Specifications
Specifications
Specifications
Specifications
Specifications
Specifications
Manufacturer Guidelines

Amazon Kindle Publishing Guidelines
How to make books available for the Kindle platform
version 2012.2

This document describes the primary steps publishers, authors, and conversion houses can make their content available on the Amazon Kindle platform. This document includes guidelines and suggestions to achieve a smooth conversion and publication process.

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Status of This document
Changes due to the web
Manufacturer Guidelines
Manufacturer Guidelines

iBookstore Asset Guide 4.6
Objective:

One file to rule them all
3 problems

1. They can’t do it.
2. They want to do it their own way.
3. They won’t let you do it.
Vendor interactions with the CSS working group and product secrecy

The minutes from yesterday's CSSWG face-to-face meeting are a very interesting read in all sorts of ways. I was somewhat struck by this part:

```
tantek: I think if you're working on open standards, you should propose your features before you implement them and discuss that here.
smfr: We can't do that.
sylvaing: We can't do that either.
```

Those are the Apple and Microsoft representatives replying to Tantek.

Now I won't claim that Mozilla always does this, or that it's even always desirable; it's often better to have a prototype and then discuss the standard than discuss standardization in a completely theoretical way. But this is not about prototypes; this is about not being able to talk about a feature until there's a more or less complete implementation, which is when Microsoft and Apple tend to announce new features. I knew that both Microsoft and Apple had longstanding policies of refusing to discuss future plans, but hadn't really thought about the negative effect this blanket policy has on standardization efforts...
Three strategies

- Create cross platform code
- Use media queries when cross platform code isn’t possible
- Make informed decisions about not supporting certain platforms
Everybody supports bold and italic font-size text-indent top and bottom margins images
Found among the papers of the late Diedrich Knickerbocker

A pleasing land of drowsy head it was,
Of dreams that wave before the half-shut eye;
And of gay castles in the clouds that pass,
Forever flushing round a summer sky.

In the bosom of one of those spacious coves which indent the eastern shore of the Hudson, at that broad expansion of the river denominated by the ancient Dutch navigators the Tappan Zee, and where they always prudently shortened sail and implored the protection of St. Nicholas when they crossed, there lies a small market town or rural port, which by some is called Greensburgh, but which is more generally and properly known by the name of Tarry Town. This name was given, we are told, in former days, by the good housewives of the adjacent country, from the invertebrate propensity of their husbands to linger about the village tavern on market days. Be that as it may, I do not vouch for the fact, but merely advert to it, for the sake of being precise and authentic. Not far from this village, perhaps about two miles, there is a little

Adobe Digital Editions ->
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Castle of Indolence

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And of gay castles in the clouds that pass, 
Forever flushing round a summer sky.  

Castle of Indolence

The Legend of Sleepy Hollow
Many support

font family
small caps
leading
left and right margins
float and width
text wrap (around images, sidebars, and drop caps)
borders, backgrounds
color
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iBooks on iPad

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I recollect that, when a stripeling, my first exploit in squirrel-shooting was in a grove of tall walnut-trees that shades one side of the valley. I had wandered into it at noontime, when all nature is peculiarly quiet, and was startled by the roar of my own gun, as it broke the Sabbath stillness around and was prolonged and reverberated by the angry echoes.
iBooks on iPhone

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The Legend of Sleepy Hollow by Washington Irving

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The legend of Sleepy Hollow—most mo...

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by some is called Greensburgh, but which

is more generally and properly known by

the name of Tarry Town.

This name was given, we are told, in

former days, by the good housewives of
Media Query example

span.dropcap {
  font-size: 5em;
  float: left;
  line-height: 1.5;
  margin-right: 0.1em;
  margin-bottom: -.3em;
  font-family: DavysArt Nouveau Initials, sans-serif;
  color: #512a37;
}

@media amzn-mobi {
  span.dropcap {
    font-size: 3em;
    float: none;
    line-height: 1;
    margin-top: auto;
    margin-right: auto;
    margin-bottom: auto;
    font-family: sans-serif;
    color: #512a37;
  }
}
The Legend of Sleepy Hollow—most... Kindle

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former days, by the good housewives of
the adjacent country, from the inveterate
propensity of their husbands to linger
about the village tavern on market days.
Watch out for...
Aligning drop cap

```css
span.dropcap {  
  ...
  line-height: 1;
  margin-top: .2em;
  margin-right: 0.1em;
  margin-bottom: 0em;
  ...
}

span.dropcap {  
  ...
  line-height: 1.5;
  margin-right: 0.1em;
  margin-bottom: -.3em;
  ...
}
```
Adjusting for narrow screen

Don’t try to fit too much in a single paragraph—float on one side or other, but not both!

Don’t indent excessively
Adjusting for narrow screen

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iBooks and fonts

Don’t forget the .com file or else iBooks won’t display embed fonts.
Cross platform dilemmas
Columns

Columns make perfect sense if you have enough room for them on the printed page. With a flexible layout and the potential for a screen that’s two inches wide, they can be a disaster. InDesign does not export columns.

Drop caps and all caps

A print designer often chooses to display the first letter of a chapter with a drop cap and the entire line that follows in all caps. This is also possible in ebooks.

InDesign has a nice drop cap feature that exports to EPUB by isolating the letter(s) that should be enlarged and then applies floats and margin adjustments to make them fit into the surrounding text. Unfortunately, it doesn’t apply this formatting to the Drop cap style, if you’ve created one, but rather to a generic selector created on the fly.

Although InDesign has nested line styles that can format the first line in all caps (for example), this information is not exported to EPUB. You can adjust that by hand by cracking open the EPUB and editing the CSS.

Non-Latin characters and other symbols

Kindle, iBooks don’t support.
Discretionary page breaks

Books of contents: a (required) navigational table of contents that appears in the menus of the ereader, and an optional, more conventional inline table of contents in the body of the ebook.

Ebooks can also have indexes, but instead of referring a reader to a particular page, since none exist, the index will simply link directly to the given destination. Ereaders also let readers search any phrase, whether or not it’s part of an organized index.

InDesign has powerful table of contents and indexing tools for print books, but only some of that power is available for ebooks. When you export from InDesign, it will export any tables of contents that you have created, but only the first one will contain linked references. As for the index, it simply skips it altogether. I have a blog post on Pigs, Gourds, and Wikis that explains how to create a linked index.

Both NOOK and NOOK Color support all page-break properties.
Discretionary page breaks

Alignment

Most professionally typeset books have justified text. It looks good thanks to the extensive kerning and tracking options, and language-specific hyphenations options offered by programs such as InDesign.

Ebooks are not so lucky. Many ereaders have rudimentary hyphenation systems, often just for the System language, and impose ereader-wide justification settings regardless of what the designer selected.

Enter InDesign. For print it offers a variety of features for controlling text alignment, from left, right, center, and justify, to justify left, justify right, justify center and full justify. Only the first four are exported to EPUB, and unfortunately, even these four are not always observed by ereaders. iBooks in particular insists on full justification by default, and hides the setting in the General Settings outside iBooks. This full justification overrides any designer-selected rules, unless you use hack the code as described in “Controlling Text Alignment” in EPUB Straight to the Point.

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But Kindle Fire and iBooks do support page-break-inside: avoid

Create a div with header and first paragraph.
Discretionary page breaks

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iBooks supports page-break-inside: avoid (but no other “avoids”)

.body {
    widows: 3;
    orphans: 3;
}
Widows and orphans

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Drop caps and all caps

A print designer often chooses to display the first letter of a chapter with a drop cap and the entire line that follows in all caps. This is also possible in ebooks.

Hyphenation

Print affords the designer complete control over hyphenation. Designers often adjust the spacing of lines of text or individual words to ensure that enough but not too much hyphenation is used and that the words in the rest of the paragraph have the proper spacing. There are very distinct rules of hyphenation for different languages.

For some unknown reason, ereaders don’t yet allow the same level of control over hyphenation. First, I have yet to see an ereader that can distinguish between two different languages in a single ebook, or even one that pays attention to settings in the EPUB when using more than one language. iBooks even gets hyphenation wrong in English on an English system (though it mostly gets it right). Bookly has no hyphenation at all.

A designer can choose to disallow hyphenation

Neither iBooks nor Kindle Fire support widows or orphans
Widows and orphans

Fonts

In a print book, the designer chooses one or more fonts for the text and these cannot be altered by the reader. In addition, the designer buys the font once from the font foundry and is not charged additional fees for using it in any number of copies of any number of books.

Most ereaders have a limited set of built-in fonts in which a book can be displayed. Some ereaders allow font embedding but careful attention must be paid to each font’s licensing to ensure that embedding is allowed and that additional fees are not incurred. Generally, even the ereaders that allow font embedding will allow the user to override the designers’ choices and revert to default fonts.

InDesign lets you choose any font that you want for both print and ebooks. Unfortunately, it doesn’t embed fonts in a way that iBooks supports. I explain how to adjust the code so that iBooks can display the fonts in “Using embedded fonts in iBooks”. Kindle does not currently support font embedding at all.

Text size

In a print book, the designer chooses the size of the headers, body text, captions, and any other text in the book. These cannot be changed by the reader.

In an ebook, the designer chooses the initial size of the text, but generally the user can increase or decrease the text size. All the text is altered simultaneously so that the relative sizes stay the same. That is, if the header starts 3 times bigger than the body text, it will still be 3 times bigger than the body text even if both are reduced 25%.

InDesign exports text sizes using the font-size property. It takes the point size specified in InDesign and converts them to ems at a rate of 12

Again, NOOK comes through
Note: This table is from Wikipedia and is just used as an example of a table. All the links will go back to Wikipedia. You can find the original page at Wikipedia.

More than 100 million native speakers

Very problematic in narrow pages
Note: This table is from Wikipedia and is just used as an example of a table. All the links will go back to Wikipedia. You can find the original page at Wikipedia.

<table>
<thead>
<tr>
<th>Language</th>
<th>Family</th>
<th>Ethnologue(^1) (2016)</th>
<th>Encarta(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandarin</td>
<td>Sino-</td>
<td>845,234,000</td>
<td>800,000,000</td>
</tr>
<tr>
<td></td>
<td>Tibetan, Sinic, Chinese</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td>Indo- European,</td>
<td>329,000,000</td>
<td>358,000,000</td>
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<tr>
<td></td>
<td>Italic, Romance,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Italo-Western,</td>
<td></td>
<td></td>
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<td>Gallo-Iberian,</td>
<td></td>
<td></td>
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<tr>
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<td>Ibero-Romance,</td>
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<td></td>
<td>West Iberian</td>
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<td></td>
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<tr>
<td>English</td>
<td>Indo-European,</td>
<td>328,000,000</td>
<td>350,000,000</td>
</tr>
<tr>
<td></td>
<td>Germanic, West</td>
<td></td>
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Tables

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<td>800,000,000[4]</td>
<td>1052 million including second language speakers (Ethnologue, 1999[5]) / 1151 million (982 native, 179 second language) / It is also one of the six official languages of the United Nations.</td>
<td>1</td>
</tr>
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<td>358,000,000[7]</td>
<td>417 million including second-language speakers (Ethnologue 1999). More than 500 million, as of 2009[9] / It is also one of the six official languages of the United Nations.</td>
<td>2</td>
</tr>
<tr>
<td>English</td>
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<td>328,000,000</td>
<td>350,000,000[10]</td>
<td>508 million including second-language speakers.[11] More than 900 million (as a total of first, second and foreign language spoken according to List of countries by English-speaking population). It is also one of the six official languages of the United Nations.</td>
<td>3</td>
</tr>
<tr>
<td>Language</td>
<td>Family</td>
<td>Ethnologue[^2]</td>
<td>Other estimates</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Hindi/Urdu</td>
<td>Indo-European, Indo-Iranian, Indo-Aryan, Central, South, Western, North, Marathi</td>
<td>130,000,000,000</td>
<td>467 million (366 million with all varieties of Hindustani; 120 million as a second language in 1999[^5]), 356 million (209 million with all varieties of Hind and Urdu, 51 million excluding the variety of Hind and Urdu according to Indian Census 2001[^10], 11 million Indo-Sino speakers in 1980 census of Pakistan) is also one of the six official languages of the United Nations.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[^2]: [Ethnologue](https://www.ethnologue.com)
Note: This table is from Wikipedia and is just used as an example of a table. All the links will go back to Wikipedia. You can find the original page at Wikipedia.

<table>
<thead>
<tr>
<th>Language</th>
<th>Family</th>
<th>Ethnologue[1]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandarin</td>
<td>Sino-Tibetan, Sinitic, Chinese</td>
<td>845,234,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spanish</th>
<th>Indo-European, Italic, Romance, Italo-Western, Gallo-Iberian, Ibero-Romance, West Iberian</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>329,000,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>English</th>
<th>Indo-European, Germanic, West Germanic, Anglo-Frisian, English</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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More than 100 million native speakers

Kindle Fire does not support non-linear tables
### Tables

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Neither does NOOK.
Results are pretty awful on Kindle

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iBookstore: yes, B&N + Amazon: no
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Liz Castro

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