

## **instructions and production specs**

*You may not need this document.  
Mostly you just march through the upload form.  
But here are some details and tips.*

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## What you need to send

### YOU ALWAYS HAVE TO SEND THESE:

- 1** The book itself (PDF or InDesign package)
- 2** Narration audio

### YOU MAY HAVE TO SEND THESE:

- 3** If you're doing something nonstandard with narration (see p.10), we need instructions
- 4** If you have audio besides what's used for the readaloud, we need those files
- 5** If you have interactive features, we need assets for whatever they are
- 6** Anything else you know your job needs

# 1

✓ **How to send the book itself**



*InDesign or PDF*

*Details on next two pages*



*Other*

*Details on page 5*

INDD

Id

# How to send the book as InDesign



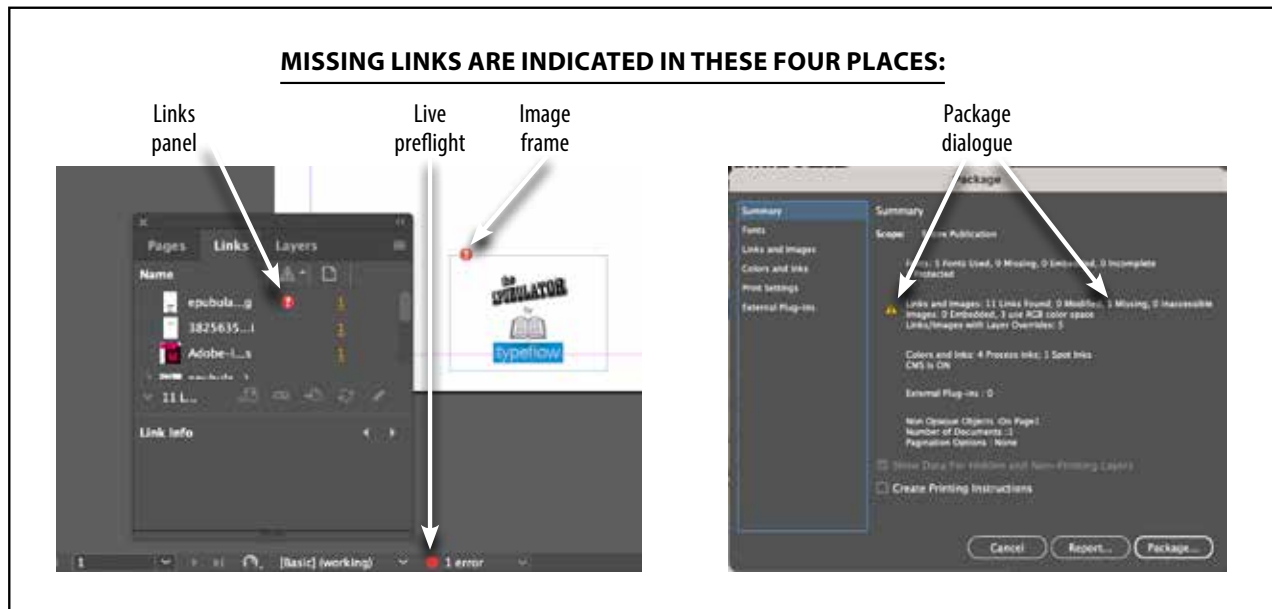
## FONT WARNINGS

- ALL FONTS MUST BE OPENTYPE
- DON'T USE POSTSCRIPT OR TRUETYPE FONTS
- ALL FONTS WILL BE OBFUSCATED UNLESS OTHERWISE REQUESTED\*

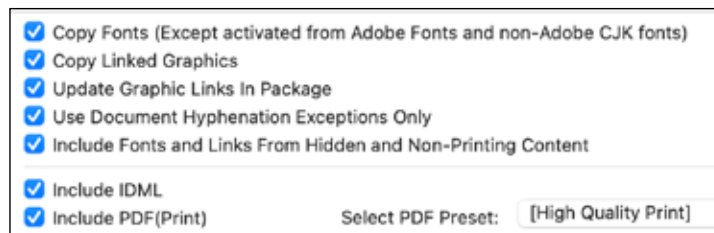
\* All modern, capable EPUB e-readers are just fine with font obfuscation. In rare, special cases, an older or proprietary reader may need all fonts deobfuscated. If that's your situation: Let us know, provide all fonts in their entirety and do not use Adobe Creative Cloud fonts in your design.

Send a **package** (from File/Package), not just an InDesign file.

**1** Make sure all links and fonts are present before packaging:



**2** Select every checkbox in the Package dialogue:



**3** Zip the folder it makes. That's what you're sending.

Filesize limit: 1GB. If the zip is bigger than that, split the job into parts and zip them independently.



## How to send the book as PDF

If you're in InDesign, it's better to send that instead.

### **PDF FONTS MAY CHANGE**

We will match your PDF fonts as closely as possible. If you used licensed OpenType fonts, send them and we'll use them.

#### **IF YOU ALREADY HAVE THE PDF**

- Send it. If something's wrong or requires extra labor, we'll let you know.

#### **IF YOU'RE MAKING THE PDF**

- Change your document to RGB to see how the ebook colors will look.
- Use licensed OpenType fonts or understand we may substitute them.
- Art is ideally 300dpi or vector, any color mode  
*If it's lower-res, that's how it will appear in your ebook.*
- Trim sizes for cover and interior can stay whatever they already are.
- Save PDF as high-res as possible, no bleeds or marks, do not flatten text.



What to do if it's in Quark XPress,  
Pagemaker, Affinity Publisher,  
Microsoft Publisher, etc.



Either save it as a PDF with live text (see previous page) or  
[email us](#) and we'll figure out what's best for you.

# 2

✓ How to send the audio



*Readaloud  
audio*



*Any other  
audio*



## Specs for **readaloud audio**

(The narration that makes words light up.)

What the page says and what the narrator says  
must be **exactly** the same.

*Even one word different will cause delays and additional costs.*

**TIP:** *If they're not the same, it doesn't matter which one you change before you send it.*

### **IF YOU'RE MAKING THE MP3S, SEND THIS**

*These specs assume standard locked spreads. For single pages, contact us for special instructions.*

- One MP3 per spread
- Named like this:

**p0-1.mp3** ← (0 is the left-hand page before page 1)

**p2-3.mp3**

...

**p98-99.mp3**

Any that don't fit that format (usually front matter), name them logically:

**dedication.mp3**

- If narration audio contains music or sound effects, additional fees may apply.
- Suggested silences in readaloud narration audio:
  - 1 second of silence at the head of the spread*
  - 2 seconds of silence between left and right page*
  - 2 seconds of silence at the tail of the spread*

**TIP:** *You can eyeball these timings. They don't have to be exact.*

**TIP:** *If a sentence crosses the gutter, use your judgment about timing between left and right pages.*

- Silence in any interactive elements:
  - No silence at head or tail.*

- Save as MP3.

**TIP:** *CBR (Constant Bit Rate) is preferred, though VBR (Variable Bit Rate) will work for most picture books.*

**TIP:** *If it's just voice, no music or sound effects, save it as mono. This reduces the filesize of the ebook.*

### **IF YOU HAVE AUDIO IN SOME OTHER FORMAT AND WE'RE MAKING THE MP3S, SEND THIS:**

- AIF, WAV, or MP3
  - Other formats possible with discussion*
- Specific direction about which narration in the file(s) should be used in the ebook



Optional



## Specs for any other audio

If the only audio in your book is the readaloud text narration, you don't need this section.

### **FOR SIMPLE INTERACTIVE ELEMENTS (I.E., VOCABULARY POPUPS WITH AUDIO DEFINITIONS), SEND THIS:**

- One MP3 per definition, named with page number and the word being defined, like this:

*p4\_puppies*

*p9\_iscoceles.mp3*

- Can contain music or sound effects
- No silence at head or tail
- Save as MP3

*TIP: If it's just narration, no music or effects, save as mono for smaller EPUB filesize.*

### **FOR ANYTHING ELSE**

- Send whatever we've discussed.

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**Readaloud highlighting**

*Tell us which words should light up*



## Narration standards

“Readaloud narration highlighting” means the words light up as the narrator says them.

### TYPEFLOW STANDARD FOR PICTURE BOOK READALOUD HIGHLIGHTING

✓ = this text will highlight **IF** it exists in the book **AND** an MP3 is provided

*Cover*

✓ **Title page** – included in readaloud

✓ **Half-title** – included in readaloud

*Copyright page*

✓ **Dedication** – included in readaloud

✓ **Epigraph** – included in readaloud

*Table of Contents*

*Foreword/Preface/Acknowledgments/  
Introduction/Prologue*

✓ **Chapter numbers** – included in readaloud

**Chapter names** – included in readaloud

✓ **Chapter epigraphs** – included in readaloud

✓ **Main text** – included in readaloud

*Sidebars*

*Picture captions*

*Epilogue/Outro/Afterword/Postscript/  
Acknowledgments/Bibliography/Appendices/  
Indices/Glossaries/Colophon*

✓ **Back-of-book ad**

*Page numbers/folios/running heads*

### IF YOU WANT IT SOME OTHER WAY

Choose “I’ll email about this” on the uplozad form and tell us what you need at [info@epubulator.com](mailto:info@epubulator.com).

### SEAMLESS ALT TEXT

This is a Typeflow/Acme Books innovation that brings alt text into the normal reading experience and includes it in readaloud highlighting. See [typeflownyc.com/blog/2023/4/3/magic-alt-text](https://typeflownyc.com/blog/2023/4/3/magic-alt-text).

# 4



## **Interactivity stuff**

*Keep it simple.*

*No, simpler*



## Interactive elements

This section to come.

Rule #1: Don't do anything complicated.  
It won't make back the cost.

If you need to be clever, be clever in the writing and art,  
not in the clicking/linking/appearing/disappearing/embedding.

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Accessibility

# Alt text, etc.

Accessibility standards are evolving extremely fast.

*And fixed-layout books are difficult to make accessible. However:*

## BASIC ALT TEXT

If you have alt text for the images, send it in a spreadsheet like this:

	A	B	C
1	page number	art location	alt text
2		3 upper left	a small black dog wearing a red bandanna leaps to catch a green frisbee
3			


## ADDITIONAL ACCESSIBILITY FEATURES

Typeflow/EPUBulator believes in the goals of accessibility, and we're always improving our accessibility coding and features. If you have specific requirements, let us know.

## SEAMLESS READALLOUD ALT TEXT

This is a Typeflow/Acme Books innovation that brings alt text into the normal reading experience and includes it in readaloud highlighting. It works on any modern EPUB system that supports Javascript, which is most of them. See [typeflownyc.com/blog/2023/4/3/magic-alt-text](https://typeflownyc.com/blog/2023/4/3/magic-alt-text) for an example and [email us](#).

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 Other stuff



# Spread handling

## **SPREAD HANDLING**

**LOCKED SPREADS ARE STANDARD.** This means left and right pages will show together, and can't be separated.

The reason for this is that interactive features can't work between pages, so the entire left/right spread has to be one double-wide page that looks like two pages. That way, interactive features can work across the whole thing.

### **BUT WHAT IF I DON'T HAVE INTERACTIVE FEATURES?**

You can request single pages, but if you ever add interactive features, the entire book will have to be redone.

Over the years, we've found that standardizing on locked spreads just tends to work out better for everyone.