



eBook Conversion and Distribution

SIMPLE AND EASY

Malloy offers a simple process through which publishers can have a print book converted to an eBook. The publisher selects a book to be converted and the desired file formats, and Malloy takes it from there.

OVERVIEW OF THE PROCESS

PUBLISHER

After making the decision to have an eBook converted, the publisher starts the process by visiting *myMalloy* (www.myMalloy.com) and selecting “Make an eBook”. The order form clearly displays pricing information, so the publisher can make selections and easily see the price of each selection.

The publisher will submit an order by:

- selecting a book to be converted from a list of titles previously printed or currently being printed at Malloy, or uploading new text and cover files to be converted
- selecting the eBook conversion type— ePub, Mobipocket, and Universal PDF
- selecting eBook retailers — Apple, Amazon, Barnes & Noble, Kobo, Sony, and “Return to Publisher”
- entering metadata (information about your eBook that is used by retailers) if choosing distribution to any retailers

After completing the order form, the publisher will have an opportunity to review the selections and make any necessary changes. Once everything looks correct, the order can be submitted.

MALLOY

After receiving an order, Malloy locates and organizes the print files, combines the files with the metadata, and sends everything to our conversion partner.

The conversion process takes approximately 10 business days. If the publisher has asked Malloy to act on their behalf to distribute files to retailers, separate files will be optimized for each retailer during the conversion process.

Once the conversion process is complete, Malloy will notify the publisher by email that files are ready. The email will include a direct link to a secure location in *myMalloy*, where the publisher can access their eBook files. The online location for downloading files is available only to people with access to the publisher’s information in *myMalloy*.

If eBook distribution has been requested, Malloy will transmit the converted files, along with the relevant metadata, to the end retailer. The distribution process typically takes two to three business days. *[Note: Once Malloy has distributed files successfully to the retailers, those retailers may take additional steps, such as verifying the copyright ownership for the files. That process is controlled entirely by the retailers and its duration is unpredictable. It is not uncommon for several weeks to elapse before the retailers make an eBook file available for sale.]*

If the publisher has earned extended payment terms through their credit history, Malloy will send an invoice for the charges incurred throughout the process.

PUBLISHER

The publisher can download copies of all converted files right away.

The publisher can distribute the files to retailers if they have established sales agreements and if Malloy has not already performed that step for them; or they can place the files on their own website for sale or distribution.