

Various eBook Resources Gleaned from the Web (Links Intact)



Cartoons and Humorous Illustrations

by

Shannon Parish

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Table of Contents

Click on the link to read information

1. [E-Book Web Sites, Resources & Articles](#)
2. [Other Related Sites](#)
3. [Make Your Knowledge Sell](#)
4. [E-Book Writer's Market Directory](#)
5. [Palm Says eBook Sales Increasing](#)
6. [Registering Copyright](#)
7. [Why Copyright Your eBooks?](#)
8. [Barnes & Noble eBook Sales Article](#)
9. [Amazon eBook Sales Article](#)
10. [eBook Forecast: Cloudy](#)
11. [How to Increase Sales with an Affiliate Program](#)
12. [What CyberRead will do for Authors](#)
13. [The Latest R.R. Bowker Statistics](#)

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<http://www.ebooksnbytes.com/>

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<http://www.ebookwritersmarket.com/>

\$7.00 Download

allNetDevices: - Palm Says E-book Sales Increasing

allNetDevices

01/04/2002

Palm said Thursday that sales of electronic books readable on its handheld computers increased more than 40 percent in 2001 compared to the previous year.

Overall, Palm's Digital Media subsidiary sold about 180,000 e-books in 2001, the company said. Those sales doubled the revenue for e-books compared to the previous year.

"This is an emerging industry, and the steady growth that we are experiencing shows that there is a great deal of interest," said Mike Segroves, director of business development for Palm Digital Media. "We average 1,000 new customers a week."

The news comes after key publishers announced they were scaling back, but not eliminating, their efforts to sell digital versions of their books. Many initially had high hopes that e-books would become widely adopted by mobile readers, but that hasn't happened yet, according to most analysts.

Palm said that its bestselling fiction title for 2001 was Stephen King's "Dreamcatcher," published by Simon & Schuster. Its best-selling non-fiction title was "The Procrastinator's Handbook" by Rita Emmett, published by Walker and Company.

Its e-books are readable using its Palm Reader software.

Registering Copyright

Once you've created an E-Book, the last thing you want is for some unauthorized party to illegally copy your work, or worse yet claim it as their own.

In case you're wondering, it's true that there are technical means (such as password protection) that can make this kind of theft more difficult, but none offer total security. By their very nature PCs are not secure devices (the openness of PCs is the basis of much of a PC's power), and never will be. In any case, even if military-grade security were an option, you wouldn't want your legitimate customers having to jump through all the extra hoops that it would require!

So no matter what you do, there's a chance that you could be a victim of this kind of theft. It could even go on for a quite a while before you discover that it's happened. If this happens, not only do you lose potential sales to the thief, but it's heartbreaking when you finally find out.

Still worse than discovering that you're a victim, is discovering that you're a victim with either no, or very limited, recourse.

But there is a way to make sure that this isn't you: Think about, and take steps to protect your work ahead of time.

Your best protection: the law.

Your strongest protection under the law: register your copyright.

You can read more about how to register copyright, and the extra protection that doing so offers (think of it like taking out an insurance policy), in attorney Mark Levine's article below, and by visiting his site, [Click & Copyright](#), where a low-cost copyright registration service is available.

Why Copyright Your eBooks?

By Mark Levine

About The Author

Mark Levine is an attorney and the president of
, an online copyright registration service.

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So, you've written the great American novel? You tried unsuccessfully to get it published and received your fair share of ding letters. Now the Internet has finally leveled the playing field. No longer are you at the mercy of literary agents or several large publishers. With e-publishing, you can publish your book for a nominal cost. That's the upside. The downside is that because it is now so easy to zip your book to potential publishers and agents, you may be taking a huge risk, especially, if the party to whom you are sending the book, is not reputable. There are many cases in which authors have found their novels on other "authors" sites under the name of the other "author".

It is impossible for you to fully police the Internet, so you have to take the next best step - protect your work. The first thing you should do is register a copyright for your work. By virtue of writing your book in a fixed format (i.e. placing in on a disk or paper) you've copyrighted it. Obtaining a federal copyright is basically an insurance policy for your work. The question I get most often is, "If my work is automatically copyrighted by virtue of its creation, why should I register with the US Copyright Office?"

That is quite simple:

1. Registration establishes a public record of your copyright and puts everyone in the world on notice of your copyright.
2. You can not sue somebody for copyright infringement until you have registered your work with the Copyright Office.
3. No award for statutory damages or attorneys fees will be made for any infringement of a copyright in an unpublished work (works that are not yet made available to the public at large) which occurs prior to registration of the copyright. The same holds true for published works (works made available to the public), unless the registration is made within three months after the first publication.
4. If the registration of your work is done within five years from its creation, it is considered prima facie evidence in court. Basically, this means that the validity of your copyright is undisputable.

The remedies available for infringement of a registered copyright are broad. A court can enjoin an infringer from continuing his infringement. The court can also order that all infringing materials be seized. As for monetary damages, the injured party can choose to receive either his actual damages and profits made by the infringer or statutory damages which can be as high as \$150,000. Plus, in most cases the infringer may have to pay your attorneys fees as well.

You don't need any better reasons than these to copyright your work. Before you send your work out to any more e-publishers or agents, protect yourself.

E-Commerce News

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barnesandnoble.com, Microsoft to Create eBook Superstore

By [Clint Boulton](#)

[barnesandnoble.com Inc.](#) and [Microsoft Corp.](#) Thursday created the barnesandnoble.com eBook superstore.

Announced at the Consumer Electronics Show in Las Vegas, the eBook initiative will provide barnesandnoble.com's ([BNBN](#)) customers with access to thousands of eBook titles through Microsoft Reader, a new software application designed to deliver an on-screen computer reading experience rivaling that offered by traditional paper-based text.

Microsoft Reader is the first product to include ClearType display technology, a Microsoft innovation that greatly improves font resolution on LCD screens for users of desktop or laptop PCs running the Windows operating system as well as dedicated reading devices. It is expected to ship in the first half of 2000.

barnesandnoble.com and its brick-and-mortar parent Barnes & Noble Inc. have signed agreements with Microsoft to develop and market the Microsoft Reader eBook store. barnesandnoble.com will create the eBook store on its Web site by mid-2000, offering titles that will run on Microsoft Reader software. Barnes & Noble will aggressively market the new eBook store through a variety of promotional activities in its more than 1,000 retail bookstores nationwide.

"The combination of barnesandnoble.com's online strength and Barnes & Noble's dominant retail presence will make Microsoft Reader available to tens of millions of book consumers in a matter of months," said Dick Brass, vice president of technology development for Microsoft ([MSFT](#)). "Barnes & Noble invented modern book retailing. We can't think of any other distribution channel that has such combined power and brand awareness."

The alliance was just a taste of Microsoft's effort to push the boundaries of digital Internet. Chief Executive Officer and CES keynote speaker Bill Gates introduced a range of gadgets running Microsoft software, including the next generation of handheld computers, dubbed "pocket pcs." The devices receive e-mail, store personal data and carry pictures and music files.

January 6, 2000

<http://www.internetnews.com/>

E-Commerce News

[Back to http://www.internetnews.com/ec-news/article/0,,4_511051,00.html](http://www.internetnews.com/ec-news/article/0,,4_511051,00.html)

Amazon.com Launches e-Books Store

By [Carol King](#)

Amazon.com has added e-books to its repertoire. The company Tuesday launched an [electronic book store](#) that features content that has never before been available in print.

The Amazon e-book store currently supports the Microsoft Reader format, which allows customers to download titles to a laptop or PC, and downloadable digital audio titles from Audible Inc. Download times are estimated to range between 2.3 seconds to 2 minutes, according to connection speed.

"E-books are already opening up a whole new world for readers," said Lyn Blake, Amazon.com Books general manager. "What's exciting for readers is that we are just scratching the surface today with the technology and the content, and the potential for both is amazing. While customers will continue to be impressed with the technology as it advances, we think it's the unique and exclusive content that will really delight customers."

Blake noted that the virtual store launched with a host of titles that are unavailable in print or audio anywhere else, including *In Fidelity* by M.J. Rose (Pocket Books), *Star Trek: S.C.E #1: The Belly of the Beast* by Dan Wesley Smith (Pocket Books), *Star Trek: S.C.E. #2: Fatal Error* by Keith R.A. DeCandido (Pocket Books), *Snow: The Prologue to Winter's Heart* by Robert Jordan (Simon & Schuster Trade), *Turtle Island Dreaming* by Thompson Sayer Crockett (ipublish.com) and *Up, Simba! 7 Days on Trial of an Anticandidate* by David Foster Wallace (ipublish.com).

The e-book store also offers recent best sellers and traditional works. "The store also features more than 30 free e-book titles available for download, providing customers a risk-free opportunity to experience e-books and test drive Microsoft Reader," said Blake. "Five best-selling titles are making their e-book debut exclusively at Amazon.com. They are: *Leading the Revolution* (Harvard Business School Press) by Gary Hamel, *Secrets of Frank Herbert's Dune* (ibooks), a guide to the upcoming miniseries airing on the Sci-Fi channel; *The GE Way Fieldbook: Jack Welch's Battle Plan for Corporate Revolution* (McGraw-Hill), which outlines the author's successful strategies while CEO at General Electric; *The New American Standard Bible* (Foundation Publications) and the *Worst-Case Scenario Handbook* (Chronicle Books), which provides readers sound advice for those unexpected life-threatening situations."

The Amazon.com e-Books store will also feature the latest in e-audiobook titles from audible.com, including two digital exclusives that are not available in conventional cassette tape or CD formats: *The Second Coming of Steve Jobs* (Random House Audible), which is Alan Deutschman's in-depth portrait of the man who helped to found Apple Computer, and *E-Boys* (Random House Audible), which is business historian Randall E. Stross's take on venture capitalists and billion-dollar start-ups.

Amazon.com has engaged Lightning Source Inc. to provide fulfillment of e-books for the new store.

November 14, 2000

<http://www.internetnews.com/>

E-Book Forecast: Cloudy

by [Kendra Mayfield](#)

2:00 a.m. Jan. 11, 2001 PST

With the advent of the e-book, many predicted the death of print books.

Now, after a page-turning year of mounting hype, some are forecasting the death of e-books.

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See also:

[The Future of E-Textbooks](#)

[Getting a Read on New E-Books](#)

[Read a Good E-Textbook Lately?](#)

[No More Pencils, No More Books?](#)

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Maybe, maybe not.

While e-book sales will slide, digital textbooks and print-on-demand publishing will thrive, according to a recent [study](#) by [Forrester Research](#).

Digital delivery of custom-printed books, textbooks and e-books will account for \$7.8 billion in revenues -- 17.5 percent of publishing industry revenues -- in five years, the report said.

E-books and accompanying devices will reap only a small slice of that total figure, with dedicated devices generating only \$251 million in 2005.

With limited content, inadequate reading screen resolution and differing formats, e-book devices will fail to find a mass audience, O'Brien said.

"The retail consumer market is not quite ready for e-books yet," agreed E. Yegin Chen, senior analyst for [Eduventures.com](#). "E-book vendors need to improve the reading experience to obtain significant adoption rates."

Others believe that e-books will flourish, it's only a question of when.

"Ultimately e-books will eclipse paper books," said Roland Laplant, chief marketing officer for [Xlibris](#). "It's just not convenient now.... There needs to be a lot of change in actual consumer behavior for that shift to occur."

But other industry insiders decried Forrester's forecast, insisting e-books will fare well in the next five years.

"Those numbers are ridiculously low," said Louis Lenzi, vice president of global business development and new ventures for Thomson Multimedia.

"The industry is going to get into the millions by year three," Lenzi said. "I'm sure we'll be past \$250 million by year three by a long shot."

Thomson's foray into [e-book devices](#) indicates the multimedia firm's conviction that e-books will attract a mass-market audience, rather than a niche following.

"RCA/Thomson is not a boutique manufacturer," Lenzi said. "We're only interested in the tens of thousands. We think this market will succeed."

Other analysts are more bullish. Andersen Consulting (now Accenture) [forecast](#) last June that the market for consumer e-book content will reach \$2.3 billion by 2005, with 28 million people likely to adopt dedicated e-book devices.

"We expect that in 2005, 10 percent of the market will be in electronic form on the trade side," said Andres Sadler, partner in Accenture's media and entertainment practice.

Andersen researchers asked consumers how likely they would be to adopt an e-book device if features improve. Two out of three said they would buy a device.

"If there is enough content available and some of the basic features are available ... consumers will be adopting the device," Sadler said.

While analysts diverge over the future of trade e-books, many are betting that digital textbooks will succeed.

Forrester predicts that digital textbooks will sell approximately 147 million units and net \$3.2 billion in 2005, while trade e-books (including PC/PDA downloads and dedicated devices) will sell only 73 million units and net \$674 million.

"Digital textbooks will be many times larger in five years than trade e-books," said Dan O'Brien, senior analyst for Forrester Research.

"By 2005, a quarter of textbook sales will be digital," O'Brien said. "It's not that digital textbooks will replace physical textbooks, but the opportunities there are much greater for this change to happen."

Instead of lugging heavy textbooks to class, students can download individual chapters or entire digital textbooks to their personal computers and print them out.

While most consumers may be reluctant to peruse an electronic edition of *War and Peace*, many believe that students will readily pick up a digitally enhanced textbook to highlight, search and take notes.

"Digital textbooks don't have the same hurdles as e-books," O'Brien said. "You're not reading a textbook for long periods. It's not an immersive experience. It's a reference experience."

"Digital textbooks for education offer a much better value proposition compared to e-books," agreed Eduventure's Chen.

In a separate survey conducted by e-publisher Versaware, 62 percent of students said they would choose an electronic textbook over a new print book.

With custom digital textbooks, publishers can make backlist titles available indefinitely, compete with the used book market and reach students directly.

"This gives publishers a direct digital link with students which they've never had before," O'Brien said.

What's more, custom electronic printing will allow teachers to mix and match different course materials.

"No professor could resist that," said Xlibris' Laplant.

E-publishers like [Versaware](#) and [WizeUp](#) are already striking deals with major educational publishers like [Thomson Learning](#), [McGraw-Hill](#) and [Houghton Mifflin](#) to offer customizable digital content.

Despite their obvious advantages, experts say that it will take much longer for digital textbooks to penetrate the K-12 market.

"It will take longer to get to the elementary school level because kids aren't as wired," O'Brien said.

Digital textbooks and digital coursepacks will take years to reach their full potential at the K-12 level, according to a recent [Eduventures report](#).

"Digital textbooks will be important in higher education," Chen said. "But there are different dynamics in the K-12 market."

Unlike college students, who primarily use digital textbooks outside the classroom, K-12 students would primarily use digital textbooks inside the classroom.

Since very few K-12 schools provide PC access to each and every student, it's unlikely that many schools will adopt digital textbooks in the near future.

"For current digital textbooks to become prevalent, there needs to be greater Internet penetration into K-12 schools, particularly at the desktop level," Chen said.

Textbook buying decisions at the K-12 level are also highly centralized, making it difficult for primary school teachers to customize digital materials. Since K-12 schools are slow to adopt new textbooks, educators can't always take advantage of immediate digital delivery.

"The education sector also needs to streamline the lengthy textbook procurement process to react more quickly to rapid improvements in digital publishing," Chen said.

Despite hurdles, many believe that e-books and digital textbooks are worth the wait.

"We realize that the education side of the business may experience a faster adoption than the consumer side," Sadler said. "But we see e-books as a better proposition for both sides."

"Forecasts may vary, but everything points to a very attractive and growing market that's a mix of print and electronic formats existing with each other," Sadler said. "Over time, e-books will be a great value proposition."

How to Increase your eBook Sales with an Affiliate Program

Neil Durrant

Some of the best-known books and authors have captured their huge market share by providing an incentive to webmasters to link to their site. Look at titles such as Ken Evoy's 'SiteSell' info products or Declan Dunn's books. Each has thousands of loyal webmasters recommending their books in return for a sales commission.

Affiliate Marketing can be the most effective marketing method available to online marketers. After a small initial investment for a suitable tracking solution, you are then provided with performance-based advertising. No sale - no marketing costs. You simply pay an agreed commission or 'bounty' once you have made a sale.

However before you rush out to set-up your program, let's review some important points you need to know before launching your program -

1. Get your sites sales and conversions right before launching a program

If your site or info-product isn't selling then an Affiliate Program is not going to help. It will simply provide you with yet more visitors who 'look but don't buy' plus irritated emails from affiliate partners asking when you are going to improve your sites selling power.

Launch your site, test and improve your sites conversion rates. Then it's time to introduce an Affiliate Program to leverage additional traffic to your proven sales generating site.

2. It needs to be profitable for your affiliates too!

Well-paid affiliates are happy loyal affiliates who will continue to promote your book.

Too many program managers consider Affiliate Programs to be a method of cheap advertising or branding. Instead develop long-term strategic partnerships, remember that every cent earned by your affiliate represents a greater profit for you. Take pleasure in cutting your affiliate checks. Pay your affiliates well and pay them on time.

3. It's quality not quantity that counts

Often quoted is the 80:20 rule but really this is much more like 95:5 i.e. only 5% of your affiliate partners will actively promote your program or have the traffic or merchandising skills to send qualified visitors to your site.

Is Your Info-Product Suited to an Affiliate Program?

Think of your affiliate software as a tool to help develop strategic partnerships. Enabling you to partner with key sites that already receive large numbers of visitors relevant to your eBook.

Before launching your program spend some time researching sites that might be ideal partners. The easiest way to do this is to look at the sites holding the top search engine positions for keywords descriptive of your books topic. The object is to find quality, highly trafficked sites that already has an influence over your potential customers - these sites will be your best affiliates.

A successful program can be based around just a handful of key affiliates, are you able to identify sites suitable that are likely to join your program?

By now you should have a good idea as to whether launching an Affiliate Program will be right for you. Do realise though that it will not be an 'automatic sales generator', operating a successful program takes time and effort.

As well as recruiting and helping your affiliates you will need to provide your affiliates with tools that sell.

You need to take responsibility in providing your affiliates with tested link methods that generate results. Creating linking methods to include -

Banners

The worst performing link method, the banner, will probably be the most used link by your inexperienced affiliates. I have found far greater success by designing banners that look like text links as opposed to artistic, graphic banners.

Text and Email Links

Explain to your affiliates that they will receive greater success with the use of text links and provide carefully crafted examples. Encourage your affiliates to place links in context to their sites content.

Free Extracts and Downloads

As an info-product publisher you will have some great content ready prepared, use this to its full advantage. Create a free download or excerpts and make these available to your affiliates.

You could provide these as a series of emails, with the right affiliate software you can then embed the affiliate ID links into each email and even allow your affiliates to provide a sign-up form to subscribe to the report directly from their site.

For key partners you could even create an abridged version of your manual with their ID code embedded in the document.

Product Links

Offer your affiliates a 'product link'. Provide the HTML that includes your book cover graphic, a strong headline and then encourage them to combine this with a review or testimonial for your book.

Book Reviews and Articles

Encourage your affiliates to do a review of your book and provide them with articles that they can reproduce on their site or within their newsletters.

Which Tracking Solution is Right for You?

There are a multitude of options each with varying costs and features.

Without very generous budgets it's unlikely that a networked solution such as Be Free or LinkShare will be viable. Commission Junction could be an option providing a reliable tracking solution, a pool of 'ready made' affiliates plus they handle check cutting and an in-house fraud detection team. However, don't expect their 'ready made' affiliate pool to be ideal for your program - the best performing affiliates will be the ones you find and recruit personally. Costs with CJ start at \$1295 plus a 20% transaction charge.

For those with more modest budgets you can utilise a software-based solution.

Low cost solutions such as Affiliate Tracking Network start from \$75 plus \$29.95 per month. Look at these low-cost options carefully - they may not offer all the features you later discover you need and upgrading can be a very time consuming task.

ClickBank appears to be a very popular solution for info-product publishers especially as they also offer merchant account services. The tracking is adequate but personally I find the setting up of links as an affiliate a little clumsy and overly complicated for the novice HTML'er. You really do need to make the sign-up and placement of your links as simple as possible for your affiliates.

Don't skimp on the foundations. You wouldn't launch your books site without your own domain name so why launch what could be your most effective sales strategy based on a free or cheap tracking solution?

One of my favourite software based solutions is Kowabunga's 'My Affiliate Program'. It carries a slightly higher price tag than some of the other software based solutions but comes with many very powerful extras that really can make the difference to a successful program.

For example my eBook, 'The Practical Guide to Creating and Managing a Profitable Affiliate Program' offers a series of free extracts. These are delivered by email over a two-week period. Kowabunga's software includes a mailing feature to handle this automatically and even provides a signup box for the free extracts that enables affiliates to place on their site. This ensures every email is tagged with their affiliate ID code and provides affiliates with a much more effective linking tool than simply relying on the typically poor performing banner ad.

This article has only scratched the surface as to how to establish your program, you will need to plan your program carefully to ensure it's an attractive proposition for potential affiliates, be prepared to spend time creating pages to 'sell' the benefits of your program, invest time and effort in recruiting your affiliate relationships and working with your partners to generate sales but ultimately you will be rewarded with a steady flow of targeted visitors to your site interested in your info-product.

For more help and advice [click here for free extracts from 'The Practical Guide to Creating and Managing a Profitable Affiliate Program'](#)

Neil Durrant

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THE LATEST R.R. BOWKER STATISTICS

The following are the latest statistics for U.S. eBook sales compiled and provided by R.R. Bowker's BookWire™, one of the world's leading online sources of publishing data for the book industry. BookZone will continue to update this page as soon as new data becomes available from R.R. Bowker.

United States eBook Sales Statistics January - September 2001

SUBJECT	Item Count	Price Total	Price Average
Agriculture	352	\$10,185.01	\$28.93
Arts	466	15,959.60	34.25
Biography	532	6,581.88	12.37
Business	380	6,996.25	18.41
Education	1,068	41,746.52	39.09
Fiction	7,671	52,027.03	6.78
General Works	84	2,409.34	28.68
History	4,704	144,831.22	30.79
Home Economics	274	5,219.75	19.05
Juveniles	911	6,703.53	7.36
Language	1,652	68,183.71	41.27
Law	800	29,142.35	36.43
Literature	2,151	35,771.61	16.63
Medicine	1,514	46,473.61	30.70
Music	331	11,064.68	33.43
Philosophy	2,199	70,522.64	32.07
Poetry, Drama	505	2,943.20	5.83
Religion	1,933	58,453.13	30.24
Science	2,828	94,110.02	33.28
Sociology, Economics	7,278	230,404.16	31.66
Sports, Recreation	870	17,220.15	19.79
Technology	1,898	64,259.09	33.86
Travel	217	\$4,080.70	\$18.81
TOTALS:	40,618	\$1,025,289.18	\$25.24

U.S. e-Book statistics provided by R.R. Bowker

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