



IBPA NetGalley Program – Digital Galley & Audiobook Listing

GENERAL PROGRAM INFORMATION

IBPA has partnered with NetGalley to provide IBPA members access to NetGalley’s network of 650,000 book lovers, librarians, media, and more for the purpose of promoting digital galleys and audiobooks!

NetGalley’s extensive network helps publishers and authors connect to book readers and audiobook listeners; increase visibility for their titles; participate in targeted marketing programs, and receive reviews. Reviews are sent directly to participating publishers, and upon request, IBPA sends title reports, including the number of digital galley downloads, feedback from audiobook listeners, and more.

NetGalley is for books and audiobooks that are in ALL stages of publication. The book or audiobook could have been published years ago or hasn’t been published yet. All are encouraged to participate!

Note that ONLY IBPA can make administrative changes to your digital galley and audiobook listings when using the IBPA NetGalley Program. This includes adding the digital galley and/or audiobook to NetGalley, editing the metadata on NetGalley, and downloading reports.

Also, IBPA recommends that you download this document onto your computer instead of viewing it in your browser. If you just open this document in your browser and click on any of the hyperlinks, it will not open a new tab, so you’ll have to go back to the web

page where you opened this document and open it again. That problem will not occur if you download the document.

If your book has a digital galley and an audiobook, you can participate in both programs for maximum exposure, or you can participate in either program individually. Whatever suits your marketing needs! To order a digital galley or audiobook listing, visit [this page](#).

1. [IBPA NETGALLEY PROGRAM - DIGITAL GALLEY LISTING](#)
2. [IBPA NETGALLEY PROGRAM – AUDIOBOOK LISTING](#)
3. [NETGALLEY MARKETING OPTIONS](#)
4. [FREQUENTLY ASKED QUESTIONS](#)

IBPA NETGALLEY PROGRAM DIGITAL GALLEY LISTING

The IBPA NetGalley Program Digital Galley Listing has two options for members to post their digital galleys:

1. [3-month listing](#) – \$249 - NetGalley does not offer a 3-month listing option; this option is exclusive to IBPA members and it's a \$250 savings compared to a 6-month listing directly through NetGalley!
2. [6-month listing](#) - \$449 – a \$50 savings for IBPA members!

Your listing starts the day the digital galley is posted onto NetGalley, so if you ordered a 3-month listing, your digital galley will archive three months after the day it's posted.

As soon as a book is made available on NetGalley through the IBPA program, it is featured in four places:

1. The “Recently Added” section.
2. The “Read Now” section.
3. The book’s “Title Category” section(s).
4. The section that includes all IBPA members’ titles.

All digital galleys made available on NetGalley through the IBPA program are automatically approved for download by all readers. These digital galleys are found on the NetGalley website under “Read Now.” The “Read Now” section is one of NetGalley’s most popular sections because the titles here can be immediately accessed without waiting for manual approval from the publisher or author. (Please note: books placed on NetGalley through the IBPA program cannot be placed using “Request/Approve” option, only the “Read Now” option.)

Once your digital galley is active on the NetGalley website, you’ll receive a confirmation email from IBPA that includes a link to your listing, your NetGalley widget, and IBPA’s “Getting the Most Out of IBPA NetGalley Program” PDF.

If you’d like to see how your digital galley listing looks on NetGalley, first you’ll need to set up a free NetGalley reader account. There are instructions for this in the “Frequently Asked Questions” section.

All books submitted through the IBPA NetGalley Program must comply with [NetGalley’s Terms of Use](#), or they will not be able to participate in the program.

>>> METADATA & FILE REQUIREMENTS

Before ordering a 3- or 6-month digital galley listing on NetGalley, it’s important to make sure you can meet the following metadata and file requirements:

(*indicates the information is required)

Metadata Requirements

- Title*
- Subtitle (if applicable). If your book is part of a series, then it's a good idea to add the series name and book number to the subtitle. For example - *The Adventure Series: Book Two*
- ISBN-13* (the format should be 978##### or 979##### - do NOT include dashes). It's best to use the ISBN for your paperback, if you have one. The reason is that after a listing archives on NetGalley their website automatically searches the web for other websites that sell your book using this ISBN, but it only searches for the paperback ISBN, so if you provide your ebook ISBN as this primary ISBN, then the links on your Title Page will be broken links.
- Author Name*
- Publisher*
- Publication Date (MM/DD/YYYY)*
- List Price*
- Total number of pages for the book
- Primary ISBN Book Format (paperback, hardcover, ebook, etc.)*
- Book Description*: The example below shows what a well-crafted and effective book description might look like.

“Quiet zone, reserves, returns, and rights got you confused - or curious? Never fear! You'll find centuries-old publishing lingo, 21st century jargon, and dozens of other terms in the Independent Book Publishers Association's (IBPA's) The Language of Publishing: An A-to-Z Glossary of Book Publishing Terms. This helpful guidebook is designed to help you effectively do business in the book world. Whether you're a seasoned veteran keeping up with a changing industry and dealing with authors and customers who don't understand the publishing business, or a newcomer who's concerned about the consequences of confusing FOB with prepaid freight or cover price with publisher's net, this book is exactly what you need.”

- Subject Categories* (**you can only choose three from the following list, but we do suggest picking three—as long as the categories are appropriate for your book—in order to maximize your book's exposure on NetGalley.**)

- | | |
|-----------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Arts & Photography | <input type="checkbox"/> Middle Grade |
| <input type="checkbox"/> Biographies & Memoirs | <input type="checkbox"/> Multicultural Interest |
| <input type="checkbox"/> Business, Leadership, Finance | <input type="checkbox"/> Mystery & Thrillers |
| <input type="checkbox"/> Children's Fiction | <input type="checkbox"/> New Adult |
| <input type="checkbox"/> Children's Nonfiction | <input type="checkbox"/> Nonfiction (Adult) |
| <input type="checkbox"/> Christian | <input type="checkbox"/> Novellas & Short Stories |
| <input type="checkbox"/> Comics, Graphic Novels,
Manga | <input type="checkbox"/> Outdoors & Nature |
| <input type="checkbox"/> Computers & Internet | <input type="checkbox"/> OwnVoices |
| <input type="checkbox"/> Cooking, Food & Wine | <input type="checkbox"/> Parenting & Families |
| <input type="checkbox"/> Crafts & Hobbies | <input type="checkbox"/> Poetry |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Politics |
| <input type="checkbox"/> Erotica | <input type="checkbox"/> Professional & Technical |
| <input type="checkbox"/> Espanol | <input type="checkbox"/> Reference |
| <input type="checkbox"/> Essays & Collections | <input type="checkbox"/> Religion & Spirituality |
| <input type="checkbox"/> General Fiction (Adult) | <input type="checkbox"/> Romance |
| <input type="checkbox"/> Health, Mind & Body | <input type="checkbox"/> Science |
| <input type="checkbox"/> Historical Fiction | <input type="checkbox"/> Sci Fi & Fantasy |
| <input type="checkbox"/> History | <input type="checkbox"/> Self-Help |
| <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Horror | <input type="checkbox"/> Teens & YA |
| <input type="checkbox"/> Humor & Satire | <input type="checkbox"/> Travel |
| <input type="checkbox"/> LGBTQIAP+ | <input type="checkbox"/> True Crime |
| <input type="checkbox"/> Literary Fiction | <input type="checkbox"/> Women's Fiction |

- Advance praise (optional). Please make sure to include the name of the person or organization from whom you received the review.
- Marketing Plan (optional): Use the Marketing Plan section to add information traditionally included on the front or back of a printed galley. Examples include: author tour information, promotional plans, social media promotions, appearances and events, book signings, etc.
- Book Illustrator, Other Contributors
- Additional Book Formats with ISBN-13 (hardcover, ebook, audiobook, etc.)
- URLs (publisher's website, blog, press releases, etc.)
- Cover Image* (high resolution JPG or PNG file; the longest side should not be less than 500 pixels; please be sure files are optimized for the web – in RGB, not CMYK). And **cover images CANNOT be larger than 8MB**. Ideally, it will be much smaller than that. Also, just send the front cover, not the spine and back cover. And please don't send 3-D versions of the cover.
- Author Image (full-size, high resolution JPG or PNG file; the longest side should not be less than 500 pixels). **Images cannot be bigger than 4MB**.
- Press release (you can attach a press release, media kit, etc.)

- In which countries would you like your book to be available for download? United States, Australia/New Zealand, Canada, European Union, United Kingdom, or all of these? (the more places your book is available, the more downloads your book will be likely to receive)
- Audiobook excerpt: audio excerpts must be MP3 files. The recommended file size is 10MB, but we'll accept up to 20MB. You will need to provide the name of your narrator. There is a full explanation of audiobook excerpts on p. 6.
- Did you also order an [IBPA NetGalley Program Audiobook Listing](#)? If so, you'll write "yes" in this section and list the primary ISBN you used for that listing. You'll need to fill out a separate Metadata Form and upload the audiobook file for that listing, and then once that audiobook is posted onto NetGalley, we'll connect the two listings' pages.

File Requirements

VERY IMPORTANT: It is highly recommended that a professional create your ebook files. When publishers attempt to create their own digital files, it often leads to numerous technical errors, which delays uploading your digital galley onto NetGalley. Poorly designed ebook files can also lead to frustration for readers, which leads to bad reviews. So please **DO NOT create your own ebook files.**

On the next page, there are links to optimize ebook files. Please send these links to your ebook designer to ensure that your files are formatted properly.

For recommendations on ebook designers, visit IBPA's [Member Benefits Page](#) and under the "Creating and Distributing Books" section you will find a list of designers in "Design Services." As an added bonus, IBPA members get discounts on design services at each of these companies.

IBPA will attempt to load your audiobook file three times. However, if the file fails a third time, please note that you will be charged a **\$20 "bad file" fee** to cover administrative time and effort. You can then decide whether to submit a new file for a fourth upload attempt or remove your order from the program entirely and receive a full refund minus the \$20 administrative charge. The \$20 "bad file" fee must be paid regardless of whether you decide to attempt a fourth file upload or remove your order from the program, and the fee must be paid in full before you will be able to move in either direction. Should you decide to submit a new file for a fourth attempt, and this file also fails, you will again be charged a \$20 "bad file" fee. Thank you for your understanding.

For most digital galleys, epub files work the best. NetGalley automatically converts epub files to Kindle files, so readers will be able to download your digital galley for regular e-readers and Kindle devices.

However, **if you have an image-heavy book (children’s book, cookbook, graphic novel, etc.) PDF is the best file type to use.** For image-heavy books, epub files end up creating formatting issues for readers. Please note: When an epub or PDF are uploaded to NetGalley, their site automatically creates a Kindle version, but PDF files normally do not convert well to Kindle files, so we will most likely have to turn off the Kindle option if a PDF files is submitted.

Also, important note about **picture-heavy books**, a one-page spread works better than a two-page spread. For two-page spreads, the formatting tends to be off once it’s up to NetGalley.

Required eBook File(s):

- If you want to have a KINDLE OPTION, again, epubs and PDFs automatically convert to Kindle files, so send your digital galley file based on the following recommended maximum file sizes below:
 - 13MB for PDF
 - 13MB for epub
- 2. IMPORTANT NOTES:
 - An epub will provide the best reader experience.
 - Technically, NetGalley will allow files up to 40MB, but during the upload process when rights protections are added, the files enlarge, and we have found that files larger than 20MB rarely upload properly, so we recommend the above file sizes. Also, large files take a long time for readers to download and can even time out during download, so please try to send us files close to our recommended sizes.
- If you do not want a KINDLE OPTION, send your digital galley file based on the following recommended maximum file sizes. Again, the best option is to send an epub, and to not make your file size too large.
 - 30MB for PDF
 - 30MB for epub

eBook Formatting Guidelines:

- General File Optimization Suggestions:
 - <https://netgalleyclient.zendesk.com/hc/en-us/articles/4414633885591-File-Optimization-Suggestions>

- Formatting PDF files:
 - <https://netgalleyclient.zendesk.com/hc/en-us/articles/4414633842071-File-Optimization-for-PDFs>
- Formatting epub files:
 - <https://netgalleyclient.zendesk.com/hc/en-us/articles/4414633813143-File-Optimization-for-EPUBs>
- **PRO TIP:** Having your ebook designer properly format your EPUB metadata is vital to ensure that your file can be uploaded. Here are two common issues IBPA sees with metadata: In your metadata, please ensure that the language is set to English (US) or English (UK), and that you include a statement about rights (usually Copyright [your name/author name] [year])
- When sending an advance reader copy (ARC), many publishers include a disclaimer in the digital galley file to indicate this isn't the final text/version. It's usually standard galley language at the beginning ("This is an advance reader copy, uncorrected page proof, any material quoted should be checked against the final book." etc.). In addition, some publishers add text to indicate that it's a NetGalley file (on the first page of each chapter, for instance).

At no additional charge, you can also provide an audiobook excerpt to give listeners a quick sample of your audiobook (if you have one). These will live indefinitely on your listing page, so even after your listing has archived, readers can still sample your audiobook. Below are the instructions for these excerpts:

1. Audiobook excerpts must be MP3 files. The file can be no bigger than 18MB, although NetGalley recommends file sizes be under 10 MB. Remember, this is just an excerpt of the audiobook, not the entire audiobook.
2. The file name must follow this format: ISBN-excerpt.mp3. The ISBN in the file name must be the same as the ISBN you provided for the audiobook itself. This allows NetGalley's system to correctly match the audiobook excerpt file to the existing audiobook record.

IBPA NETGALLEY PROGRAM AUDIOBOOK LISTING

The IBPA NetGalley Program Audiobook Listing has three options for members to post their audiobooks:

1. [1-month listing](#) - \$129 - NetGalley does not offer a 1-month listing option; this option is exclusive to IBPA members and it's a \$370 savings compared to a 2-month listing directly through NetGalley!
2. [2-month listing](#) - \$208 - a \$291 savings compared to a 2-month listing directly through NetGalley!
3. [3-month listing](#) - \$287 - NetGalley does not offer a 3-month listing option; this option is exclusive to IBPA members and it's a \$212 savings compared to a 2-month listing directly through NetGalley!

Your listing starts the day the audiobook is posted onto NetGalley, so if you ordered a 1-month listing, your audiobook will archive one month after the day it's posted.

When your audiobook is available on the NetGalley website, it will be featured in four places: the "Recently Added" section, the "Listen Now" section, the book's "Title Category" section(s) and within the section that includes all IBPA members' titles.

All audiobooks listed on the NetGalley website through this IBPA program are automatically approved for download by all listeners. These audiobooks are found on the NetGalley website under "Listen Now." The "Listen Now" section is one of NetGalley's most popular sections because the titles here can be immediately accessed without waiting for manual approval from the publisher or author.

Once your audiobook is active on the NetGalley website, you'll receive a confirmation email from Sean McDonald at IBPA that includes a link to your audiobook on NetGalley, your NetGalley widget, and IBPA's "Getting the Most Out of IBPA NetGalley Program" PDF.

NetGalley members will discover your audiobook through NetGalley's main website, and if they choose to download it, they'll listen to it through the NetGalley Shelf App. To be clear, audiobooks cannot be download and listened to anywhere other than the NetGalley Shelf App.

In the NetGalley Shelf App, your audiobook will appear in the "Recently Added" and "Audiobooks" section.

If you'd like to see and listen to your audiobook on NetGalley, first you'll need to set up a free NetGalley reader account and then you'll need to download the NetGalley Shelf App. There are instructions for this in the "Frequently Asked Questions" section.

Before ordering a listing through this IBPA program, you may want to check with your audiobook distributor regarding exclusivity rights. Neither IBPA nor NetGalley is responsible for checking whether your audiobook is in breach of an exclusivity contract. Also, all audiobooks submitted through the IBPA NetGalley Program must comply with [NetGalley's Terms of Use](#), or they will not be able to participate in the program.

>>> METADATA & FILE REQUIREMENTS

Before ordering a 1-, 2-, or 3-month listing on NetGalley, it's important to make sure you can meet the following metadata and file requirements:

Metadata Requirements

- Title*
- Subtitle (if applicable). If your audiobook is part of a series, then it's a good idea to add the series name and book number to the subtitle. For example - *The Adventure Series: Book Two*
- Audiobook ISBN-13* (the format should be 978##### or 979##### - do NOT include dashes). If you do not have an ISBN for your audiobook (for example, you may only have an ASIN from ACX/Audible), please email seanm@ibpa-online.org. NetGalley requires an ISBN, so Sean McDonald will have to provide you with a dummy ISBN that you'll input in the Metadata Form. Quick note about that: after an audiobook archives, NetGalley's website uses the audiobook ISBN to connect to pages where an audiobook is sold (Amazon, Kobo, etc.), so if we need to use a dummy ISBN, NetGalley's website won't be able to add those buttons to your audiobook's page after it archives. NetGalley may include this functionality for ASINs in the future, but it is not available at this time. That said, your average consumer is savvy enough to know that if they want to buy an audiobook, they can simply go to the website where they normally purchase audiobooks and search for your audiobook there.
- Author Name*
- Narrator*
- Publisher*
- Publication Date (MM/DD/YYYY)*
- List Price*
- Abridgement (Abridged or Unabridged?)
- Duration*
- Audiobook Description*: The example below shows what a well-crafted and effective audiobook description might look like.

“Quiet zone, reserves, returns, and rights got you confused - or curious? Never fear! You'll find centuries-old publishing lingo, 21st century jargon, and dozens of other terms in the Independent Book Publishers Association's (IBPA's) The Language of Publishing: An A-to-Z Glossary of Book Publishing Terms. This helpful guidebook is designed to help you effectively do business in the book world. Whether you're a seasoned veteran keeping up with a changing industry and dealing with authors and customers who don't understand the publishing business, or a newcomer who's concerned about the consequences of confusing FOB with prepaid freight or cover price with publisher's net, this book is exactly what you need.”

- Subject Categories* (**you can only choose three from the following list, but we do suggest picking three—as long as the categories are appropriate for your audiobook—in order to maximize your audiobook’s exposure on NetGalley.**)

- | | |
|--------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Arts & Photography | <input type="checkbox"/> Middle Grade |
| <input type="checkbox"/> Biographies & Memoirs | <input type="checkbox"/> Multicultural Interest |
| <input type="checkbox"/> Business, Leadership, Finance | <input type="checkbox"/> Mystery & Thrillers |
| <input type="checkbox"/> Children's Fiction | <input type="checkbox"/> New Adult |
| <input type="checkbox"/> Children's Nonfiction | <input type="checkbox"/> Nonfiction (Adult) |
| <input type="checkbox"/> Christian | <input type="checkbox"/> Novellas & Short Stories |
| <input type="checkbox"/> Comics, Graphic Novels, Manga | <input type="checkbox"/> Outdoors & Nature |
| <input type="checkbox"/> Computers & Internet | <input type="checkbox"/> OwnVoices |
| <input type="checkbox"/> Cooking, Food & Wine | <input type="checkbox"/> Parenting & Families |
| <input type="checkbox"/> Crafts & Hobbies | <input type="checkbox"/> Poetry |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Politics |
| <input type="checkbox"/> Erotica | <input type="checkbox"/> Professional & Technical |
| <input type="checkbox"/> Espanol | <input type="checkbox"/> Reference |
| <input type="checkbox"/> Essays & Collections | <input type="checkbox"/> Religion & Spirituality |
| <input type="checkbox"/> General Fiction (Adult) | <input type="checkbox"/> Romance |
| <input type="checkbox"/> Health, Mind & Body | <input type="checkbox"/> Science |
| <input type="checkbox"/> Historical Fiction | <input type="checkbox"/> Sci Fi & Fantasy |
| <input type="checkbox"/> History | <input type="checkbox"/> Self-Help |
| <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Horror | <input type="checkbox"/> Teens & YA |
| <input type="checkbox"/> Humor & Satire | <input type="checkbox"/> Travel |
| <input type="checkbox"/> LGBTQIAP+ | <input type="checkbox"/> True Crime |
| <input type="checkbox"/> Literary Fiction | <input type="checkbox"/> Women's Fiction |

- Advance praise (optional). Please make sure to include the name of the person or organization from whom you received the review.
- Marketing Plan (optional): Use the Marketing Plan section to add information traditionally included on the front or back of a printed galley. Examples include: author

tour information, promotional plans, social media promotions, appearances and events, book signings, etc.

- URLs (optional): publisher’s website, blog, press releases, etc.
- Cover Image* (high resolution JPG or PNG file; audiobook covers should be square, but in case you only have a rectangular cover, the longest side should not be less than 500 pixels; please be sure files are optimized for the web – in RGB, not CMYK). And **cover images CANNOT be larger than 8MB**. Ideally, it will be much smaller than that. And please don’t send 3-D versions of the cover.
- Other Contributors
- Additional Book Format ISBNs: hardcover, paperback, ebook
- Audiobook excerpt: audio excerpts must be MP3 files. The recommended file size is 10MB, but we’ll accept up to 20MB. There is a full explanation of audiobook excerpts on p. 10
- In which countries would you like your book to be available for download? United States, Australia/New Zealand, Canada, European Union, United Kingdom, or all of these? (the more places your book is available, the more downloads your book will be likely to receive)
- Did you also order an [IBPA NetGalley Program Digital Galley Listing](#)? If so, you’ll write “yes” in this section and list the primary ISBN you used for that listing. You’ll need to fill out a separate Metadata Form and upload the digital galley files for that listing, and then once that digital galley is posted onto NetGalley, we’ll connect the two listings’ pages.

File Requirements

VERY IMPORTANT: It is highly recommended that a professional creates your audiobook files. When publishers attempt to create their own audiobook files, it often leads to numerous technical errors, which delays uploading audiobooks onto NetGalley. Poorly designed audiobook files can also lead to frustration for listeners, which leads to bad reviews. So please, if at all possible, **DO NOT create your own audiobook files.**

IBPA will attempt to load your audiobook file three times. However, if the file fails a third time, please note that you will be charged a \$20 "bad file" fee to cover administrative time and effort. You can then decide whether to submit a new file for a fourth upload attempt or remove your order from the program entirely and receive a full refund minus the \$20 administrative charge. The \$20 "bad file" fee must be paid regardless of whether you decide to attempt a fourth file upload or remove your order from the program, and the fee must be paid in full before you will be able to move in either direction. Should you decide to submit a new file for a fourth attempt, and this file also fails, you will again be charged a \$20 "bad file" fee. Thank you for your understanding.

For a list of companies that create audiobooks, email Sean at seanm@ibpa-online.org

Requirements for Audiobook File(s):

1. Audiobook files must be submitted in a zip file. The maximum zip file size is 1 GB. After you order a listing you'll receive an email with a link to download the "Next Steps" document, which includes instructions where you upload your audiobook zip file.
2. Inside the zip file, must be a collection of mp3 files with the listening order noted at the beginning of the file name using multiple leading zeros. The files must start with this naming format: 001, 002, etc. Below is an example of how to name your files:

001_Chapter 1.mp3
002_Chapter 2.mp3
003_Chapter 3.mp3

You can also name your files like this:

001_Prologue.mp3
002_Chapter 1.mp3
003_Chapter 2.mp3

If you name the files as directed above, listeners will see "Prologue" while listening to track one, and "Chapter 1" while listening to track two, and so on.

The file names should NOT have the name of your book, your author name, or anything else. **YOU MUST FOLLOW THIS EXACT NAMING FORMAT FOR YOUR FILES, OR YOUR AUDIOBOOK WILL NOT UPLOAD PROPERLY TO NETGALLEY.**

3. Your audiobook files must be unsecured. They will not upload to NetGalley properly if they already have DRM/security added.
4. All the MP3 files in the zip file must have the same bitrate. There is no minimum bitrate, but we recommend 64 kbps (kilobits per second) for most files. If you have a full cast recording or other highly produced audio, 128 kbps is recommended.
5. No other files should be included in the zip file (no cover image, no manifest – just MP3 files).
6. Your zip file must be named the ISBN for your audiobook. For example: 9781234567891

At no additional charge, you can also provide an audiobook excerpt to give listeners a quick sample of your audiobook. These will live indefinitely on your listing page, so even after your

listing has archived, readers can still sample your audiobook. Below are the instructions for these excerpts:

4. Audiobook excerpts must be MP3 files. The file can be no bigger than 18MB, although NetGalley recommends file sizes be under 10 MB. Remember, this is just an excerpt of the audiobook, not the entire audiobook.
5. The file name must follow this format: ISBN-excerpt.mp3. The ISBN in the file name must be the same as the ISBN you provided for the audiobook itself. This allows NetGalley's system to correctly match the audiobook excerpt file to the existing audiobook record.

NETGALLEY MARKETING OPTIONS

Want to give your digital galley or audiobook listing extra exposure to garner more downloads and reviews on NetGalley? IBPA members have some great options!

1. [Category Spotlight – “Top 4 Categories”](#)

- Promote a digital galley or audiobook for a full week on the landing page of one of the following four categories which receive the highest traffic on NetGalley: Romance, Teens & YA, Mystery & Thrillers, and Sci-Fi & Fantasy.
- Must have already purchased a digital galley or audiobook listing.
- Recommended any time during your listing, but your book/audiobook must be active the week of the promotion and the entire week after the promotion, so keep that in mind when picking a start date.
- There are two options from which to choose for a Category Spotlight: "Read Now" or "Buy Now." When you fill out the Metadata Form, you'll need to pick which one you'd prefer.
 - A "Read Now" Category Spotlight will link to your NetGalley listing to entice readers to download your digital galley/audiobook to hopefully leave a review.
 - A "Buy Now" Category Spotlight will link to a retail site (Amazon, BarnesandNoble.com, etc.) where your book/audiobook is sold to entice readers to buy your book/audiobook. Your book/audiobook MUST be live on a retail site at the time of the promotion to participate in this option, and you must add this link to the Metadata Form.
- \$180/title.

2. [Category Spotlight - All Other Categories - Group 1](#) (click on [this link](#) to see the full list of categories)

- Promote a digital galley or audiobook on a specific category landing page for a week.
- Must have already purchased a digital galley or audiobook listing.
- Recommended any time during your listing, but your book/audiobook must be active the week of the promotion and the entire week after the promotion, so keep that in mind when picking a start date.

- There are two options from which to choose for a Category Spotlight: "Read Now" or "Buy Now." When you fill out the Metadata Form, you'll need to pick which one you'd prefer.
 - A "Read Now" Category Spotlight will link to your NetGalley listing to entice readers to download your digital galley/audiobook to hopefully leave a review.
 - A "Buy Now" Category Spotlight will link to a retail site (Amazon, BarnesandNoble.com, etc.) where your book/audiobook is sold to entice readers to buy your book/audiobook. Your book/audiobook MUST be live on a retail site at the time of the promotion to participate in this option, and you must add this link to the Metadata Form.
- \$165/title.

3. **[Category Spotlight - All Other Categories - Group 2](#)** (click on **[this link](#)** to see the full list of categories)

- Promote a digital galley or audiobook on a specific category landing page for a full week.
- Must have already purchased a digital galley or audiobook listing.
- Recommended any time during your listing, but your book/audiobook must be active the week of the promotion and the entire week after the promotion, so keep that in mind when picking a start date.
- There are two options from which to choose for a Category Spotlight: "Read Now" or "Buy Now." When you fill out the Metadata Form, you'll need to pick which one you'd prefer.
 - A "Read Now" Category Spotlight will link to your NetGalley listing to entice readers to download your digital galley/audiobook to hopefully leave a review.
 - A "Buy Now" Category Spotlight will link to a retail site (Amazon, BarnesandNoble.com, etc.) where your book/audiobook is sold to entice readers to buy your book/audiobook. Your book/audiobook MUST be live on a retail site at the time of the promotion to participate in this option, and you must add this link to the Metadata Form.
- \$150/title.

4. **[Featured Placement](#)**

- Promote a digital galley or audiobook on the "Find Titles" landing page for a full week.

- Must have already purchased a digital galley or audiobook listing.
- Recommended any time during your listing, but your book/audiobook must be active the week of the promotion and the entire week after the promotion, so keep that in mind when picking a start date.
- \$165/title.

5. IBPA Featured Carousel

- Promote a digital galley or audiobook on the “Find Titles” landing page for a full week with this promotion that is specifically dedicated to books and audiobooks posted through the IBPA NetGalley Program as “Great Indie Reads from IBPA.”
- Must have already purchased a digital galley or audiobook listing and your listing must be live during the week of one of these four options:
 - [The week of February 20 - 26, 2023](#)
 - [The week of May 22 - 28, 2023](#)
 - [The week of September 4 - 10, 2023](#)
 - [The week of November 6 - 12, 2023](#)
- \$130/title

6. [Recently Added Audiobooks Spotlight:](#)

- Promote an audiobook on EVERY page of the popular Recently Added Audiobooks section for a full week.
- Must have already purchased an audiobook listing.
- \$200/title

7. [NetGalley Newsletter Bonus Section \(Standard Edition\):](#)

- Promote a digital galley or audiobook to a targeted list of around 25,000 – 28,000 NetGalley members.
- Must have already purchased a digital galley or audiobook listing.

- Bonus Section is at the bottom of the newsletter and includes the book cover with no text. There is space for up to five book covers, so your book will be one of five books showcased.
- \$200/title.

8. **NetGalley Newsletter Bonus Section (Premium Edition):**

- Promote a digital galley or audiobook to a targeted list of around 75,000 NetGalley members.
- Must have already purchased a digital galley or audiobook listing.
- Bonus Section is at the bottom of the newsletter and includes the book cover with no text. There is space for up to five book covers, so your book will be one of five books showcased.
- \$250/title.

9. **NetGalley Newsletter Banner Ad (Standard Edition):**

- Promote a digital galley or audiobook to a targeted list of around 25,000 – 28,000 NetGalley members.
- Must have already purchased a digital galley or audiobook listing.
- Banner Ad is at the bottom of the newsletter and includes text provided by publisher, book cover, and a graphic designed by NetGalley. There is only one book p/Banner Ad, so this ad is exclusive to your book.
- \$425/title.

10. **NetGalley Newsletter Banner Ad (Premium Edition):**

- Promote a digital galley or audiobook to a targeted list of around 75,000 NetGalley members.
- Must have already purchased a digital galley or audiobook listing.
- Banner Ad is at the bottom of the newsletter and includes text provided by publisher, book cover, and a graphic designed by NetGalley. There is only one book p/Banner Ad, so this ad is exclusive to your book.
- \$450/title.

FREQUENTLY ASKED QUESTIONS

Q: How does the IBPA NetGalley Program Digital Galley & Audiobook Listing work?

ANSWER:

Your digital galley(s) and audiobook(s) will be listed under IBPA's NetGalley account. This means that **ONLY IBPA has administrative access to your digital galleys and audiobooks**. You will need to contact Sean at seanm@ibpa-online.org to request information, make changes to your listing, etc. He'll take care of the rest!

Q: What kind of information can IBPA provide about my digital galley and audiobook listing?

ANSWER:

There are four reports available for digital galleys and audiobooks. As the administrator on the account, only IBPA has access to these reports. At any time, you can email Sean (seanm@ibpa-online.org) to request any of the reports below. He'll be happy to send them your way!

- **Detailed Activity Report**
 - This report includes information about the digital galley's and audiobook's activity, including when an individual NetGalley member requested the digital galley or audiobook, how the member gained access (whether by [widget](#) invite or direct download), and whether they submitted feedback via NetGalley. The report also provides reader contact information. [Click here](#) to learn more about this report.
- **Feedback Report**
 - This Excel-based report provides consolidated information about the reviews submitted for your digital galley or audiobook, including member information, star rating, review text, review links. [Click here](#) to learn more about this report.
- **Title Snapshot:**
 - This PDF provides you with supplemental feedback information. [Click here](#) to learn more about how to read this data.
- **Opinions Report:**
 - This report shows individual responses from member-specific questions (such as, would you order this digital galley or audiobook for your library?). [Click here](#) to learn more about this report.
- **Word Cloud Report:**
 - This report is a visual representation of the most frequently used words in member reviews for your title. This is helpful so that publishers can see what words members use to describe this title. That way publishers can adjust

keywords; their book description; and so on so that their title shows up in reader searches. [Click here](#) to learn more about this report.

Q: How do I get access to my reviews?

ANSWER:

New reviews are forwarded to you automatically.

- If you would like to have a particular review “Featured,” please forward it to seanm@ibpa-online.org with the subject line, “Feature This Review.” **Important:** do not hit “reply” to the review email because the email is sent from NetGalley. You need to forward the email to Sean since he is the admin on the account.
 - Pro tip: you can feature as many reviews as you’d like, and IBPA recommends that you do, so readers can see all the wonderful reviews your book/audiobook has received so far!
 - You can also view all your reviews on your Feedback Report.
- [Click here](#) to learn more about Featured reviews (but remember, **ONLY IBPA can add them to your page**).

Q: What if I disagree with a review that is posted on the NetGalley website?

ANSWER:

NetGalley will only remove reviews if they are obscene or vulgar. NetGalley will not remove a review just because someone didn’t like the digital galley or audiobook. The review process is set up for all reviews—not just positive ones. However, again, if the review is obscene, please email seanm@ibpa-online.org so Sean can reach out to NetGalley to see if they will remove it.

Q: How do I view my digital galleys and audiobooks once they’re posted on NetGalley?

ANSWER:

There are two main platforms associated with NetGalley:

1. The main NetGalley website, where NetGalley members search for, discover, and download audiobooks and digital galleys. To view this, you’ll need to set up a free NetGalley reader account (instructions below).
2. The NetGalley Shelf App, which is a NetGalley exclusive where NetGalley members can read digital galleys and listen to audiobooks. For digital galleys, readers can download the digital galleys through the main website and read them on a number of devices (Kindles, iPads, the NetGalley Shelf App, etc.). For audiobooks, listeners can only listen to audiobooks through the NetGalley Shelf App (they cannot listen to audiobooks through the main NetGalley website, on Kindle devices, etc.). On that note, the NetGalley Shelf App only has digital galleys and audiobooks that members downloaded

through the main website, so members can't discover new digital galleys or audiobooks on the app. There are instructions below for downloading the NetGalley Shelf App.

Create a NetGalley “Member/Reader” Account

[Create a NetGalley “Member/Reader” account here](#). Be sure to choose “Register as a Member/Reader,” not “Register as a Publisher/Author.” IBPA is the one who registers your digital galley on the Publisher/Author side; you're creating your own Member/Reader account simply so you can see how your digital galley is presented to other users on the platform.

Please note that your “Member/Reader” account will not give you the ability to change anything about how your digital galley is displayed on the NetGalley website – you must contact Sean (seanm@ibpa-online.org) to make changes to your digital galley listing. Again, your “Member/Reader” account is useful as a means for seeing how your digital galley looks to other users on the platform.

Through your free reader account, you will be able to download your digital galley just like any other reader can. If you do, you'll need to follow these steps to be able to read the books.

[Click here to read how to set up your Kindle to receive NetGalley files.](#)

[Click here to read how to download your epub and PDF files](#). Both epubs and PDF files are automatically converted to rights-protected acsm files, so the above link will also explain how to open those files on your computer.

[Click here to read how to set up your iPad, Android, and many other devices to receive NetGalley files.](#)

Download the NetGalley Shelf App

The NetGalley Shelf App is a mobile application available in the Apple Store for iOS devices and the Google Play Store for Android devices. Digital galleys and audiobook files are downloaded within the NetGalley Shelf App so members will be able to read a full digital galley and listen to a full audiobook even if their device goes offline.

Again, you will not be able to make changes to your digital galley or audiobook listing in the NetGalley Shelf App yourself. If you would like changes made, please email Sean McDonald (seanm@ibpa-online.org).

Q: Can I get my NetGalley reviews placed onto other websites like Amazon, Goodreads, etc.?

ANSWER:

One of the great aspects of the IBPA NetGalley Program is that publisher can reach out to NetGalley readers to request that they leave their review on a different website, such as Amazon, Goodreads, etc. The nicer the email to them, the better! You'll find the email addresses for everyone who reviewed your book in the Feedback Report.

Some reviewers are more than happy to leave their review on another website. In fact, NetGalley's website makes it easy for them to distribute their NetGalley reviews to other websites by checking a box in their profile, but please keep in mind that readers are **NOT** required nor expected to leave reviews on sites other than NetGalley. It is a perk of the NetGalley program that you can email reviewers directly, but since they are not obligated to leave their reviews anywhere else, they may not respond to this request and you should not ask them about it more than once.

The point of the NetGalley program is to have reviews left on NetGalley's website, not other websites. Having a review on NetGalley is valuable because everyone who comes across your NetGalley page will see all your wonderful reviews and be enticed to read your book, as well.

On that note, it's important to mention that Amazon discourages publishers/authors from directly asking readers to leave reviews for their books, so when reaching out to reviewers, it's best to ask that they leave their review wherever they normally shop for books, rather than ask that they specifically leave their reviews on Amazon. Amazon has been known to remove reviews that they feel go against their policies.

Q: How is my content protected from illegal copying?**ANSWER:****IBPA NetGalley Program Digital Galley Listing:**

NetGalley will automatically add DRM protection to your PDF or epub so your digital galley cannot be forwarded or copied.

When a reader clicks the Kindle button for a title, the PDF or epub is emailed to their Kindle via Amazon's Personal Document Delivery Service, and Amazon applies their proprietary DRM protection to the file and converts it to Kindle's proprietary format.

All PDF and epub titles will expire 55 days after the initial download.

- *If you selected the Kindle option to send a copy of the file to a someone's Kindle, that file will not expire.

IBPA NetGalley Program Audiobook Listing:

At this time, digital rights management (DRM) is not available for audiobook files. The file name is obfuscated, making it difficult for users to recognize or open the file outside of the NetGalley Shelf App. Audiobook files are downloaded within the NetGalley Shelf App before playback begins so NetGalley members will be able to listen to the full book even if their device goes offline. The audiobook file will remain indefinitely in members' apps, so they'll have more time to listen to it and give a review.

Q: What happens when my digital galley or audiobook is archived?

ANSWER:

After the allotted time purchased for your NetGalley listing has run out, your digital galley or audiobook will be archived and no longer available for download. Once this happens, NetGalley will automatically send you a final compilation of your download, review, feedback, and opinions reports. Please note that NetGalley members will still be able to provide feedback and/or review the digital galley or audiobook, even after it has been archived.

Do you have additional questions for Sean? Feel send him an email at seanm@ibpa-online.org – he's happy to help!