Edelweiss Content Planning and Data Administration

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Overview

This document explains and defines the various methods that may be used to populate catalog data within Above the Treeline's Edelweiss application.

Content Planning

Edelweiss has many types of content that can be uploaded and displayed for a title in a specific market. All of the content can be broken out into three basic types:

- Core bibliographic data

- Marketing assets (jacket cover images, interior illustrations, PDFs, etc.)

- Ancillary marketing metadata

Content Management Steps

The following is a high level overview of the steps needed to create a catalog within Edelweiss. They are listed in order of priority. The first three steps are the only ones that are required and once they are complete the foundation of the catalog is in place. The additional steps add ancillary data

1) **Create catalog, assign it to all relevant markets, and add EANs**
2) **Populate bibliographic title data**
   a. Ideally this is done via ONIX and can be done before step 1 ...or...
   b. Use our Treeline_Biblio_Data Template, which is similar to Ingram's Excel File Biblio Template...or...
   c. Use the admin interface to manually input your data
3) **Upload Jacket Cover Images**
   a. Batch upload via FTP ...or...
   b. Use the admin interface
4) Upload comparative title data (NOTE: this data is very important to stores that will use your catalog for planning front list purchasing)
5) Add enhanced ancillary metadata (if not already coming from ONIX)
   a. Product description (NOTE: while not required, a product description is a very important data element)
   b. Author bio (NOTE: information about the author is a highly recommended data element)
   c. Quotes & reviews
   d. Book excerpts
   e. Key selling points

<ol type="a" start="6">
Marketing plans
Table of Contents
Interior images
Links to external websites
Related products
Publicity Events

<ol start="6">
Upload catalog cover image
Upload PDF of catalog (optional, if it exists)
Upload catalog page numbers and sort order (Excel)

Product Bibliographic Data

The following fields are the core bibliographic data elements that represent products in Edelweiss. Ideally this data is populated via an ONIX feed and the fields below match standard data elements within ONIX (version 2.1). Publishers who don't use ONIX should contact Above the Treeline for alternate means of importing this data.

The table below outlines the primary field names and any supporting data elements. The primary fields also have an indication as to whether this data can be updated via the Edelweiss Admin tool or via an ancillary (non-ONIX) feed. Those data elements required for a title to work fully within Edelweiss are indicated under the "Required" column. And the last column indicates whether that attribute can be market-specific in terms of content displayed for a single ISBN that is available in more than one market, e.g. US (Trade/Academic/Christian), Canada, UK, Germany, Australia, Global, etc.

Field	Content Sources			Required?	Can be market-specific
	ONIX?	Feed?	Admin?		
SKU/EAN	X	X	X	Yes	No
Title and SubTitle	X	X	X	Yes	Yes
TitleText					
TitleType					
Contributor	X	X	X	Yes	No
ContributorRole					

SequenceNumber					
Categories: BISAC, BIC, Warengruppen, Dewey	X	X	X	Yes	No
Price	X	X	X	Yes	One per Currency
CurrencyCode (US, Canadian and UK are supported)					
PriceAmount					
PubDate	X	X	X	Yes	Yes
OtherText (Description, Author Bio, Quotes, Reviews, Excerpts, TOC)	X	X	X		Yes
Text					
TextFormat					
TextTypeCode					
Series	X	X	X	No	Yes
StreetDate (On Sale Date)	X		X	No	Yes
Expected Ship Date	X		X	No	Yes
NumofPages	X	X	X	No	No
PublisherName *(let us know if you want us to process this field)*	X		Not Yet	No	Yes
ImprintName	X	X	X	Yes	Yes
PackQuantity (Carton Qty)	X	X	X	No	Yes
ProductForm (Format)	X	X	X	Yes	No
ProductFormDetail					
Audience (Age Range)	X		X	No	No

AudienceRangeQuantifier					
AudienceRange					
AudienceRangePrecision					
AudienceRangeValue					
SalesRights	X		X	No	Yes (if from feed or ONIX sales restriction)
RightsType					
Country					
Territory					
TerritoryRights					
Measure (Dimensions)	X	X	X	No	No
Measurement					
MeasurementUnitCode					
MeasureTypeCode					
DiscountCode	X	X	X	No	Yes
PrintRun (Announced First Print)	X	X	X	No	Yes
NumberOfIllustrations (IllustrationsNote)	X			No	Yes
***Related Products**, including* **Previous Editions, Ebook ISBNs, Displays, Similar Products, Alternative Formats and more** *(let us know if you want us to begin processing specific types of RPsusing your ONIX data)*	X	X	X	No	Yes

Edition Type	X			No	Yes
Audio Attributes (Extent, Edition Number and Type, Number of Pieces) (currently only available for use w/ Document Builder)	X			No	<mark>Yes</mark>
Lexile Code (we can pull this in from Ingram)	X			No	No
Links, incl. Product Website link via ONIX	X	X	X	No	Yes

For more information on updating title content so that it's market-specific using our online Catalog Administration tools, refer to our Publisher Administrator Help Site at http://abovethetreeline.com/publisher-catalog-admins/.

And in particular, these two articles:

1) http://abovethetreeline.com/publisher-catalog-admins/creating-a-catalog/managing-a-catalogs-name-cover-image-and-markets-display.html

2) http://abovethetreeline.com/publisher-catalog-admins/managing-title-attributes/markets-and-updating-market-specific-title-information-in-ed.html

ONIX Feeds

The preferred mechanism for submitting and updating bibliographic title data is through ONIX (version 2.1). ONIX is a book industry standard method of formatting publisher title data so that partners and suppliers can consume and use it. Publishers that do not have ONIX feeds available will need to contact Above the Treeline to discuss other options for populating title data, including using our Treeline Biblio Data Template, which is an Excel file that needs to be submitted via our Ancillary Data feed process; see the next section for the particulars.

ONIX feeds should be made available via FTP or pushed to Above the Treeline's FTP server on a regular basis, e.g. daily or weekly. All feeds will be processed automatically via a set schedule, anywhere from daily to once a week. Feed processing includes adding any new records from ONIX into the Edelweiss database as well as updating existing records with information that has changed. ONIX files are processed at night so all ONIX-processed changes should appear on Edelweiss the following day.

Edelweiss ONIX processing will update all of the fields in the above grid unless the elements are not available in a publisher's ONIX file or the publisher has not expressly asked Treeline to process them, e.g. Age Range may not be a relevant field for a publisher that only publishes adult books.

We can accept distinct ONIX feeds for specific types of products – e.g. print vs. ebooks – as well as for specific markets. This also allows us to process these ONIX feeds uniquely based on the relevant nodes and posting schedule.   Ideally, each ONIX feed contains unique ISBNs so data overriding (for the same ISBN) does not become an issue.

Please name each ONIX feed in a consistent manner, beginning with the same naming convention and ending with the date created or posted, e.g. [Your PublisherName]_ONIX_print_040914.xml

Feel free to send us ONIX data for *all* of your active titles. Publishers are not actually charged for posting ONIX title data: just for featuring a set number of titles in Edelweiss catalogs each year.

Post all of your ONIX files to the /ONIX/ folder within your FTP account/folder on our server. Our FTP Address: na-ftp.abovethetreeline.com

Treeline_Biblio_Data_Feed

If your company does not work with ONIX and you prefer to submit your core bibliographic data via spreadsheet rather than using Edelweiss's online cataloguing tools, please use our Treeline_Biblio_Data Excel Template (found via the 2nd link here: http://help.abovethetreeline.com/?st_kb=link-to-publisher-administrator-help-document).

Note that all of the particular data formatting requirements are annotated in each column header field found within this template, and that all number values should be formatted as text. Include all columns found in this template and do NOT add any additional columns. Please adhere to the Ancillary Data feed specifications that follow, including…

- **File Format:** Excel (2007 or earlier) or DOS-formatted Text
- **File Name:** "Treeline_Biblio_1.xls" or "Treeline_Biblio_[MMDDYY].xls"
- **FTP Drop Folder:** you /edelweiss/import_data/ folder on our server at na-ftp.abovethetreeline.com

Regard the **Ancillary Data Management** section below for more vital details.

Ancillary Data

Some publishers may provide ancillary data within ONIX (product descriptions, quotes, etc) and some may choose to send this data in non-ONIX feeds. If ancillary data is to be provided outside of ONIX, it may be delivered in one of three ways:

- Manually via the Catalog Administrative interface on a record by record basis
- Via the Catalog Administrative interface via batch Excel uploads (only available for some data types)
- Via FTP delivered delimited text or Excel feeds

Ancillary Data Management – Edelweiss Catalog Administrative Interface

The Edelweiss Catalog Administrative Interface may be used to update almost all types of catalog content. Publishers wishing to use the Admin Interface should attend a one hour Webex training session in order to understand all the various steps required in creating a catalog. Help documents are also available at http://abovethetreeline.com/publisher-catalog-admins/.

Ancillary Data Management - Automated Data Feeds

The following are specifications for sending data outside of ONIX to Above the Treeline through an FTP delivered data feed.

Feed format

All ancillary feeds should be sent as DOS-formatted tab delimited text (strongly preferred) or as Excel files with the first row of data being a header row representing the names of each column of data. The field names for each data element are defined in each feed's spec below, and all prescribed field names/columns must be present in that feed, even if they are not required and you're not providing any values for them.

The names of the feeds should be standardized with the Feed Name (see below for names) followed by the "_" character and a date stamp in MMDDYY format. Lastly, a sequence number should be appended to the filename. If only one file is sent in a given day for a given type, the sequence number will be "_1". This number should be incremented if additional files are sent. The file extension for all feeds is ".txt" for delimited files and ".xls" for Excel files.

In summary the feed file requirements are:

File format: TEXT in DOS format (strongly preferred), or Excel (2007 or earlier) saved as a tab-delimited .txt file. If text files are sent, they need to be in the DOS file type. Be sure to use ASCII mode to transmit over FTP if you are saving the file in MacOS or Linux.

File Delimiter: Tab (\t)

File Name Format: [FEED_NAME]_[MMDDDYY]_[SEQUENCE]].txt (ex., "Product_Description_031209_1.txt")

Excel files should be named with the format above but with a .xls extension.

First Row: Header representing column names. Column names must match the field names defined in the spec.

File Size: Each file should not include more than 8,000 rows of data

Feed transmission and processing

All ancillary feeds need to be pushed to the Edelweiss FTP server at **na-ftp.abovethetreeline.com**. Please contact Above the Treeline if you need an account setup for this, as well as if/whenever you post a brand new type of ancillary feed; our technical support team needs to configure your account in order to auto-process all new types of feedsFeeds need to be placed in the **/edelweiss/import_data/ folder**. This folder will be monitored by an automated process and feeds will typically be processed within 30 minutes of receiving them, though this processing window is subject to change and may be delayed if the volume of feeds needing to be processed is especially high. Processed feeds will be moved to the /edelweiss/import_data/processed folder and kept there for 3 months. The individual at your organization responsible for posting ancillary feeds may also be set up to receive the automatic alert email that lets them know if their file was successfully processed. Contact Support@abovethetreeline.com if you need to add or update this feed recipient list or are posting a new type of ancillary feed for the first time.

In summary the key information for feed processing is:

Feed Transmission Protocol: FTP

FTP Server: na-ftp.abovethetreeline.com

FTP Drop Folder: /edelweiss/import_data/

Processed Files Folder: /edelweiss/import_data/processed

File Retention: 3 months

If you would like to post a particular feed to update an Edelweiss market that is not your default market, contact Support@abovethetreeline.com to ask for a new market-specific subfolder to be created within your import_data folder. For example, if you are a US publisher but would like to supply unique title content for the UK market, we will create a UK subfolder within your import_data folder, and that's where you'll post all UK-specific ancillary feeds.

Ancillary Feed Summary

The following table is a summary of all feeds that are detailed in this document.

Feed Name	Type
Product Descriptions	Ancillary
Related Products	Ancillary
Product Links	Ancillary
Contributor	Ancillary
Subrights	Ancillary
Burst	Ancillary
Honors	Ancillary
PrintRun	Ancillary
Document Builder	Ancillary
Catalog Summary	Catalog Maintenance
Catalog Items	Catalog Maintenance
Marketing Collections	Catalog Maintenance
Jacket Cover Image	Asset
Interior Image	Asset
Catalog Cover Image	Asset
Catalog PDF	Asset

Product Descriptions Feed

Description

This feed consists of product descriptions and relates by Product_SKU to the Product Feed. Multiple descriptions may be sent per SKU but must be differentiated via the Description_Type field. Only one record should be sent for each unique SKU/Type. If multiple records are sent, only the first record will be used. The data in this feed may be sent via ONIX. *Note: All field names, or column headers, must be included, even if/when there's no data for them and they're not required.*

Feed File Name

Product_Descriptions_[MMDDYY]_[SEQUENCE].txt ("Product_Descriptions_031209_1.txt")

Record Specification

Field Name	Data Type	Field Description	Required?
Product_SKU	Text	ISBN13 or EAN used to identify the product	Yes
Description_Type	Text	The value for this column must be one of the following: • General • Keynote • Author_Bio • Quote • Excerpt • Marketing_Plans (as an alternative to sending a separate Marketing_Plans feed). • Bookseller_Review • Key_Selling_Point	Yes

		• Unpublished_Endorsement • Extended_Author_Info • Table_Of_Contents	
Description	Text	Text of the description. Blank descriptions will be ignored. In order to delete a record the description field must contain the value: *DELETE*	Yes
Sequence	Numeric	Order in which items of the same type with the same SKU should be sorted.	No
Market	Text	The market for which this descriptive content should be used. Valid values are: • Trade • Christian • Academic • UK "Trade" is the default value for market and will be used if no value is sent for this field. Note also that Trade, Christian, and Academic here only refer to the US region/market.	No

Related Products Feed

<u>Description</u>

This feed consists of comparison/comparable products for a parent product and relates by Product_SKU to the Product Feed. Multiple comparison products may be sent per SKU.

When sending comp titles, all Related_SKUs for a Product_SKU must be sent in each feed. The feed processor will delete any/all comp titles that currently exist in the system for the Product_SKUs that are sent in that feed. The sequence that the comps appear in the feed will determine their sequence in Edelweiss.

When sending related products, all records with the same Product_SKU and Relationship_Type must be sent in each feed. The feed processor will initially delete any related products for each SKU/Type combination sent before ingesting the new related products.

The only Related Product Relationship Type (see spec below) that will end up as an Edelweiss **Comp Title** is the Comparison type. All others, e.g. Backlist, Display, etc., will display in Edelweiss in the **Related Products** section.

As of April 2014, select Related Products that appear in your ONIX feeds may be used in lieu of being sent through a Related_Products feed. These include relation codes 03 (Replaces) as Previous Edition Comp titles, 06 (Alternative format) as Other Format Related Products, 15 (Epub) as Ebook Related Products, and 23 (Similar product) as Also Available Related Product or Comp. Contact Support@abovethetreeline.com if you'd like us to start processing your ONIX Related Product data or would like a current list of RPs that can be processed via ONIX.

Note: All fields/columns listed below must be included, even if/when there's no data for them and they're not required. This includes the field names/column headers.

<u>Feed File Name</u>

Related_Products_[MMDDYY] _[SEQUENCE].txt ("Related_Products_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
Product_SKU	Text	EAN used to identify the product	Yes
Related_SKU	Text	EAN used to identify the related product	Yes

Relationship_Type	Text	The value for this column must be one of the following: • Comparison • Backlist • Display • Other_Format • Audio • Give_Away • Ebook • Also_Available If this field is left blank, "Comparison" will be used as the Relationship_Type	Yes
Relationship_SubType	Text	If Relationship_Type is Comparison, this field must be one of the following values otherwise "Publisher_Derived" will be assumed: • Same_Author • Same_Title • Reissue • Genre • Audience • Publisher_Derived For all other Relationship_Types, this value can be any string of text that will be used as a label within the application to describe the relationship. For example, products specified as "Backlist" may have a more descriptive SubType as "Other products you may like…". If no	No

		SubType is sent, the Type will be used as the descriptive label.	

If you need to do a mass delete of any Related Products that were previously posted in one of these feeds, use the value *DELETE* in the RelationshipType of RelationshipSubType fields. If you post *DELETE* in the RelationshipType field, this will delete all Related Products of *any* type that match that ISBN pairing. If you put it in the RelationshipSubType field, it will only delete it for the record with that specific RelationshipType.

Product Links Feed

<u>Description</u>

This feed consists of web links associated with a product and relates by Product_SKU to the Product Feed. Multiple links may be sent per SKU. *Note: All field names, or column headers, must be included, even if/when there's no data for them and they're not required.*

<u>Feed File Name</u>

Product_Links_[MMDDYY] _[SEQUENCE].txt ("Product_Links_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
Product_SKU	Text	ISBN13 or EAN used to identify the product	Yes
Link_Description	Text	String of text that will be displayed as the clickable link within the application. If no Link_Description is sent, the URI will be used.	No
Link	Text	URI for the web page *If you need to delete one or more previously fed links, use the value *DELETE* here to remove all links associated with that SKU	Yes
Sequence	Numeric	The sequence that should be used to sort the links (if more than one) for a particular SKU	No
Upload	Boolean	Values can either be True or False. Default is False. This indicates whether the link will be uploaded content. Uploaded content should be dropped in the supplemental folder. In the case that Upload is true, the Link should be the name of the uploaded file.	No
Video	Boolean	Values can be either True or False. Default is False. Indicates whether the link should be	No

| | | embedded in the videos section of the site with an in-browser player. Currently only YouTube and Vimeo are supported.

YouTube links should be in the embed format: http://www.youtube.com/embed/gTCP0jk3cX4

Vimeo links should be in the following format: http://player.vimeo.com/video/66798838 | |

Contributor Feed

<u>Description</u>

This feed is used to send information about a contributor's home town or current residence. The feed is tied to an ISBN so it is expected that redundant data will be sent for an author of multiple books. Multiple authors may be sent per SKU. In the case where multiple authors contributed to a title, the name data is used to get a best match. Ideally, the name text in this feed will come from the same source that is used to populate contributor data in Edelweiss.

<u>Feed File Name</u>

Contributor_[MMDDYY] _[SEQUENCE].txt ("Contributor_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
Product_SKU	Text	ISBN13 or EAN used to identify the product	Yes
First_Name	Text	First name of the contributor. Not required but recommended to improve matching.	No
Last_Name	Text	Last name of the contributor. Not required but recommended to improve matching.	No
Full_Name	Text	Full name of the contributor	Yes
Home_Town	Text	City considered to be the author's home town or current residence.	Yes
Home_State	Text	State of home town or current residence. Not required but recommended.	No
Home_Country	Text	Country of home town or current residence. Not required but recommended.	No

Subrights Feed

<u>Description</u>

The Subrights feed imports subrights data into Edelweiss. This data should represent the various types of subrights that are available to be purchased. The feed also provides are optional fields to represent rights that have been sold, option publishers and agent contact information. *Note: All field names, or column headers, must be included, even if/when there's no data for them and they're not required.*

Each record should represent a single type of right for a single product.

<u>Feed File Name</u>

Subrights_[MMDDYY]_[SEQUENCE].txt ("Subrights_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
SKU	Text	ISBN13 or EAN used to identify the product	Yes
Content	Text	Optional field used only when the right is defined by a subset of content within the work in question. Most rights will not have a value for this field. Two examples of content are: • Text • Artwork	No
Type	Text	The type of right associated with this record. Types are publisher derived but should be consistent across all records using this "type" for search and filtering purposes. The values for types sent here will be displayed within Edelweiss. These types are not fixed within	Yes

		Edelweiss and can be defined by the publisher. Examples of some types are: • Audio • Translation • First Serial • Dramatic This field may be left blank if sending only Agent Information which will be applied as "All Other" types of rights. The same type can only be sent once for each SKU (including blank types).	
Right_Available	Text	Must contain either a value of "Yes" or "No". Blank values will be interpreted as "Yes".	No
Description	Text	Reserved for future use.	No
Territory	Text	This field should be populated only if the right applies to a specific country or territory. Otherwise it should be left blank.	No
Language	Text	Only used if the right Type is "Translation". May contain multiple, comma separated values.	No
Rights_Holder	Text	Name (and optionally contact information) for the rights holder. If left blank this will default to the publisher name unless a record with a blank type for this SKU is sent. In that case the Rights_Holder will default to the Rights_Holder in that blank record.	No
Market	Text	Reserved for future use.	No

Format	Text	Reserved for future use.	No
Sales_Channel	Text	Reserved for future use.	No
Duration_Type	Text	Reserved for future use.	No
Limitations	Text	Reserved for future use.	No

Burst Feed

<u>Description</u>

The Burst Feed allows for a single line "burst" of text to be attributed to and displayed for a title. Bursts types are pre-defined but the list may be expanded upon request of the publisher. A title may have more than one burst and each burst will appear in a comma separated list. *Note: All field names, or column headers, must be included, even if/when there's no data for them and they're not required.*

Future functionality to allow for browsing by and filtering of bursts is planned on Edelweiss.

<u>Feed File Name</u>

Product_Burst_[MMDDYY] _[SEQUENCE].txt ("Product_Burst_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
Product_SKU	Text	ISBN13 or EAN used to identify the product	Yes
Attribute	Text	The burst attribute to be assigned to this title. Valid attributes are: • Export Edition • Paperback Original • Movie Tie-in • Reissue • Short Stories • Reading Group Selection • Now in Paperback • Forthcoming • Lead	Yes

		• New	
		• Program	
		Additional attributes may be added to the spec but must be requested first.	
Display Value	Text	By default, the displayed text for the burst will be the same as the Attribute. This can be overridden by sending a Display Value in this field. The Display Value can be any string of text under 100 characters.	No

Honors Feed

Description

The Honors/Awards Feed updates the various awards and honors for a title.   Many honors are automatically populated, but the honors feed allows for publishers to push additional data to Edelweiss. . *Note: All field names, or column headers, must be included, even if/when there's no data for them and they're not required.*

Feed File Name

Product_Awards_[MMDDYY] _[SEQUENCE].txt ("Product_Awards_031212_1.txt")

Record Specification

Field Name	Data Type	Field Description	Required?
Product_SKU	Text	ISBN13 or EAN used to identify the product	Yes
Award_ID	Numeric	The internal Edelweiss ID for the award. Current valid IDs are: • 3 – Okra Pick • 4 – New England Book Award • 5 – National Book Award Finalist • 6 – National Book Award Winner • 7 - National Book Critics Circle Award Finalist • 8 - National Book Critics Circle Award Winner • 9 - Indie Next • 10 - ABC Best Books for Children • 11 - ABC New Voices • 12 - Pulitzer Prize • 13 - Man Booker Prize • 14 - Pulitzer Finalist • 15 - Man Booker Finalist • 16 - Caldecott Medal Winner • 17 - Caldecott Honor Book	Yes

		18 - Newbery Medal Winner 19 - Newbery Honor Book 20 - Printz Award Winner 21 - Printz Award Honor Book 22 - Alex Award Winner 24 - Texas Bluebonnet Award Winner 25 - Texas Bluebonnet Award Nominee	

Product Rights Feed

Description

The Product Rights Feed can be used to send us Sales Rights information that can be exported from Edelweiss via Custom Exports, PDF/print exports, and Template Builder.   While Sales Rights information processed from ONIX appears on your titles in Edelweiss, it is currently not used in any of these exports, as the data is often not as structured or short as required by our export specs.

Feed File Name

Product_Rights_[MMDDYY] _[SEQUENCE].txt ("Product_Rights_101213_1.txt")

Record Specification

Field Name	Data Type	Field Description	Required?
Product_SKU	Text	ISBN13 or EAN used to identify the product	Yes
Rights_Description	Text	Country or region this item may be sold in. Must be 100 characters or less	Yes

Product PrintRun Feed

<u>Description</u>

The PrintRun Feed can be used to send us Announced First Print Run, aka Initial Print Run, information that can either be displayed publicly or privately – just to your internal publisher users – on your titles in Edelweiss. It may also be exported from Edelweiss via Custom Exports, PDF/print exports, and Document Builder.

Note that we can also process this information using the InitialPrintRun ONIX node <k167> from ONIX; when we do, this will always be displayed publically.

<u>Feed File Name</u>

Please name each PrintRun feed as **Product_PrintRun_[MMDDYY] _[SEQUENCE].txt** ("Product_PrintRun_101213_1.txt") or **Product_PrintRun_[MMDDYY] _[SEQUENCE].xls** ("Product_PrintRun_101213_1.xls")

Email Support@abovethetreeline.com after you post your company's initial feed to ask us to configure your account to process these and with which visibility type: public (the default) or privately (so just your reps can view them).

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
ISBN	Text	ISBN13 or EAN used to identify the product	Yes
AFP	Number	Announced First Print. Examples: 500 or 25,000	Yes

Document Builder Feed

Description

The Document Builder Feed can be used to post unique title content that will be used exclusively within the Edelweiss Document Builder for the purposes of exporting to PDF, PowerPoint, Word, Excel, or Email using Document Builder's Custom Templates. Title content loaded here does not impact the display of your title information on Edelweiss. This feed is unique in that any number of title attributes may be included. The primary requirement is that, aside from the first SKU or ISBN column, each column header, or field name, simply has to match an existing Document Builder Custom Data Element for that organization in order to be imported.

A Document Builder Admin or User may also directly import the contents of this file from the Document Builder Home page in the Custom Data Elements section.

Note that this feed is auto-processed every hour.

Feed File Name

CustomDataElements_[MMDDYY] _[SEQUENCE].txt ("CustomDataElements_101213_1.txt")

Valid File Formats

Tab delimited .txt.xls, .xlsx, and .csv

Record Specification

Field Name	Data Type	Field Description	Required?
Product_SKU or ISBN	Text	ISBN13 or EAN used to identify the product	Yes
[Name of Custom Data Element]	Text, Number, or Date	The value for that specific Document Builder Custom Data Element	Yes

Catalog Maintenance Feeds

The following two feeds may be used by publishers who want to automate the creation and maintenance of the basic catalog data within Edelweiss.   These feeds define which catalogs exist and which products appear in those catalogs. They can also be used to update the status of catalogs.

Catalogs also can be created and updated via the admin interfaces in Edelweiss.   Publishers using the admin interface may choose to not send these feeds.

Catalog Summary Feed

<u>Description</u>

 This feed is made up of single or multi-record data representing a unique catalog or catalogs. There should be a matching Catalog Items Feed for each record in this feed.

<u>Feed File Name</u>

Catalog_Summary_[MMDDYY] _[SEQUENCE].txt ("Catalog_Summary_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
Catalog_Name	Text	Product of the catalog	Yes
Catalog_Description	Text	Description of the catalog	No
Publisher_Name	Text	Name of publisher or imprint associated with this catalog.	No
Catalog_PDF	Text	File name of the PDF version of the catalog	No
Status	Text	Status of the catalog. Current statuses are: • Unavailable • Available • Archived Feeds without a status will automatically be made "Available" which means that it is able to be viewed internally by publisher users only. External users will can see the catalog if the Visibility (see below) is set to "All".	No
Sequence	Numeric	Order in which catalogs should be sorted within a single folder.	No

Visibility	Text	Visibility of the catalog. Current visibility options are: • Internal • All This option designates whether the catalog can be viewed only by publisher users (Internal) or by all Edelweiss users (All). If left blank, the default value for this field is "Internal".	No
PDF_Page_Offset	Numeric	A numerical value that represents how to adjust the page numbering in the PDF so that it matches the printed page numbers. This is used to insure that PDF pages are linked properly to the page numbers as they are labeled in the catalog. This value defaults to zero if left empty in the feed.	No
Cat_Pages_Per_PDF_Page	Numeric	The default number of catalog pages that are represented in a single page of the PDF. This value defaults to one if left empty in the feed.	No
CPPPP_Exceptions	Text	A comma separated list of numerical values representing page numbers that are exceptions to the Cat_Pages_Per_PDF_Page override. Any pages in this list will be assumed to have one catalog page per PDF page.	No

Catalog Items Feed

<u>Description</u>

This feed represents all products within a catalog or a marketing collection. The data consists of a single record for each product in a catalog. The feed may contain data from more than one catalog or collection. A recommended practice would be to include all catalogs for a season (or some active time period) in this feed and in the corresponding Catalog Summary feed.

<u>Feed File Name</u>

Catalog_Items_[MMDDYY] _[SEQUENCE].txt ("Catalog_Items_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
Catalog_Name	Text	Name of Catalog this SKU is in. Must match the Catalog_Name in the Catalog Summary feed or the Collection_Name in the Marketing Collections feed.	Yes
SKU	Text	ISBN13 or EAN used to identify the Product	Yes
Page_Number	Numeric	Actual page number where this product appears in the printed version of the catalog. This is not used for marketing collections.	No
Catalog_Sequence	Numeric	Sort order for this product within a page of a catalog. This may be specified by using a sort for all products across the catalog or by only specifying a sequence when items exist on the same page. If more than one product never exists on a single	No

		catalog page, sending this data is unnecessary. For collections, this determines the order of products within the collection itself.	
Page_Span	Numeric	The number of catalog pages that this product spans. Not used for collections.	No

Marketing Collections Feed

<u>Description</u>

This feed is used to create "collections" of titles that can be used within a catalog for promotional or organizational purposes. The collection itself is essentially a catalog embedded in another catalog along with additional descriptive content that is displayed.   All titles in a collection may also exist in the catalog to which the collection is related but they are not required to be present. Whether or not they do exist may depend on the display logic used for the template (more info regarding this to come soon).

Catalogs with collections will default to be sorted in the publisher preferred order. This will allow for collections to be seen in the way there were intended.   End users can override the default sort which will have varying effects on the display of the collection depending on the template used.

<u>Feed File Name</u>

Marketing_Collections_[MMDDYY]_[SEQUENCE].txt ("Marketing_Collections_031209_1.txt")

<u>Record Specification</u>

Field Name	Data Type	Field Description	Required?
Catalog_Name	Text	Unique string used to identify the catalog in which this collection will reside. This catalog must have been previously created using the Catalog Summary feed.	Yes
Collection_Name	Text	This field is a short string (less than 150 characters) of text used to label this collection. The name will be displayed as a header in the default catalog sort but will not appear in any other sorting options.	Yes
Collection_Description	Text	Long summary text used to describe the collection. This description will only be displayed in the default catalog sort.	Yes

Location	Text	The EAN or SKU that this collection should precede or follow in the catalog. The collection will always be displayed along with this SKU regardless of the sorting options used by the end user. Whether the collection precedes or follows the Location is determined by the Location_Type field.	Yes
Status	Text	Status of the collection. Current statuses are: • Unavailable • Available • Archived Feeds without a status will automatically be made "Available" which means that it is able to be viewed by sales reps and stores.	No
Visibility	Text	Visibility of the collection. Current visibility options are: • Internal • All This option designates whether the catalog can be viewed only by publisher users (Internal) or by all Edelweiss users (All).	
TemplateName	Text	The name of the collection template to use. Collections may be displayed in a number of different ways based on the template that is chosen. Current valid templates are: • Template1	

		• Template2	
Location_Type	Text	Determines whether the collection precedes or follows the ISBN noted in the Location field. Valid Location Types are: • Precedes • Follows If the value is "Precedes" then the collection with be placed before the Location ISBN.	

Asset Feeds

All catalog assets (images, PDFs, etc.) should be made available via FTP or transmitted to the Edelweiss FTP server.   Assets may be sent compressed or uncompressed.   Compressed files should not contain sub-folders.   All image files should be placed in the specific edelweiss/images/jacket_covers or edelweiss/images/illustrations subfolder within their FTP folder, as described below.

Image Specifications

For all jacket cover, author and interior images the following image guidelines should be used:

Supported Formats: GIF, PNG or JPG

Size: preferred size is 1000px width. This is the largest size we will display.

Resolution: preferred resolution is 72 dpi. This is the highest definition we will display.

Note that as of March 2015, all images may be market-specific in Edelweiss. So, for instance, a different cover image can be displayed in the US market than one in the UK market for the same ISBN.

Jacket Cover Images

FTP Folder: /edelweiss/images/jacket_covers

Naming Convention: Name must contain the ISBN or ISBN13 of the associated product. Dashes within the name are acceptable.

We process jacket covers every hour at the top of each hour; they should begin to appear on the site shortly after processing, though site caching may delay their display.

Illustrations/Interior Art/Author Images

FTP Folder: /edelweiss/images/illustrations or /edelweiss/images/author_images

Naming Convention: The filename must contain the ISBN or ISBN13 of the associated product followed by an underscore character and a sequence number. The sequence number should be incremented when multiple images are sent per product. Example: 978012345678_1.jpg

Interior Images from a PDF Sample Spread

FTP Folder: /edelweiss/images/illustrations

File Format: PDF

Naming Convention: [ISBN]_[Sequence]_p[ThumbnailPageNumber].pdf

- o Example: 9781584799207_1_p2.pdf
- o The Sequence is the order in which the thumbnails will be displayed if there is more than one PDF for a title
- o The ThumbnailPageNumber contains the page within the PDF that should be used to generate the thumbnail.
- o So as a 2nd example, if you posted a PDF containing 11 individual pages, this naming convention would result in watermarked thumbnails for pages 2-11 of the pdf: 9781584799573_1_p2_p3_p4_p5_p6_p7_p8_p9_p10_p11.pdf

We process interior and author images every night, and they should display on Edelweiss the following day.

Please email Support@abovethetreeline.com the initial time you upload any new type of images - jackets, interiors, or author images - to ensure that your account is configured to process that specific kind of image

Catalog Cover Images

FTP Folder: /edelweiss/images/catalog_covers

Allowed Formats: JPG, GIF or PNG

Naming Convention: Any name may be used and then associated to the catalog via the admin tool or with the Catalog_Summary feed.

Catalog PDFs

FTP Folder: /edelweiss/pdfs

Naming Convention: Any name may be used and then associated to the catalog via the admin tool or with the Catalog_Summary feed.

Preferred Size: Less than 20 MB so that it can be uploaded via the Catalog Admin Catalog Settings screen

Revision History

This page lists the revisions to this document and when those changes were made. Revision tracking is only available from version 1.31 and higher.

Revision Number	Revision Date	Revision Notes
1.31	6/17/1013	- added embedded video specs to Link feed - added information on creating interior images from PDF
1.32	7/17/13	- added Publicity Events Feed link to Table of Contents - added many Honors IDs - added a request to each feed to include every column header/field name, even if that field is not required. - added PublisherName and PreviousEdition as ONIX transmissible fields; publishers should email Support@abovethetreeline.com if they want us to process these fields for them
1.34	8/5/13	-added Contributor Feed -removed Publicity Events feed. New feed specs are coming in future for this.
1.35	9/23/13	-added Product, or Territory, Rights Feed
1.36	4/9/14	-added PrintRun Feed -added Program Burst type -added Market-specific information to the Product Bibliographic Data section -added link to Edelweiss help section explaining Markets in terms of catalog administration

		-added Table of Contents as a key Catalog asset that can be supplied in the Content Management Steps section
		-added additional title attributes that can be processed via ONIX, including Related Products, Edition, Lexile Code, Audio attributes
		-updated ONIX, catalog admin, and ancillary feed posting directions
		-removed reference to the Author GeoSearch ancillary feed and replaced it with Contributor (Hometown/Residence) feed
		-added new Document Builder Feed instructions
		-removed another reference to the PublicityEvents feed, which had been removed in a previous version
		-added processing timing for ONIX, feeds, and image assets
		-added detail about processing select Related Products from ONIX (in the Related_Products feed section)
		-added several new appendices, incl. market-specific Fallback logic, market-specific currency displays, market-specific categories, and a sample/suggested ONIX Node Set
		-updated the Honors feed summary
		-added Appendix D for sample ONIX node set
1.37	1/2/15	-added a troubleshooting tip for posting ancillary feeds NOT in Mac/UNIX format but always in DOS format
		-added nuances to the Related Products feed re: sequence of comps, deleting unwanted RPs, and how specific RPs will display in Edelweiss (as Comps vs. Related Products)
		-added note on how to delete all links for a particular sku via the Product_Links feed
		-added nuances to how to format Treeline_Biblio Data files
1.38	4/3/15	-added new ONIX processed elements incl. Edition Type
		-noted which core title attributes can now be market-specific: title, subtitle, series, and all images

1.39	10/29/17	-updated PrintRun feed instructions

Appendix A: Market Fallback Logic

Every Edelweiss market has been set up to use/display the title attributes provided for that particular market if available. But when unique market-specific content has *not* been provided, then some market "fallback" logic will go into play. This will ensure that the most complete title information is shown in that particular market view. If/when market-specific content is added for that particular attribute, it will take the place of the fallback market value.

The following table shows which market serves as the fallback market for each other market for all bibliographic attributes, title descriptions, links, comps, related products, when no unique content has been provided for the primary/catalog market:

Catalog Market	Fallback Market
US Trade	US Trade
US Academic	US Trade
US Christian	US Trade
Canada (Trade)	US Trade
UK (Trade)	US Trade
Australia (Trade)	US Trade
Germany (Trade)	US Trade
Global	US Trade

If the fallback market has no content for that title attribute, then none will be shown.

Appendix B: Currency Prices Displayed

In addition to the general fallback logic, there are also rules in place to display specific currency prices for each market, as they are available. The following table shows which currency prices are displayed in each market and in which order (if values exist):

Catalog Market	Currency Prices Displayed
US Trade	USD, CAD, GBP, EUR
US Academic	USD, CAD, GBP, EUR
US Christian	USD, CAD, GBP, EUR
Canada (Trade)	CAD, USD, GBP, EUR
UK (Trade)	GBP, USD, CAD, EUR
Australia (Trade)	AUD, USD
Germany (Trade)	EUR, USD, CAD, GBP
Global	USD, CAD, GBP, EUR, AUD

Appendix C: Categories Displayed

The following table shows which category scheme is used and displayed in each market:

Catalog Market	Category Displayed
US Trade	BISAC
US Academic	BISAC
US Christian	BISAC
Canada (Trade)	BISAC
UK (Trade)	BIC
Australia (Trade)	BISAC
Germany (Trade)	Warengruppen-Systematik
Global	BISAC

Appendix D: Sample ONIX Node Set

ONIX Node	Edelweiss Object
/product/audiencerange/b074	AudianceRangeQuantifier
/product/audiencerange	AudienceRange
/product/audiencerange/b075	AudienceRangePrecision
/product/audiencerange/b076	AudienceRangeValue
/product/contributor/b044	BioGraphicalNote
/product/b064	BisacCode
/product/contributor	Contributor
/product/contributor/b035	ContributorRole
/product/salesrights/b090	Country
/product/supplydetail/price/j152	CurrencyCode
/product/b057	EditionNumber
/product/b056	EditionTypeCode
/product/contributor/b039	FirstName
/product/relatedproduct/productidentifier/b221	IdentifierType
/product/relatedproduct/productidentifier/b244	IdentifierValue
/product/b062	IllustrationsNote
/product/imprint/b079	ImprintName
/product/language/b252	LanguageCode
/product/contributor/b040	LastName
/product/supplydetail/j387	LastReturnDate
/product/measure	Measure
/product/measure/c094	Measurement

/product/measure/c095	MeasurementUnitCode
/product/measure/c093	MeasureTypeCode
/product/mediafile	MediaFile
/product/mediafile/f115	MediaFileFormatCode
/product/mediafile/f117	MediaFileLink
/product/mediafile/f116	MediaFileLinkTypeCode
/product/mediafile/f114	MediaFileTypeCode
/product/a002	NotificationType
/product/b061	NumofPages
/product/supplydetail/j143	OnSaleDate
/product/othertext	OtherText
/product/h134	OutOfPrint
/product/supplydetail/j145	PackQuantity
/product/contributor/b036	PersonName
/product/contributor/b037	PersonNameInverted
/product/supplydetail/price	Price
/product/supplydetail/price/j151	PriceAmount
/product	Product
/product/b012	ProductForm
/product/relatedproduct/b012	ProductForm
/product/relatedproduct/b014	ProductFormDescription
/product/b333	ProductFormDetail
/product/relatedproduct/productidentifier	ProductIdentifier
/product/a001	ProductKey

/product/productwebsite	ProductWebsite
/product/productwebsite/f170	ProductWebsiteDescription
/product/productwebsite/f123	ProductWebsiteLink
/product/b003	PubDate
/product/b394	PublishingStatus
/product/relatedproduct	RelatedProduct
/product/relatedproduct/h208	RelationCode
/product/salesrights/b089	RightsType
/product/salesrestriction	SalesRestriction
/product/salesrestriction/b383	SalesRestrictionDetail
/product/salesrestriction/b381	SalesRestrictionType
/product/contributor/b034	SequenceNumber
/product/series/title/b203	Series