



Ether Books Ltd.

Content Style Guide

Specification for Content Submission

Ether Books has introduced a new content submission process accessed through their website www.etherbooks.com. Select the 'Submissions' tab.

Ether uses the word "content" to describe any written words submitted to Ether for publication via our Mobile Technology Platform or via our Content Catalogue.

Ether requires Global non-exclusive rights to your content. By clicking this button and submitting content to Ether you confirm that you are asserting that you are the author of the content, in accordance with section 77 of the Copyright, Designs and Patents Act 1988.¹

All terms and conditions of the Ether License agreement are confirmed by ticking the acceptance boxes.

Content can be submitted after Terms & Conditions of the License agreement are ticked and the preferred membership option is selected.

We need information about you and then a minimum set of information for each piece of content.

1. Writer Information

- **First Name**

You can provide any title here eg. Dr Michael

- **Last Name**

Middle names can be placed in First Name or Last Name text box.

- **Email address**

Ether will use your email address for correspondence, queries, and updates. We will use your email only for any correspondence, queries and updates to do with the information that you have entered and the content that you have submitted.

- **Mobile/Cell**

Include the country code of your Mobile/Cell phone. Ether will contact you via your mobile phone if we cannot reach you via e-mail.

¹ http://www.opsi.gov.uk/acts/acts1988/ukpga_19880048_en_4 for more information



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- **Address**

The address information will be the address for the Ether License Agreement.

- **Photo**

-

Ether publishes a “head shot” of the writer or an “image” that represents the writer. This photo needs to be a professional quality image; we

accept jpg/png/bmp with a size of at least 150 x 150 pixels and quality of at least 72 dpi.

We will not publish any content without a good quality writer photo.

If there is any associated photographer copyright please provide this information to us using the “any more information” at the bottom of the submission page. Mobile phone screens are VERY small and this is why Ether requests the 150x150 pixels and 72 dpi.

- **Writer Bio**

Write a short concise bio of 100 words or less. This will be used in the “Writers Bio” page on the Ether WEB site.

How Writer Photo is used

Ether will electronically re-size any submitted image for each mobile device.

Provide a portrait colour (preferred) or black and white image that when reduced for use in the App to 62 x 62 pixels in size still shows you!

This is an example of Sir Paul McCartney² where a portrait image was used in the iPhone App and on our website – www.etherbooks.com.

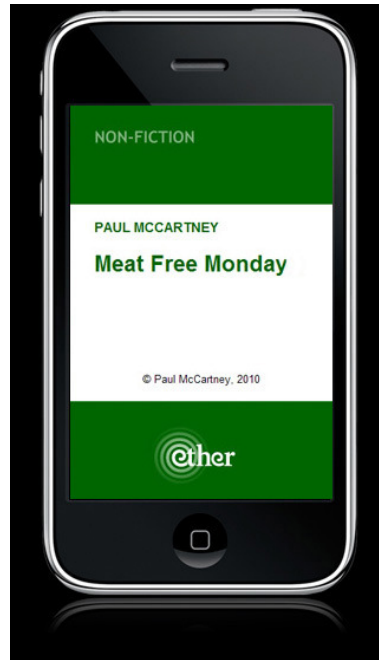


The image is used in the “Browse” section of the App as shown in the figure on the left below.

² Photograph © 2007 MPL Communications Ltd. Photographer:Max Vadukul



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2. Content Information

For each piece of content submitted to Ether, a minimum set of information is required:

- **Title of Story**

No more than 100 characters.

Users of the App need to grasp the content in 5 seconds.

A short title will fit better in the App screens as the title font size is automatically reduced to fit across the width of the handset.

- **Copyright year of content.**

We need the year the content was written.

This is used on the content cover eg. © [Ether Writer](#), 2010.

The image above on the right shows a typical cover with the copyright information at the bottom of the screen.

- **Genre**

Choose from the drop down list or select the "other" option to tell us in which genre to place your content. We are always looking for new and different genres with innovative names. If you think of one please choose "other" and give us the proposed name by using the "any more information" at the bottom of the submission page.



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- **Blurb/Synopsis** of the Story.

No more than 40 words.

Users of the App need to grasp the content in 5seconds.

- **Content** – Word Documents will be processed before any other document format.

Other formats accepted include - ePub, PDF, Dat, TXT, HTML, but will delay the processing of your submission.

We accept content from 1000 to 15,000 words. If you are submitting content for serialisation

If there are any problems with sending us a file please contact us using the email links or our support email address support@etherbooks.co.uk.

PDF files that are saved as text files can cause formatting layout problems as the resultant text file includes page numbers and carriage returns for all line feeds.

3. Website, Facebook and Twitter

Ether is a social media community. We love writers who love social media. By providing us these social media links we can help to spread the word about you and ourselves ultimately raising you and our awareness to a growing number of readers.

The Ether Books application has a detailed screen providing writer information and it is possible to have any writer website specific url included.

- Writer's website url
- Writer's blog url
- Writer's facebook url.
- Writer's twitter url.

If this information is not available then the url's will point to the Ether Books sites.



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4. Content Formatting and Markup

Ether receives a range of content and in order to automate the conversion of this to the ePub format that we use in our App a set of “mark up” options have slowly been introduced to make the conversion process more efficient.

This will continue to be improved and we would welcome any feedback to our info@etherbooks.co.uk email.

If an ePub file is submitted it does not necessarily mean that this will speed up the release to the App as ePub files range in complexity and in order to enhance the reading experience, and the content loading times in our App we would review the contents and structure of the submitted file.

As we want the user to have the ability to change the font size of the content dynamically (via the App ‘settings’ screen) we currently ignore tab indents, table layouts or the use of bullets and propose alternative layouts in this section of the style guide.

Images are supported in the text but require additional processing and can slow the reading experience drastically. It is advised that if your content uses images that you contact Ether.

Basic Guidelines

4.1 Content File Name

We have started to use a content title that clearly shows the story title and genre immediately.

So for a piece of content called ‘The Sister’ which is in the ‘Feel Good Fiction’ genre we would create a file called

Story_Name_Genre.format

eg The_Sister_Feel_Good_Fiction.doc

4.2 Content Title and Writer Name – Not required in document

As the title and the writer of the content are entered as part of the on-line submission process we do not need these in the document.

4.3 Content End and Word Count – Not required in document

Various methods of indicating the end and size of content submitted to Ether has been seen – we don’t require any of these.

The conversion process will add the words *The End* to the end of the content and will calculate the number of words which will appear in the App.



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4.4 Example Content

So a page of simple text such as below will quickly get converted to an ePub file and appear in the Ether App.

Once upon a time I wrote a short story that I was keen to get published.

.....

However being busy met that I never ever completed the story.

In the App:

Once upon a time I wrote a short story
that I was keen to get published.

.....

However being busy met that I never
ever completed the story.

The End

Advanced Markup Guidelines

Content Markup

4.5 Italics/Bold

As well as using Microsoft Word bookmarks text can be marked up using 1, 2 or 3, underscores as follows to indicate text style.

Italics These Words and not...

These Words and not...

Bold Only this word!

Only **this** word!

Bold Italics Special emphasis only ok!

Special emphasis ***only*** ok!

Note that the start and end underscores must not straddle a carriage return eg.

So the text would not be as expected if the underscores
are on different lines.



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4.6 Section Breaks

A variety of ways to indicate a change or break in content have been seen and all of the following are recognised:

```
- -  
-- --  
--- ---  
****  
* * *  
###
```

On finding these the marks are centred across the page.

4.7 Chapters

Chapters are identified by the word Chapter followed by a tab character eg.

Chapter 1. Name of the Chapter

For each chapter found a table of contents is created and displayed from the table of contents button in the settings part of the App.

The conversion process will display chapters on a new page and will centre the chapter number and title as below. The information before the tab character goes on the first line and the content after the tab character appears on the second line.

Chapter 1.
Name of the Chapter

The text would then start as follows and wrap....

As in some content already released in the App if you want the Chapter number removed and just the title displayed please add this the 'other information' box at the end of the submission page, so achieving this.

Name of the Chapter

The text would then start as follows and wrap....

The table of contents in the settings will be display in one of the two following ways:

Chapter 1 The First Chapter
Chapter 2 The Second Chapter
etc

The First Chapter
The Second Chapter
Etc.



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4.8 Subscript/Superscript

As we currently don't support Sub or Superscript we suggest the following layout for reference marks etc.

Reference² Reference [2]

4.9 Bullets

We ignore bullets and suggest using the method below where a digit or the 'dot' symbol is used.

__1.__ This puts a bold digit 1. at the beginning of the paragraph and when displayed in the App will look as follows.

1. This puts a bold digit 1. at the beginning of the paragraph and when displayed in the App will look as follows.

Note how the text will wrap around the bold number and works fine in the App.

Using the 'dot' symbol looks like below.

• This puts a bold digit • at the beginning of the paragraph and when displayed in the App will look as follows.



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HTML Markup

As the ePub follows basic HTML you can use a combination of these to 'force' the conversion program to achieve changes to your content regardless of the settings being used by the user in the App. Some examples are discussed here.

4.6 Headings

HTML header tags can be used in text as follows.

<code><h1>A Best Seller</h1></code>	A Best Seller
<code><h2>A Almost Best Seller</h2></code>	A Best Seller

4.7 Colour

The use of SPAN tags can be used to change the colour of text independently to the user settings. Please contact Ether if this is a requirement.

Other Content

Many more options are possible that will be documented with time.

Ether is constantly reviewing and updating their processes and would be very happy to discuss any other format questions and ideas further.