Guidelines for Submission of Specialty Product images
May 20, 2008

Products Covered by These Guidelines
These guidelines cover product photographs of gifts, toys, games, electronics, home and garden products etc. Product scans of books, music, and video are not covered in these guidelines.

Image Types
1. Primary Image: This is the product shot our customers will see first. For our primary product page image, we prefer a simple product photograph on a white background, portrait format, with no people or props.

2. Secondary Images: For secondary images we will accept: a) lifestyle shots, i.e. people using the product, the product in a setting, product details and composite shots; b) photographs of assembled product or set; c) graphics, descriptive diagrams and cutaway/exploded view if they will help sell the product; d) front and back box scans or box shots, if applicable.

Image Naming
Each image file name MUST be named with a B&N.com Specialty Product EAN or ISBN-13. For multiple images per EAN, number images in this manner: 9781234567890_1.jpg, 9781234567890_2.jpg

Image Formats
Most image formats are acceptable, e.g., Tiff, PSD, JPEG (High Quality)

Image Size
We are flexible on sizing. Our preferred minimum size is 750 pixels on the he longest side of the digital image. We will resize images to fit the site.

Image Compression
We prefer high-quality images. Do not send web-ready images.

Method of Delivery
Submission of image files FTP or CD. Your Barnes & Noble buyer will work with you to determine the preferred method of submission. If you are sending a CD, please include buyer’s name with the CD.

Unless buyer requests alternate delivery location, please send CDs to:
Ray Liao, Vendor Images
Barnes & Noble.com
76 Ninth Ave, 9th Floor
New York, NY 10011

Other Information
General image and bibliographic content submission guidelines can be found on our website at: http://www.barnesandnoble.com/help/cds2.asp?PID=8150

Questions?
Please contact Ray Liao: ImagesInquiry@book.com