



The IBPA NetGalley Program

GENERAL PROGRAM INFORMATION

NetGalley's extensive reader network helps independent publishers and authors connect with readers, increase book visibility, participate in targeted marketing programs, and receive reviews. IBPA sends posted reviews directly to the participating publisher within 3 business days after the original posting, provides download and feedback reports, and snapshot reports showing title statistics.

Read on for more information!

Note that ONLY IBPA can make administrative changes to your title when it is on NetGalley using the IBPA NetGalley Program. This includes adding the title to NetGalley, editing the title metadata on NetGalley, and downloading reports.

The IBPA NetGalley Program gives members the option to post their book(s) on the NetGalley platform for either 3 months or 6 months. 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 IBPA members' titles section.

All books made available on NetGalley through the IBPA program are automatically approved for download by all readers. These titles 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 book is active on the NetGalley platform, you'll receive a confirmation email from IBPA that includes your link, a widget, and a **“Get the Most Out of the IBPA NetGalley Program” (PDF)**.

>>> METADATA & FILE REQUIREMENTS

Before ordering a 3- or 6-month placement on NetGalley, it's important to make sure you can meet the following metadata and file requirements.

Metadata Requirements:

- Title*
- Subtitle (if applicable)
- Publisher*
- Author Name*
- Publication Date (MM/DD/YYYY)*
- ISBN-13*
- 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)
- Other Contributors
- List Price*
- Book Format (paperback, hardcover, ebook, etc.)*
- Author Image (full-size, high resolution JPG or PNG file; the longest side should not be less than 500 pixels)
- Subject Categories* (**you'll choose no more than 2 from the following**)

<input type="checkbox"/> Arts & Photography	<input type="checkbox"/> Middle Grade
<input type="checkbox"/> Biographies & Memoirs	<input type="checkbox"/> Multicultural Interest
<input type="checkbox"/> Business & Investing	<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"/> Outdoors & Nature
<input type="checkbox"/> Comics & Graphic	<input type="checkbox"/> Parenting & Families
<input type="checkbox"/> Computers & Internet	<input type="checkbox"/> Poetry
<input type="checkbox"/> Cooking, Food & Wine	<input type="checkbox"/> Politics
<input type="checkbox"/> Crafts & Hobbies	<input type="checkbox"/> Professional & Technical
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Reference
<input type="checkbox"/> Erotica	<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"/> History	<input type="checkbox"/> Sci Fi & Fantasy
<input type="checkbox"/> Historical Fiction	<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 | <input type="checkbox"/> Travel |
| <input type="checkbox"/> LGBTQIA | <input type="checkbox"/> True Crime |
| <input type="checkbox"/> Literary Fiction | <input type="checkbox"/> Women's Fiction |

- URLs (publisher’s website, blog, press releases, 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.”

- 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.
- Advance praise (optional)
- Would you like to add an excerpt of your title through Preview-a-Book? ([Click here to learn about this option.](#))

eBook File Requirements:

- First, decide if you want to choose the KINDLE OPTION so readers can view your ebook on a Kindle device.
- If you choose the KINDLE OPTION, you will send your ebook files to IBPA based on the following maximum file sizes. **You don’t have to send all the files listed below**, but please know that if you send only the MOBI file, your book will only be readable on a Kindle device.

The EPUB will provide the best reader experience.

- 24MB for PDF
- 24MB for MOBI
- 16MB for EPUB

- If you choose not to enable the KINDLE OPTION, you will send your ebook files based on the following maximum file sizes. In this case, you don't need to send a MOBI file and, again, the best option is to send an EPUB.
 - 40MB for PDF
 - 40MB for EPUB

PLEASE NOTE: EPUB files provide a better reading experience on all devices.

eBook Formatting Guidelines:

- File Optimization Suggestions:
 - <https://netgalley.zendesk.com/hc/en-us/articles/115004007654-File-Restrictions-and-File-Size-Limitations>
- Formatting PDF files:
 - <https://netgalley.zendesk.com/hc/en-us/articles/115004013374>
- Formatting EPUB files:
 - <https://netgalley.zendesk.com/hc/en-us/articles/115004013554-Optimizing-ePub-Files>
- Formatting Kindle files:
 - <https://netgalley.zendesk.com/hc/en-us/articles/115004024554-File-Optimization-for-Kindle>
- **NOTE:** When sending an advance reader copy (ARC), many of our publishers include a disclaimer in the galley file to indicate this isn't the final text/version. It's usually standard galley language at the beginning (this is an advanced reader copy, uncorrected page proof, any material quoted should be checked against the final book, etc.). In addition, some publishers are adding text to indicate that it's a NetGalley file (on the first page of each chapter, for instance).

>>> FREQUENTLY ASKED QUESTIONS

Q: How does the IBPA NetGalley Program work?

ANSWER:

Your title(s) will be listed under IBPA's NetGalley account. This means that **ONLY IBPA has administrative access to your title**. You will need to contact Christopher Locke at christopher@ibpa-online.org to request information, make changes, or add reviews. He'll take care of the rest!

Q: What kind of information does IBPA provide?**ANSWER:**

IBPA provides the following information:

- **Detailed Activity Report**
 - This report includes information about the book's activity, including when an individual member requested the title, 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.
- **Feedback Report**
 - This Excel-based report provides consolidated information about the reviews submitted for that title, including member information, star rating, suggested keywords (if provided), review text, review links.
- **Title Snapshot:**
 - This PDF provides users with supplemental feedback information. [Click here](#) to learn more about how to read this data.

Q: What do I do when I get a review?**ANSWER:**

New reviews will be forwarded to you automatically. While we try to send them out as soon as possible, it can occasionally take up to 3 days.

- All reviews on NetGalley will be visible on your Feedback page. If you would like to Feature a review, please respond to the forwarded review email with your request.
- Featured Reviews will show up on your title page.
 - [Click here](#) to learn more about Featured reviews (but remember, **ONLY IBPA can add them to your page**).
- If you encounter an inappropriate review, please let IBPA know and we will request that NetGalley remove it from your page.

Q: How is my content protected from illegal copying?**ANSWER:**

NetGalley will automatically add DRM protection to your PDF or EPUB so your 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 (.azw or .mobi).

All titles will expire 55 days after the initial download.

- *If you have used the Kindle option to send a copy of the file to your Kindle, that file will not expire, and will continue to be available to you.

Q: What happens when my title is archived?

ANSWER:

After your NetGalley spot has finished your title will no longer be available for download. However, members can still provide feedback or review the title, even after it has been archived.

Q: What happens when my program ends?

ANSWER:

IBPA will provide a final compilation of your download, review, and feedback reports, and any additional statistics acquired during your time on NetGalley.

Have additional questions? Feel free to send Christopher Locke at christopher@ibpa-online.org or 310-546-1818. He's happy to help!