no physical edition equivalent, use the publication date of the [EPUB format](#) or Multi-Touch format file. You can specify values such as “today”, “yesterday”, and “last month”, and iTP correctly formats the date. If you do not provide a publication date, iTP uses the date you deliver your package as the publication date.

Series Name: Type the series name, if the publication was published as part of a series. For example, Isaac Asimov's. If you do not specify a name in Series Name, you cannot specify a value for “Number in Series”.

Number in Series: Type the series number for the publication, if the publication was published as part of a series. Enter a numeric value only. For example, 3 (not Book 3 or Book Three). If you specify a value for “Number in Series”, you must specify a name in Series Name.

Store Display Number: Type the series number you want to appear in the iBookstore. For example, “Book 3” or “Volume III”. You can use Store Display Number to override the display number in the iBookstore. For example, if you have three books labeled Series A, Series B, and Series Z you can use Store Display Number to change the display number for Series Z to Series C. If you specify a value for Series Name, you must specify a series number in Store Display Number.

Explicit Content Select whether or not the book contains sexually explicit content. If you mark a book as explicit, users with parental control preferences enabled cannot download the book. Additionally, users cannot view the book's cover art or read the book's description. To change the Explicit Content setting after you submit your book package to the iBookstore, contact the iBookstore support.

Multi-touch expected: Select whether or not the book is in Multi-Touch format. Multi-Touch books are designed to be displayed on an iPad, not on an iPhone or iPod touch. Use the “Multi-touch expected” checkbox to specify that a book is in Multi-Touch format and protect iPhone and iPod touch users from pre-ordering books they cannot read on their devices. This option is only available if you are approved for pre-orders without assets and the iTP package does not already contain a publication asset.

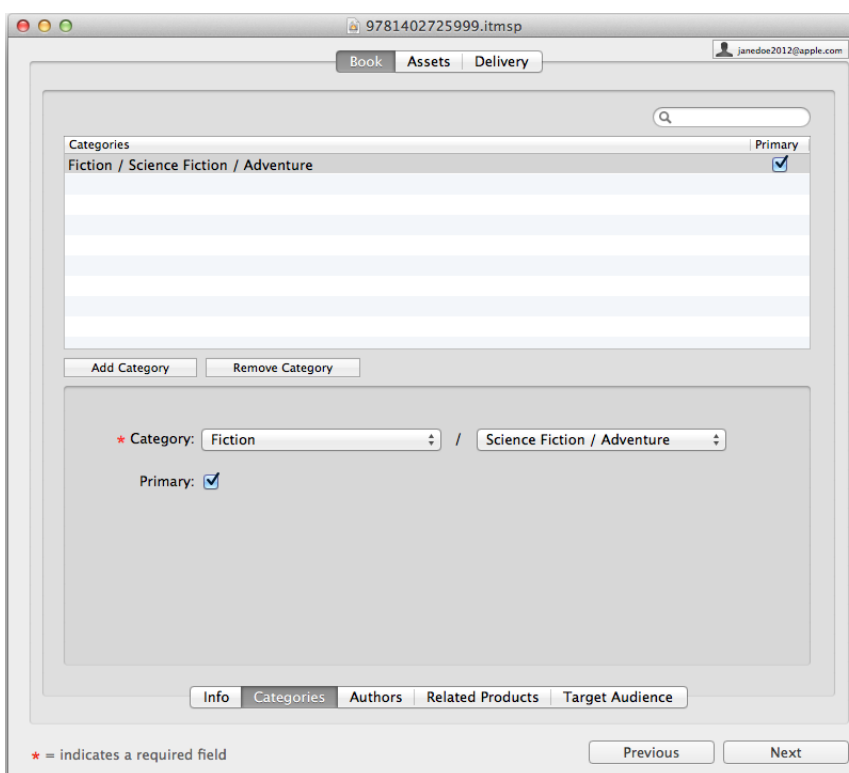
3. Type a detailed description for the publication in Book Description. For example, the description that appears on the flap of a dust jacket or on the back cover of a publication. The description can be up to 4000 bytes, can include Rich Text formatting, and must be suitable for public display. Note that 4000 bytes is approximately 2000 characters, depending on the language. The book description requires a minimum of 50 characters.
4. Click Next or Categories at the bottom of the Book pane. For more information, see [“Entering Book Categories”](#) (page 19).

Entering Book Categories

Use the Book > Categories pane to add and define categories for your publication. The information you provide represents all the book-level [metadata](#).

To provide book category details:

1. Click Categories at the bottom of the Book pane.



2. Click Add Category to add a new category for your publication.
To remove a previously added category, select the category and then click Remove Category.
Use the search field to filter categories in the table by Categories.
3. Choose the subject that describes the general content of the publication from the Category pop-up menu, and then choose a subheading to provide a specific subject category from the second pop-up menu.

4. Click Primary to indicate that the category is a primary category. You must specify at least one category as primary. If you add more than one of the same category, you must specify which category is primary.
5. Repeat steps 2 through 4 for each category you want to add to your publication.

To reorder categories, select a category and drag and drop to the desired position in the box.

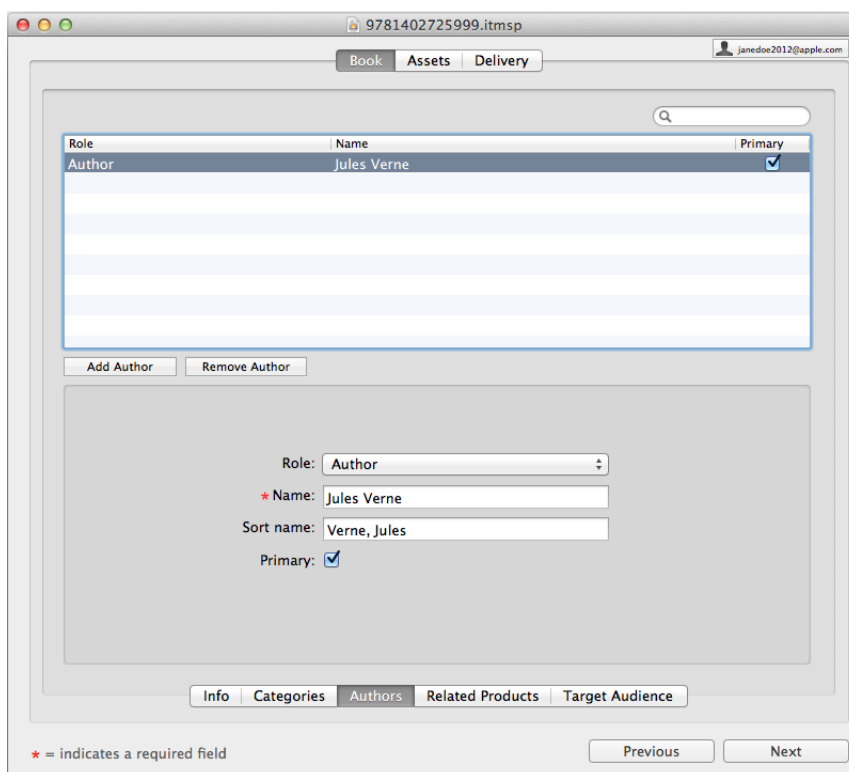
6. Click Next or Authors at the bottom of the Book pane. For more information, see [“Entering Book Authors”](#) (page 20).

Entering Book Authors

Use the Book > Authors pane to provide as much detail as possible about the [authors](#) of your publication. The information you provide represents all the book-level [metadata](#).

To provide book author details:

1. Click Authors at the bottom of the Book pane.



2. Click Add Author, and then choose the role the author played in the creation of the publication from the Role pop-up menu. For example, “Author”, “Illustrated by”, or “Edited by”.

To remove a previously added author, select the author and then click Remove Author.

Use the search field to filter authors in the table by Role and Name information.

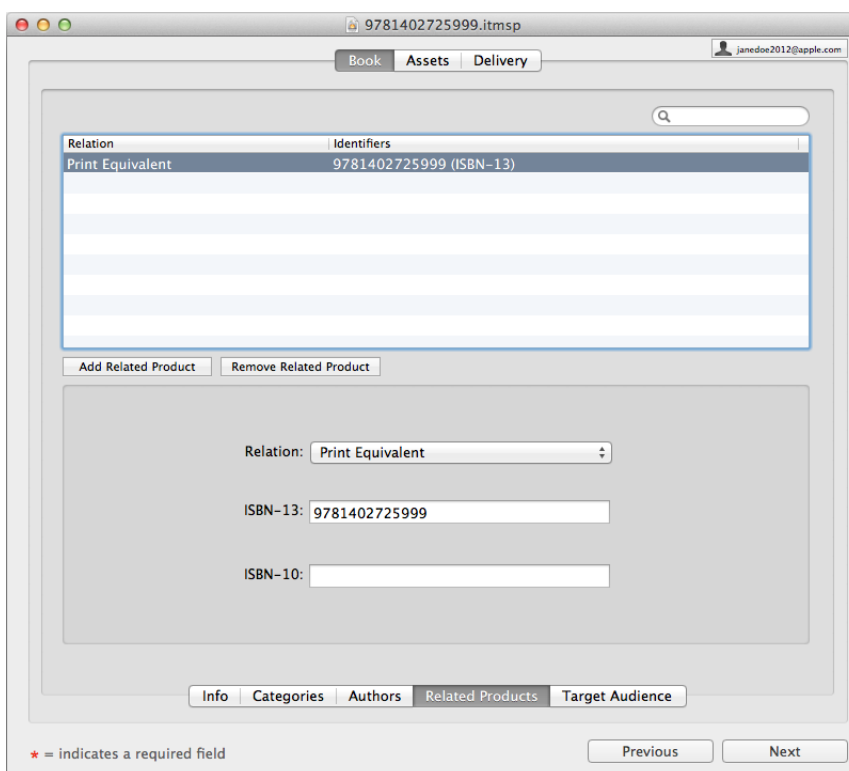
3. Type the name of the person or corporation who authored the publication in Name, in normal order. For example, Jules Verne or The Historical Society of Sonoma County. If you specified Japanese or Chinese (Traditional or Simplified) as the language in the Book > Info pane, you must also type the **Phonetic Name** of the person or corporation who authored the publication, in normal order.
4. Type the name of the person or corporation who authored the publication in "Sort name", in inverted order, with a comma between the last and first names for alphabetical sorting in the Store and in the user's bookshelf. For example, Verne, Jules or Historical Society of Sonoma County, The.
5. Click Primary to indicate that the author is a primary role author.
You must specify at least one primary role author.
6. Repeat steps 2 through 5 for each author you want to add to your publication.
If an author has more than one role, add a separate entry for each role.
To reorder authors, select the author and drag and drop to the desired position in the box.
7. Click Next or Related Products at the bottom of the Book pane. For more information, see "[Entering Book Related Products](#)" (page 22).

Entering Book Related Products

Use the Book > Related Products pane to provide as much detail as possible about your publication's [related products](#). The information you provide represents all the book-level [metadata](#).

To provide book related product details:

1. Click Related Products at the bottom of the Book pane.



2. Click Add Related Product, and then choose a relationship to indicate how the product is related to the publication from the Relation pop-up menu. For example, "Is part of" or "Is special edition of". Related products can be the same product in an alternative format. For example, a 2010 travel guide that replaces a 2009 travel guide.

To remove a previously added related product, select the related product and then click Remove Related Product.

Use the search field to filter related products in the table by Relation and Identifiers information.

3. Type an [ISBN-13](#) identifier for the related products in the ISBN-13 field.

You can add a related product by identifier without specifying additional information. Each identifier can only occur once. If you provide only one identifier, Apple recommends using the ISBN-13 number. Apple recommends using identifiers that are different versions of the publication, instead of using identifiers of similar publications.

To remove a previously added identifier, select the identifier in the ISBN-13 field and press the Delete key.

4. Type an [ISBN-10](#) identifier for the related products in the ISBN-10 field.

You can add a related product by identifier without specifying additional information. Each identifier can only occur once. If you provide only one identifier, Apple recommends using the ISBN-13 number. Apple recommends using identifiers that are different versions of the publication, instead of using identifiers of similar publications.

To remove a previously added identifier, select the identifier in the ISBN-10 field and press the Delete key.

5. Repeat steps 2 through 4 for each related product you want to add to your publication.

To reorder related products, select the related product and drag and drop to the desired position in the box.

6. Click Next or Target Audience at the bottom of the Book pane. For more information, see [“Entering Book Target Audience”](#) (page 24).

Entering Book Target Audience

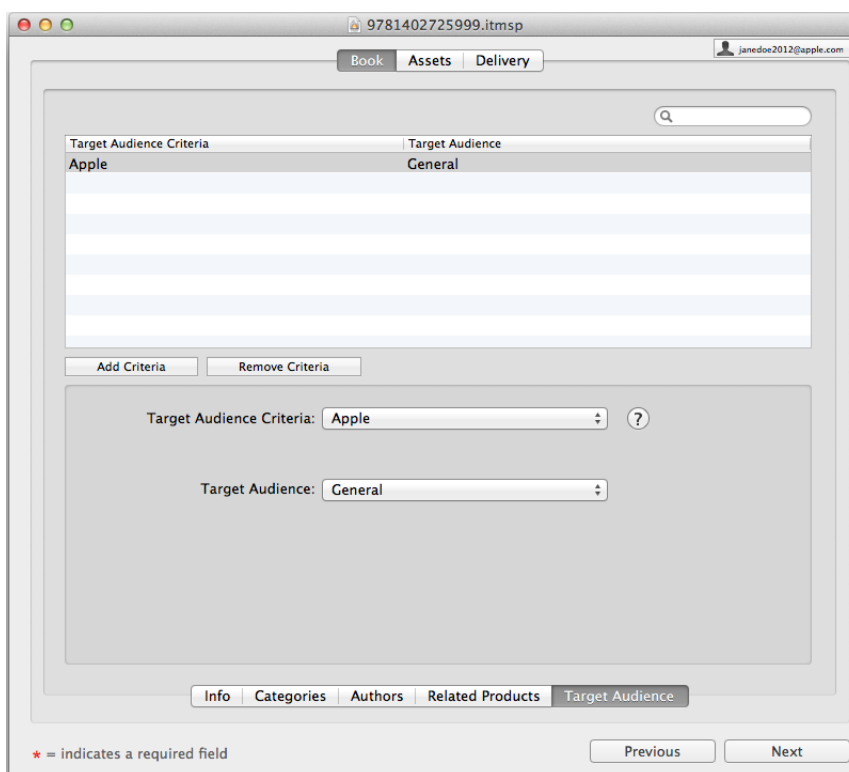
Use the Book > Target Audience pane to indicate the intended audience for your publication. If your publication applies to more than one target audience, you can specify multiple audiences. The information you provide represents all the book-level [metadata](#).

Because there are a number of different dimensions by which you might differentiate target audiences (for example, by age or school grade), iTunes Producer 2.9 (iTP) for free books supports various criteria for specifying a target audience. Depending on the criteria, you can specify a single value, a range of values with a minimum and maximum, or open ranges (for example, "13 and up"). Ranges are inclusive on both ends. The only valid target audience values (interest age) are:

- 0-2
- 3-5
- 6-8
- 9-12
- 13 and Up

To provide book target audience details:

1. Click Target Audience at the bottom of the Book pane.



2. Click Add Criteria to add a new target audience criteria for your publication, and then choose U.S. School Grade, Canadian School Grade, Quebec School Grade, Australian School Grade, U.K. National Curriculum, U.K. Exam Board, Scotland Curriculum, or Interest Age (In Years) from the Target Audience Criteria pop-up menu.

To remove a previously added criteria, select the criteria and then click Remove Criteria.

Use the search field to filter target audiences in the table by Target Audience Criteria or Target Audience information.

3. Do one of the following:
 - For U.S. School Grade, Canadian School Grade, Quebec School Grade, Australian School Grade, U.K. National Curriculum, or Scotland Curriculum, click Single Grade or Grade Range and then choose a grade level from the pop-up menus to define your target audience. For Grade Range, you can select either a minimum grade level, a maximum grade level, or both. Use the school grade criteria to target a publication at a specific grade range in the specified school system.
 - For U.K. Exam Board, choose a single target audience. For example, Scottish Qualifications Authority.
 - For Interest Age (In Years), choose an age range from the pop-up menu to define your target audience range. Use the Interest Age (In Years) criteria to target a publication by the age group for which the material is likely to be interesting.
4. Repeat steps 2 through 3 for each target audience criteria you want to add to your publication.

You can add each target audience criteria only once.

5. Click Next.

iTunes Producer 2.9 (iTP) for free books displays the Assets pane so you can add or replace asset files (for example, .epub or .ibooks, cover art, or screenshot files). For more information, see [“Providing Asset Details”](#) (page 25).

Providing Asset Details

Before sending your book package to the iBookstore, use the Assets pane of iTunes Producer 2.9 (iTP) for free books to add or replace asset files (for example, .epub or .ibooks, sample, cover art, or screenshot files).

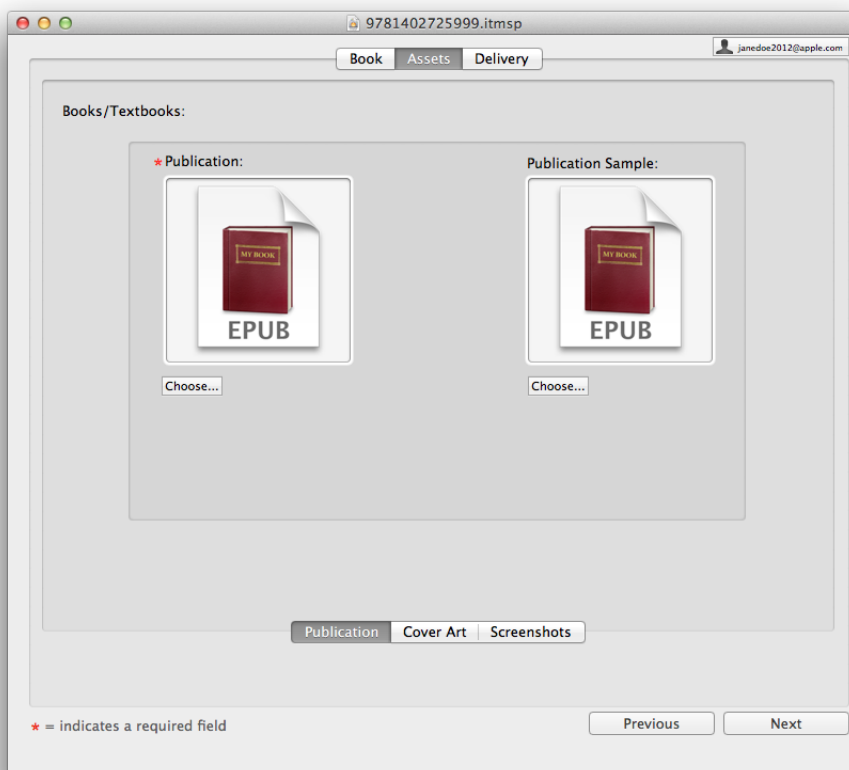
Depending on your provider settings, assets are required when sending the initial version of your book package to the iBookstore.

Specifying Publication Assets

Use the Assets > Publication pane to specify the publication assets (for example, .epub or .ibooks and sample) for your book. The information you provide represents all the book-level [metadata](#).

To specify publication assets:

1. Click Publication at the bottom of the the Assets pane.



2. Drag the publication's **EPUB format** (.epub) or **Multi-Touch format** (.ibooks) file to the Publication box, or click Choose and select a file in EPUB or Multi-Touch format. For books, the file must be in EPUB or Multi-Touch format. For textbooks, the file must be in Multi-Touch format.

To replace a previously added file, drag a new file to the Publication box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.

3. Drag an EPUB sample (.epub) or Multi-Touch format sample (.ibooks) file for the publication to the Publication Sample box, or click Choose and select a sample file in EPUB or Multi-Touch format. You must submit a sample file for all Read Aloud EPUB files and all publications in Multi-Touch format. The sample file format must match your publication file format. If your publication contains pictures or other non-text media, you might want to create a custom sample file to ensure the sample includes everything you want. iTunes U warns you if your sample file is the same as, or larger than, your full publication file.

For EPUB format, if you do not add an EPUB sample file, the iBookstore automatically creates a sample. What the sample contains depends on the type of book (for example, the first chapter of your publication, 5% of the total word count, a percentage of the total page count, and so on). If you do not want the iBookstore to cut the sample automatically, you can create a separate, custom .epub file and deliver it for use as the sample in the iBookstore.

For Multi-Touch books, if you do not add a Multi-Touch sample file, the iBookstore does not automatically create a sample. You can continue to deliver your publication, but you cannot sell your Multi-Touch format publication until you add a sample file.

To replace a previously added file, drag a new file to the Publication Sample box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.

4. Click Next or Cover Art at the bottom of the Assets pane. For more information, see [“Specifying Cover Art Assets”](#) (page 28).

To validate and repair an EPUB file or sample file before delivering your book package for processing, select the file in the Publication box or Publication Sample box and then choose File > Repair EPUB. iTP attempts to repair the file and:

- If the repair is successful, iTP replaces the original file in the [iTunes Store Package](#) (iTP package) with the repaired file for delivery.
- If the repair fails, iTP displays an error message indicating the repair was unsuccessful.

If you do not repair an invalid EPUB file or sample file before delivery, iTP reports the error in the Delivery pane and displays the Repair button in the Assets > Publication pane. Click the Repair button to validate and repair the EPUB file. You cannot deliver your book package for processing with an invalid EPUB file.

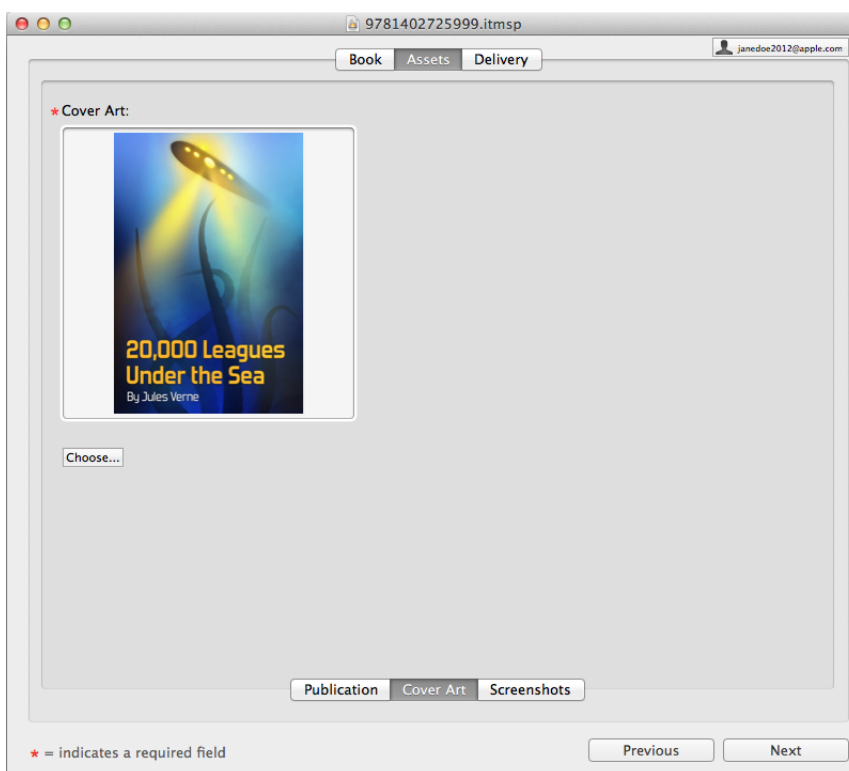
Note: Apple recommends delivering files less than 200 MB as users can run into trouble downloading files greater than 200 MB, 2 GB is the file limit. In addition, in many markets, 20 MB is the file limit for cellular networks.

Specifying Cover Art Assets

Use the Assets > Cover Art pane to specify the cover art asset for your publication. The information you provide represents all the book-level [metadata](#).

To specify cover art assets:

1. Click Cover Art at the bottom of the the Assets pane.



2. Drag the publication's cover art to the Cover Art box, or click Choose and select a cover art file.

Cover art (also known as a marketing image or jacket) should be at least 1400 pixels along the smaller axis and must be a JPEG or PNG file in RGB Color mode. For an average trade paperback, this could be 1400 x 1873 minimum size, as the books are generally taller than they are wide. For best results, deliver the largest pixel dimensions possible. When possible, match cover art to the cover contained in the book file. The 2 million pixel maximum does not apply to the cover image.

Do not [scale up](#) artwork if it is smaller than the required size. If you are scanning your cover art be sure to scan at the highest resolution, or at least 1400 pixels along the smaller axis. Cover art must be at least 72 dots per inch (dpi). Do not submit art that contains an embedded color profile, back cover, or thumbnail art.

To replace a previously added file, drag a new file to the Upload Cover Art box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.

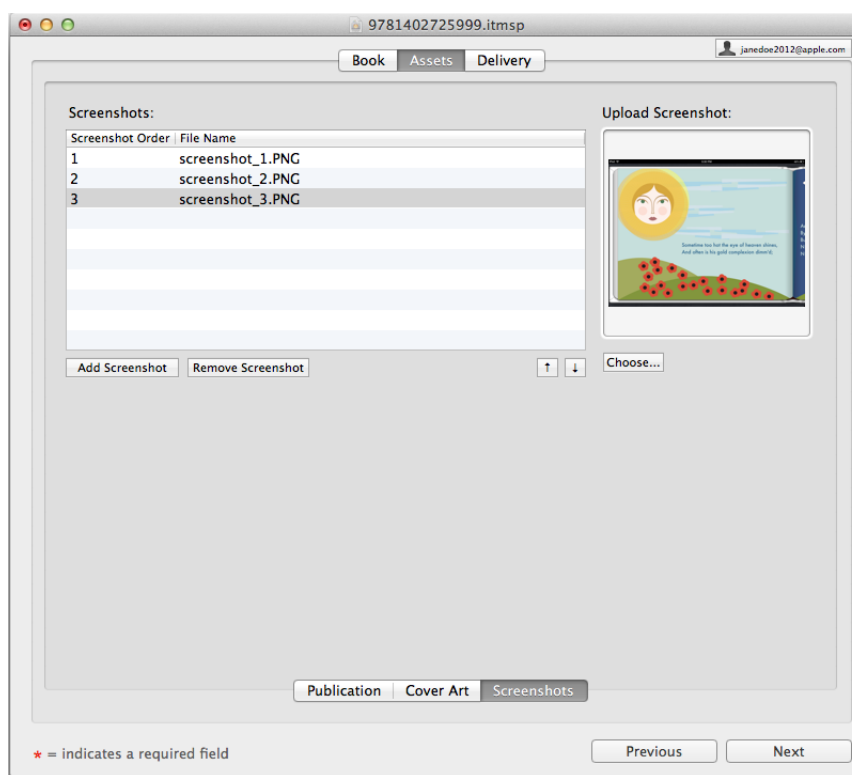
3. Click Next or Screenshots at the bottom of the Assets pane. For more information, see “[Specifying Screenshot Assets](#)” (page 29).

Specifying Screenshot Assets

Use the Assets > Screenshots pane to specify the screenshot assets for your publication and show your customers more about your visually-oriented publications (for example, fixed layout, read along, interactive, or Multi-Touch format). The information you provide represents all the book-level [metadata](#).

To specify screenshot assets:

1. Click Screenshots at the bottom of the the Assets pane.



2. Click Add Screenshot to add a new screenshot asset for your publication.
To remove a previously added screenshot, select the screenshot and then click Remove Screenshot.
3. Drag one or more screenshots to the Upload Screenshot box, or click Choose and select a screenshot file.
Screenshots should be a clear picture, made on an iPad, and be a 1024 x 768, 1024 x 748, 768 x 1024, or 768 x 1004 pixel JPEG or PNG file (for an iPad 1 or 2, double for the new iPad) with the appropriate file extensions (.jpg, .jpeg, and .png) in RGB Color mode. Optionally, you can remove the status bar.
To replace previously added files, drag new files to the Upload Screenshot box or click Choose to select a new file, or choose Edit > Delete to delete the file and then add a new file.
4. Repeat steps 2 through 3 for all screenshots you want to add to your publication.

You can add up to five screenshots for your publication.

To reorder screenshots, select the screenshot and drag and drop to the desired position in the box or click the up and down arrows to reorder screenshots.

5. Click Next at the bottom of the Assets pane. For more information, see [“Delivering Your Book Package”](#) (page 31).

Delivering Your Book Package

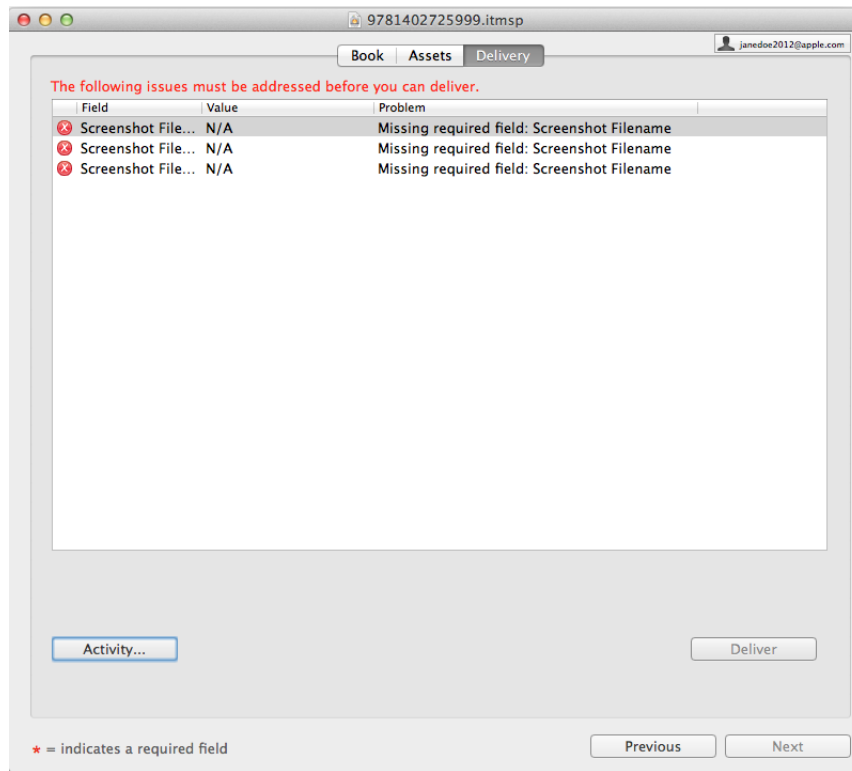
The final step in preparing content as free downloads in the iBookstore is to deliver your book package to iTunes for processing. Once you have created your book package and specified all your publication details, you can deliver your book and all your prepared files as an [iTunes Store Package](#) (iTP package) directly to Apple’s iBookstore. This section describes how to send your iTP package to iTunes for processing and how to send Apple a log report if you encounter errors during delivery.

Sending a Package to the iBookstore

When you are sure publication details are complete and correct, including all asset files, you can send your book and all your prepared files as an [iTunes Store Package](#) (iTP package) to iTunes for processing.

To deliver a package:

1. Click the Delivery pane for your book in the iTunes Producer 2.9 (iTP) for free books window.



iTP processes all the publication details and displays any warnings or errors.

2. Fix any delivery warnings or errors.

Double-click on a warning or error to have iTP jump to the exact location of the problem. For more information about errors, see the Contact Us page in iTunes Connect at <http://www.apple.com/itunes/go/itunesconnect/contactus>.

Click Activity to display the Background Activity window and view delivery status information for all packages you are currently sending, including pending messages, time remaining, warning and error messages, and so on.

3. Click Deliver.

iTP packages all your publication details and prepared files into an iTP package and sends it to the iBookstore.

You can also choose File > "Save and Deliver" to save and package all your publication details and prepared files into an iTP package and send it to the iBookstore. Or, to send multiple packages at once, choose File > "Save and Deliver All". iTP saves and packages all your publication details and prepared files, for all open iTP windows, into iTP packages and sends them to the iBookstore.

For more information about delivery errors and answers to common questions, click Error Information to display the iTunes Connect - Frequently Asked Questions page.

Notes:


- Until Apple has imported all your [metadata](#), you can continue to update books and resend packages. After Apple imports all your metadata, you can still update your cover art and EPUB information by editing and resending your package to the iBookstore.
- For information on how to create a file in [EPUB format](#), see "How do I create a file in EPUB format?" (page 36).
- For information on how to create a file in [Multi-Touch format](#), see "How do I create a file in Multi-Touch format?" (page 36).
- If you do not repair an invalid EPUB file before delivery, iTP reports the error in the Delivery pane and displays the Repair button in the Assets > Publication pane. Click the Repair button to validate and repair the EPUB file. You cannot deliver your book to iTunes for processing with an invalid EPUB file.
- iTP plays an alert sound and displays a green checkmark when the package delivery is complete. If iTP encounters an error during delivery, iTP plays an error sound and bounces the iTP icon in the Dock.
- To modify your delivery settings, choose iTunes Producer > Preferences, click Advanced, and then deselect Signiant, Aspera, or DAV. You should only change these settings with the advice of your Technical Account Manager. For questions, visit the Contact Us page in iTunes Connect at <http://www.apple.com/itunes/go/itunesconnect/contactus>.

Sending Your Log Report to Apple

If you encounter an error while delivering your book package to Apple, iTunes Producer 2.9 for free books creates a log report for you to send to Apple to help with troubleshooting your delivery issues.

Apple recommends you attempt to validate and repair an EPUB file before delivering your book package for processing or submitting errors. If you do not repair an invalid EPUB file before delivery, iTP reports the error in the Delivery pane and displays the Repair button in the Assets > Publication pane. Click the Repair button to validate and repair the EPUB file. You cannot deliver your book package to iTunes for processing with an invalid EPUB file.

To send the log report:

1. Click “Send to Apple” or  in the Delivery pane.
2. Review the details of the error log and, optionally, add notes and comments before sending.
3. Click “Send to Apple” to deliver the error log to the iBookstore support team.

Featured Tasks

This section features some of the top tasks you might perform using iTunes Producer 2.9 for free books.

Can I save a preliminary version of my book package before sending it to the iBookstore?

If you're not ready to send your book package to the iBookstore and want to finish later, you can save a preliminary version.

To save your book package:

- Choose File > Save for your book in the iTunes Producer 2.9 (iTP) for free books window.

Before you can save your book package, you must first specify a publication title.

iTP saves your book and all your prepared files as an [iTunes Store Package](#) (iTP package) using the ISBN or Vendor ID as the name and the .itmSP extension.

To reopen a saved book, open iTP, Click Open Package, and then double-click the book name.

By default, iTP saves books in the Music > iTunes Producer > Playlists folder.

Note: By default, iTP automatically saves your book as *Untitled.itmsp*, *VendorID.itmsp*, or *title.itmsp* every 15 seconds. To turn off autosaving or change the default autosave time, choose iTunes Producer > Preferences, click General, and then deselect Autosave or change the seconds.

What elements can I update in my book?

You can update all publication details, except the book type, for a book package you previously delivered to the iBookstore.

How do I remove a book from the iBookstore?

If you need to remove a book after you deliver it to the iBookstore, log in to [iTunes Connect](#), click Manage Your Content, and then search for the book. After inspecting the book, you can remove the book from sale by clicking Edit in the far right column in the Rights & Pricing module and removing the clearances. Removing clearances removes the book from all Stores in all countries. For more information, see *iBookstore: Publisher User Guide* available for download from iTunes Connect.

To remove a book from the iBookstore, you can also deselect “Cleared for sale” in the Book > Rights & Pricing pane for all countries and redeliver your book.

Why is editing disabled for my book package?

After you deliver your book package to the iBookstore, iTunes Producer 2.9 for free books disables editing for fields you can no longer update.

To turn on editing:

- Choose File > Enable Editing for your book in the iTunes Producer 2.9 for free books window.

Apple does not recommend enabling editing. If you enable editing and make updates to your book package, you might not be able to deliver your book package to the iBookstore. Use the enable editing feature when you are instructed to do so by your iTunes Technical Account Manager (for example, when you've delivered a partial book).

Can I sort information within iTunes Producer windows?

Many panes in iTunes Producer 2.9 (iTP) for free books display information in lists, allowing you to sort the information by column heading. For example, in the Book > Authors pane, you can sort [authors](#) by role or name. To change the order in which iTP displays authors in the list and sort authors by name, click the Name column heading. To reverse the sort order, click the column heading again.

iTP indicates the current sort order by highlighting the column and displaying ▼ in the column heading.

You can rearrange the order of the columns by dragging the column headers to the left or right. To adjust the width of the columns, drag the separator lines between the column headers.

How can I check the history and status of packages?

You can check the history and status of packages before and after you deliver them to the iBookstore.

To check the history before delivery:

- Choose File > Package History for your publication in the iTunes Producer 2.9 for free books window, type your ISBN/Vendor ID, and then click Search.

To check the status after delivery:

- Choose Window > Lookup Status in the iTunes Producer 2.9 for free books window, type your ISBN/Vendor ID, and then click Search.

iTunes Producer 2.9 for free books displays the current state and date created for the package.

I don't see any activities in the “Choose an Activity” window. What should I do?

If the “Choose an Activity” window does not display any activities, you do not have an active contract with iTunes. You must complete the contract process before you can deliver content as free downloads in the iBookstore. For more information, see the Contracts, Tax and Banking module in [iTunes Connect](#).

How do I create a file in EPUB format?

You can use Pages to create a file in [EPUB format](#). For more information, see the Knowledge Base article *Creating ePub files with Pages* at <http://support.apple.com/kb/HT4168>.

You can also use an Apple-approved conversion house. For more information, see the Deliver Your Content module in [iTunes Connect](#).

How do I create a file in Multi-Touch format?

You can use iBooks Author (available in the Mac App Store at <http://itunes.apple.com/us/app/ibooks-author/id490152466?ls=1&mt=12>) to create a file in [Multi-Touch format](#). For more information, see the Deliver Your Content module in [iTunes Connect](#).

How can I adjust the rights for my book?

By default, your free book is available in all iBookstore markets. If you do not have the rights to distribute the book in all countries, you can use the Manage Your Books module in [iTunes Connect](#) to adjust your rights and clearances.

Do any languages require EPUB 3.0, iBooks 3.0 app, and iOS 6?

Yes. The following table is a list of the languages that require EPUB 3.0, iBooks 3.0 app, and iOS 6 to be supported by iBookstore as the primary language.

Language
Arabic
Burmese
Chinese
Dari
Hebrew
Japanese
Khmer
Kurdish
Lao
Malay
Pashto
Persian
Punjabi
Sindhi
Tajik
Urdu
Uyghur

Featured Tasks

Do any languages require EPUB 3.0, iBooks 3.0 app, and iOS 6?

Language

Uzbek

Glossary

The glossary defines terms you'll encounter as you read this guide.

authors A group of elements that describes a personal or corporate contributor to the publication you are sending in the book package to the iBookstore.

checksum A redundancy check used to guarantee that the asset files Apple receives are correct and complete. All content files you deliver to Apple must include an industry-standard MD5 digest checksum. iTunes Producer 2.9 for free books automatically generates these checksums for you. Once a book package is received, the MD5 digest checksum contained in the metadata file (one for each file you send) is compared against the actual file received by Apple. If any differences are detected between the checksum calculated before delivery, and the checksums calculated during delivery, iTunes Producer 2.9 rejects the entire package.

DRM free Digital Rights Management (DRM) free content in the iBookstore that has no usage restrictions.

EPUB format An electronic publication file format (EPUB). A digital version of a printed publication, created according to the EPUB format. The EPUB format is a free, open eBook standard developed and maintained by the International Digital Publishing Forum (IDPF), a nonprofit standards organization.

ISBN-10 The International Standard Book Number (ISBN) is a 10-digit number that is typically used for older physical titles. The ISBN identifies one title or edition of a title from one specific publisher and is unique to that edition. An EPUB file is considered an "edition" and must have a unique ISBN number. For more information on ISBNs, visit www.bowker.com.

ISBN-13 The International Standard Book Number (ISBN) is a 13-digit number that uniquely identifies books and book-like products published internationally. The ISBN identifies one title or edition of a title from one specific publisher and is unique to that edition. An EPUB file is considered an "edition" and must have a unique ISBN number. For more information on ISBNs, visit www.bowker.com.

iTunes Connect A suite of web-based tools you can use to sign up to become a book provider, to download iTunes Producer 2.9 for free books, and to manage your content; including searching and inspecting.

iTunes Producer file A tab-delimited file (encoded in UTF-16 format) or spreadsheet file used to import publication details.

iTunes Store Package An iTunes Producer generated file with the .itmosp file extension. iTunes Producer 2.9 for free books generates a package file from your EPUB or Multi-Touch, cover art, screenshots, publication information, and so on.

metadata Supplemental information about a media file type. For example, a file can contain information such as the name of the person that created the file, the length of the file, the title of the file, description, and so on.

Multi-Touch format A file format created for Multi-Touch books and Multi-Touch textbooks on the iPad. Books you create in Multi-Touch format (.ibooks) using iBooks Author support rich typography, precise layout, and new interactive objects such as image galleries, quizzes, and slideshows. See also [textbook](#).

related products A group of elements that describes a product with a specific relationship (for example, “Is special edition of”) to the publication you are sending in the book package to the iBookstore. You specify related products so iTunes Producer 2.9 for books can collect information about other publications related to the current publication. For example, other publications in the same series or other versions of the same publication (trade paperback, mass market paperback, hardcover). iTunes Producer 2.9 for books uses this information when users search the iBookstore.

textbook An instructional material specifically intended for K-12 and higher education students for the study of a particular subject. You must deliver all textbooks in the Multi-Touch format. Currently, textbooks are only available in the U.S. market. See also [Multi-Touch format](#).

scale up Increasing the size of an image without re-scanning or re-importing the original art.

Vendor ID A unique numerical identifier, between 6 and 32 characters, you can use to look up your book in iTunes Producer and iTunes Connect. By default, iTunes Producer automatically generates the Vendor ID. A Vendor ID is required for all books.

Revision History

This table describes the changes to *Using iTunes Producer 2.9 for Free Books*.

Date	Notes
2013-02-19	This 2.9 release includes the following updates to iTunes Producer: parental advisory support for books; series sequence improvements; enhanced screenshot assets; Multi-Touch identification; plus additional enhancements and bug fixes.
2012-10-10	This 2.8 release includes the following updates to iTunes Producer: version information; automatically generated Vendor IDs; phonetic name support; additional target audiences; related products support; preview support; plus additional enhancements and bug fixes.
2012-06-26	This 2.7.1 release includes the following updates to iTunes Producer for free books: localized user interface; plus additional enhancements and bug fixes.
2012-06-12	This 2.7 release includes the following updates to iTunes Producer for free books: enhancements and bug fixes.
2012-03-13	This 2.6 release includes the following updates to iTunes Producer for free books: send to Apple update; enhanced search; plus additional enhancements and bug fixes.
2012-01-19	Apple introduces iTunes Producer 2.5.1 for free books, a tool to help you deliver your books as free downloads in the iBookstore. You use iTunes Producer 2.5.1 for free books to provide information about a publication, such as title, publisher, date, and so on, and upload asset files. <i>iBooks Author is a trademark of Apple Inc.</i>

Index

A

activities, none 36

assets

cover art 28

cover art file 28

details 25

EPUB format file 26

EPUB sample file 26

files 25, 28, 29

Multi-Touch format file 26

Multi-Touch format sample file 26

publication 25

screenshots 29

screenshots file 29

specifying 25, 28, 29

authors

definition 39

for book 20

inverted name 21

name 21

primary 21

B

book, manage rights 37

book

authors 20

categories 19

cover art 28

creating 12

creating from existing package 13

creating from metadata 14

creating new 12

delivering to iBookstore 31

describing entire book 16

description 19

details 16

editable elements 34

editing disabled 35

EPUB format file 26

EPUB sample file 26

explicit content 18

information 17

ISBN number 17

language 18

main subject 20

Multi-Touch 18

Multi-Touch format file 26

Multi-Touch format sample file 26

number in series 18

publication date 18

publisher 18

related products 22

removing from iBookstore 35

saving 34

screenshots 29

sending to iBookstore 31

series name 18

store display number 18

subjects 19

subtitle 18

target audience 24, 25

title 18

type 18

C

categories, for book 19

checksum, definition 39
columns, sorting 35
cover art
 for book 28
 supported 8
creating book package 12

D

date, publication 18
deleting book, from iBookstore 35
delivering book 31
description, book 19
disabled editing 35
DRM free, definition 39

E

elements, editable in book 34
EPUB file
 creating 36
 error correction 27, 32, 33
 for book 26
 validation 27, 32, 33
EPUB format, definition 39
EPUB sample file, for book 26
explicit content, for book 18

F

file formats 8
filtering 19, 20, 22, 25
format
 creating EPUB 36
 creating Multi-Touch 36
formats, supported 8

H

help 5

I

iBookstore
 delivering book 31
 removing book 35
 sending book 31
identifier
 ISBN number 17
 ISBN-10 number 23
 ISBN-13 number 22
 related products 22, 23
installing iTunes Producer 9
IP addresses 6
ISBN, number for book 17
ISBN-10
 definition 39
 identifier 23
ISBN-13
 definition 39
 identifier 22
iTunes Connect, definition 39
iTunes Producer file, definition 39
iTunes Producer
 contacting 5
 getting started 6, 10
 help 5
 installing 9
 introduction 4, 6
 overview 6
 starting 10
 support 5
iTunes Store Package, definition 39

L

language
 book 18
 requirements 37
log report 33

M

main subject, book 20

metadata

creating book 14

definition 40

Multi-Touch format sample, for book 26

Multi-Touch format

creating 36

definition 40

for book 26

Multi-Touch, for book 18

N

name

authors 21

authors, inverted 21

number in series, book 18

P

package

creating book from existing 13

history 36

status 36

ports 6

primary author role 21

products, related to book 22

publication date, for book 18

publisher, for book 18

R

related products

definition 40

for book 22

identifier 22, 23

identifier type 22, 23

ISBN-10 number 23

ISBN-13 number 22

type 22, 23

removing book, from iBookstore 35

report log 33

requirements, system 6

rights, manage for books 37

S

saving book versions 34

scale up, definition 40

screenshots

for book 29

supported 8

searching 19, 20, 22, 25

series name, for book 18

servers 6

sort, columns 35

specifications 8

status, package 36

store display number, book 18

subjects

book 19

for book 19, 20

subtitle, for book 18

support 5

supported formats 8

system requirements 6

T

target audience, for book 24, 25

textbook, definition 40

title, for book 18

type

book 18

related products 22, 23

textbook 18

V

Vendor ID, definition 40



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