

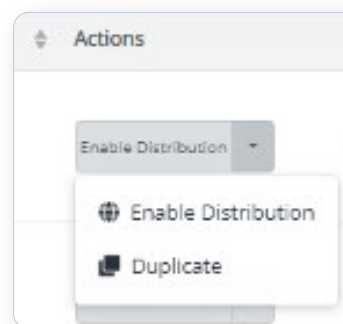
How to Participate in the Hardcover Conversion Program



Thank you for your interest in converting your paperback titles into case laminate! This program comes with free title setup, one year of waived market access fees, and dedicated conversion by our Premedia team.

How to Convert Your Titles:

1. Follow [this link](#) to visit your “Titles” dashboard.
2. Search for the paperback version of titles eligible for conversion. **Note:** *You should have received a list from us.*
3. To the right, under “Actions,” select “Duplicate” to clone the existing metadata of your paperback version.
4. Enter a new ISBN for the hardcover edition, and review your metadata to ensure the information is still accurate.
5. Add print information for the hardcover edition:
 - a) The trim size must match your existing paperback version.
For example: *a 6x9 paperback can only be converted to a 6x9 case laminate.*
 - b) Select “Case Laminate” as the binding type.
6. Add global retail pricing. **Note:** *hardcovers allow for larger margin!*
7. Under “Print Options” enter **HARDCOVER22** as the title promotion code to waive title setup and market access fees.
8. Add a publication date. **Pro Tip:** *Match the hardcover publication date to the paperback edition.*
9. On the “Special Instructions” page, include: “Hardcover Conversion: Please use files from (insert your paperback ISBN) and convert to case laminate.”
10. Select “CD” as the file submission method.
11. If fees are still appearing on the final order page, do not enter the promo code again. Just press “Apply” to make sure the code is fully implemented from your first entry.
12. Once our Premedia team completes your conversion, simply review and approve the eProof of your new hardcover title for production and distribution.
13. Once you’ve set up all your eligible titles, please reach out to your sales representative to confirm and receive the promo code for your free title set up!



Congratulations on making hardcover part of your sales strategy!