



Product Metadata Best Practices for Data Senders

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All references to ONIX data elements are taken from:

ONIX for Books Product Information Message, Product Record Format, Release 2.1, Revision 02, July 2004

All references to ONIX code lists are taken from:

ONIX Code Lists, Issue 4, February 2005

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PREFACE

This document is the result of several months of work on the part of the BISAC Metadata Committee. The committee members who worked on drafting and reviewing this document represented publishers, wholesalers, booksellers, bibliographic data providers, trade associations, and libraries. The final guidelines for each data point covered in this document were approved by a consensus of Committee members.

Users of this document are strongly encouraged to read the entire documentation for each data point; there is much information in the ONIX Guidelines sections, for example, that is valuable to data providers who are not using ONIX.

We have made every effort to keep the guidelines simple, but some data elements are inherently complex and therefore require lengthy explications. Where there is more than one way to present a given piece of data we have usually indicated a preferred method of structuring that data as well as preferred style of presentation. In the interests of keeping this documentation simple, there are several data elements where we have indicated only the preferred way to present the data and omitted alternative means of presenting that data.

We emphasize that this document is not intended to replace the ONIX documentation. It is instead intended as a response to the question, “I’ve downloaded the ONIX documentation. Now what?” We have attempted to give detailed data style rules that are not part of the scope of the ONIX documentation, while simultaneously we have attempted to simplify many sections of the ONIX documentation by limiting users’ choices of how to structure their data in ONIX. Please note that this document is not, however, limited to users of ONIX. Its overriding purpose is to detail what data you should supply and how you should supply that data, no matter what form of transmission you use.

These best practices are not intended as a certification scheme (such as is done in Canada, the United Kingdom, and Australia); they are voluntary guidelines that, if followed, will improve the accuracy of a vendor’s data throughout the supply chain and speed the processing of that data among a vendor’s trading partners. Receivers of product data files are not expected to reject files that do not meet all the practices detailed here; instead, receivers of data are encouraged to use these practices to work collaboratively with their data suppliers to improve the quality of the product data they receive.

BACKGROUND

The BISAC Metadata Committee has been deeply involved in the development of both national and international product metadata standards for many years. The Committee oversaw the development and maintenance of the EDI X-12 832 Message standard (and continues to do so) while that was the primary means of transmitting product metadata in the North American market, and since the American Publishers Association (A.P.A.) empowered BISG to oversee the ONIX standard in our market the Metadata Committee has had responsibility for the continued development and maintenance of ONIX for Books in this market.

Product metadata quality certification schemes have been in place for many years in the United Kingdom, where BIC (Book Industry Communications) has successfully developed and overseen both the

BIC BASIC Standard and the BIC ONIX Compliance Certification Scheme. Over the past year new product metadata quality certification programs have been launched in Canada (by BookNet Canada) and Australia (by the Australian Publishers Association). The success of the certification programs in these three countries, as well as the continued demand for timely, high-quality product metadata throughout the supply chain in the United States led the BISG Business Solutions Committee to propose the implementation of a product metadata certification program in the U.S.

At its meeting of the 13th of September, 2004, the BISG Business Solutions Committee asked the BISAC Metadata Committee to take on the task of developing a set of product metadata best practices as the first step in a plan towards a product metadata certification program in the U.S. Based on prior consultation with the members of the BISAC Metadata Committee and BISG staff, the Chair of the Metadata Committee agreed to present the BISG Business Solutions Committee with a final draft of a U.S. Book Industry Product Metadata Best Practices document in January 2005. This decision was subsequently confirmed by both the BISG Board of Directors and the BISAC Committee.

On the 22nd of September, 2004 the BISAC Metadata Committee had its first detailed discussion of the development of a product metadata best practices standard. At this meeting the Committee identified the primary audience for the first version of such a standard as small-to-medium-sized publishers. This determination was based on the fact that data quality must begin at the source of the data (i.e. the publishers of the products we trade), and that almost all of the large trade, educational, and professional publishers in the U.S. were already engaged in efforts to improve the quality and timeliness of their product metadata. The Committee agreed that once an initial standard of best practices for publishers was in place that it would take up the task of developing standards of best practices for receivers of publishers' product metadata (i.e. wholesalers, distributors, data aggregators, booksellers, and libraries).

At the same meeting, the Committee then proceeded to identify the core product metadata elements (see page 3) that should be included in a standard of best practices. The rationale for limiting its efforts at the outset to only the most important data elements was that the Committee wanted to make our first version of a U.S. Book Industry Product Metadata Best Practices document to be user-friendly and to contain goals that publishers new to the effort to improving their product metadata would find achievable in a reasonable amount of time. The Committee agreed that it would subsequently develop best practices for every product metadata element where this was practical.

On the 21st of October, 2004 the Committee met to begin its detailed discussion of the best practices around each of the core data elements it had previously identified. Numerous meeting occurred over the next few months; the Committee went through over ten drafts of this document before presenting it to the BISAC Executive Committee on the 4th of March, 2005.

—Richard Stark, on behalf of the BISAC Metadata Committee

THE BISAC CORE METADATA ELEMENTS *

1. ISBN-10/ISBN-13/EAN.UCC-13 ^α
2. Title ^α
3. Contributor(s) ^β
4. Publisher/Imprint/Brand Name ^α
5. Price ^β
6. Publisher's Proprietary Discount Code ^α
7. Publisher Status Code ^α
8. Product Availability Code ^α
9. Product Form (Format/Binding/Packaging) ^α
10. Publication Date ^α
11. On Sale Date ^γ
12. BISAC Subject ^α
13. Language of Product Content ^γ
14. Series ^γ
15. Edition Number ^γ
16. Edition Type/Description ^γ
17. Volume Number ^γ
18. ONIX Audience Code ^α
19. Age Range of Target Audience ^γ
20. Case Pack/Carton Quantity ^α
21. Replaces/Replaced By ^γ
22. Territorial Rights ^α
23. Bar Code Indicator ^β
24. Weight and Dimensions ^α
25. Return Code ^α
26. Page Count, Running Time, and Extent ^γ
27. Distributor/Vendor of Record ^γ
28. Number of Pieces ^γ
29. Textual Description of Product ^α
30. Illustration Details ^γ
31. Digital Image of Product ^α

* Each of the data elements here may, in fact, comprise several discrete pieces of data.

α. This data point must be populated in every product record

β. An indication must be given if there is no applicable data

γ. This data is required on all products where such data is applicable

DETAILED GUIDELINES FOR EACH DATA ELEMENT

1. ISBN-10/ISBN-13/EAN.UCC-13

Definition and style guide

ISBN

The International Standard Book Number (ISBN) is defined as:

A unique international identification number for each format or edition of a monographic publication published or produced by a specific publisher or producer.

The ISBN standard is changing in January 2007. The familiar 10-digit ISBN will change to a (not familiar) 13-digit number that is a subset of the EAN.UCC numbering system. Both an ISBN-10 and an ISBN-13 are mandatory data elements for every book product (as defined in the *ISO 2108* standard scheduled to be published in April 2005) for as long as it proves necessary to include both numbers. At a minimum both numbers would be required through January 2007.

For products numbered with ISBNs that are released after January 2007, the best practice will be to include both an ISBN-13 and an EAN.UCC-13 in each product record. Library catalogers and other users of publisher product data require an ISBN to be identified as such, and this Best Practices Standard supports this requirement. We acknowledge that listing the same number twice (as an ISBN-13 and again as an EAN.UCC-13) is redundant, but the needs of the users of this data (and the resulting benefits that will accrue to the senders of this data) outweigh the disadvantages of this redundancy.

Regardless of the transmission method used, both the ISBN-10 and the ISBN-13 should always be presented without spaces or hyphens in data feeds.

N.B.: ISBNs presented in eye-readable form on copies of books should be hyphenated according to the guidelines set forth by ISBN International (see below for a link to these guidelines).

Examples:

- ISBN-10: **0394752848**
- ISBN-13: **9780394752846**

Users who require details on the ISBN standard are directed to ISBN International and in particular to the document *Guidelines for the Implementation of 13-Digit ISBNs*, which may be found here:

<http://www.isbn-international.org/en/download/implementation-guidelines-04.pdf>

EAN

The EAN.UCC-13 (International Article Number) is defined as:

A unique international identification number used for any product or service upon which there is a need to retrieve pre-defined information; this product or service may be priced, ordered, or invoiced at any point in the supply chain.

The EAN.UCC.13 is a subset of the Global Trade Item Number (GTIN) system. The GTIN “is the globally unique EAN.UCC System identification number, or key, used for trade items (products and services). It is used for uniquely identifying trade items (products and services) sold, delivered, warehoused, and billed throughout the retail and commercial distribution channels. A GTIN is a numeric data structure containing 8 digits, 12 digits, 13 digits, or 14-digits.”¹

The EAN.UCC-13 is the 13-digit implementation of the GTIN.

For products that are not numbered with ISBNs, an EAN is a mandatory data element. It should be noted that a UPC-12 number is included in the definition of EAN and supplying an **item-specific** UPC-12 number would fulfill the requirement for the inclusion of an EAN. Price-point UPC-12 numbers (with or without 5-digit add-ons) are not consistently resolvable to a unique identifier and are therefore not acceptable as a product identifier. UPC-12 numbers **MUST BE UNIQUE**. Recycled UPC-12 numbers are not acceptable if a supplier expects to be recognized as a company that follows best practices.

Regardless of the transmission method used, both the EAN.UCC-13 and the UPC-12 should always be presented without spaces or hyphens in data feeds.

Examples:

- EAN.UCC-13 (for a book product): **9780394752846**
- EAN.UCC-13 (for a non-book product): **7388003705508**
- UPC-12: **78555532366**
- UPC-12 expressed as an EAN.UCC-13: **078555532366**

As noted earlier, for products numbered with ISBNs that are released after January 2007, the best practice will be to include both an ISBN-13 and an EAN.UCC-13 in each product record. Library catalogers and other users of publisher product data require an ISBN to be identified as such, and this Best Practices Standard supports this requirement.

Users who require details on the EAN.UCC numbering system are directed to the Uniform Code Council:

http://www.uc-council.org/ean_ucc_system/index.html

N.B.: The Committee limits this version of the *Product Metadata Best Practices Standard* to products numbered using ISBNs or EANs. Best practices for products numbered using other schemes will be considered for inclusion in a subsequent revision of this standard. Product numbered using other enumeration schemes (e.g. certain e-books and other digital publications) will certainly be expected to follow the same practices for all other data points in this document.

1. *Global Trade Item Number® (GTIN®) Implementation Guide*. Lawrenceville, N.J.: Uniform Code Council, Inc., 2004

Is this mandatory data?

Yes. Every product numbered with an ISBN, EAN, or UPC regardless of its product form, should have these number(s) supplied. The ISBN, EAN, or UPC will often serve as the primary key for this product in the systems of the publisher's or manufacturer's trading partners and this data element is therefore a prerequisite for a product record to be created in those systems.

When should this data be supplied?

An ISBN and EAN, an EAN, or a UPC should be supplied 180 days prior to the on-sale date for a product. The buying cycles in place at several major resellers of book products require data this far in advance in order to ensure that product are ordered on schedule.

Business case

The book industry supply chain is almost completely dependent on the ISBN and EAN numbering systems. Transmitting an accurate product identifier for every item it wishes to sell is the only way a publisher can ensure that its trading partners will order the correct products. A unique product identifier for every single product is the foundation on which all other product data practices rest.

ONIX guidelines

Suppliers of this data should use the **Product Identifier Composite** data element.

Reference name: **<ProductIdentifier>**

Short tag: **<productidentifier>**

Two data elements are mandatory in the composite:

a. **PR.2.7 Product Identifier Type Code**

Format: Fixed-length, 2 numeric digits

Code List: **List 5**

Reference name: **<ProductIDType>**

Short tag: **<b221>**

The value from Code List 5 should be one of the following:

02 ISBN-10 / International Standard Book Number (10 digits)

This value is mandatory for every book-type product (i.e. products eligible for an ISBN as specified in *ISO Standard 2108*) until at least January 2007, when the ISBN-13 is implemented. It is likely that many trading partners will still require an ISBN-10 for backlist products for quite some time beyond 2007, so publishers should consult with their trading partners before omitting this value in records for their products.

03 EAN.UCC-13 / International Article Number (13 digits)

This value is mandatory for every product that bears an EAN.UCC-13 bar code. Beginning in January 2007, this value must be supplied in addition to an ISBN-13 value for every product numbered with an ISBN.

04 UPC / Universal Product Code number (12 digits)

This value is mandatory for every product that bears a UPC-12 bar code. Data suppliers should note that the UPC-12 number they provide (and embed in a bar code) must be an item-specific number, not a price-point UPC.

Although the Uniform Code Council does permit its member companies to recycle UPC numbers after a specified period of time, such a practice is not in keeping with Product Metadata Best Practices as defined here. Suppliers of product data who wish to be recognized as following industry-approved best practices may not, therefore, recycle UPC-12 numbers.

Data suppliers who wish to present a UPC-12 number as an EAN.UCC-13 value may do so by prefixing the UPC-12 value with a leading "0" (zero) and identifying the resulting number as an EAN.UCC-13.

15 ISBN-13 / International Standard Book Number (13 digits)

This value is mandatory for every book-type product (i.e. products eligible for an ISBN as specified in *ISO Standard 2108*). Suppliers of product data should not wait until 2007 to begin supplying this value. Until January 2007 the ISBN-10 should be supplied in addition to the ISBN-13.

Beginning in 2007 all products previously numbered with only an ISBN-10 (i.e. backlist and OP titles) should be presented with only an ISBN-13 number unless a data supplier's trading partners still require an ISBN-10.

For a company to be considered in compliance with Best Practices, the ISBN-13 value must be supplied in addition to an EAN.UCC-13 value for every product numbered with an ISBN. The requirements of library catalogers and other users of ONIX data necessitate this requirement.

b. PR.2.9 Identifier Value

Format: According to the identifier type specified in <ProductIDType>

Reference name: <IDValue>

Short tag: <b244>

The value contained within this data element should follow the rules applicable to the numbering scheme identified in the Product Identifier Type Code data element.

2. Title (including subtitle)

Definition and style guide

Title

The title is defined as the following:

The complete name of a published product, including the subtitle, as it appears on the title page.

The title page is the definitive source for both the main title and subtitle of a book; variant titles found on book covers, dust jackets, spines, half-title pages, etc. should not be supplied in product data records. Titles should be presented in the appropriate title case for the language of the title.

All books have a main title, but not all books have a subtitle.

The appropriate title case for titles published in the English language is headline style. In headline style, “the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (*if, because, as, that, etc.*) are capitalized. Articles (*a, an, the*), coordinating conjunctions (*and, but, or, for, nor*), and prepositions, regardless of length, are lowercased unless they are the first or last word of the title or subtitle.”²

In titles that contain subtitles, the first portion of the title (i.e. the part of the title that appears before the subtitle) is referred to as the *main title*.

Examples:

- ***The Age of Innocence*** (article as the first word of title is capitalized)
- ***Of Time and the River*** (preposition as the first word of title is capitalized)
- ***And This Too Shall Pass*** (coordinating conjunction as the first word of title is capitalized)
- ***All about Us*** (*about*, when used as a preposition, is not capitalized)
- ***About Schmidt*** (*about*, when used as a preposition that is the first word of the title, is capitalized)
- ***Gone With the Wind*** (*with* is often capitalized in the title of this particular novel)

In titles published in the Spanish and French languages, the first word of the title and of the subtitle, and all proper nouns should be capitalized. All other words should be lowercased.

Examples:

- ***El amor en los tiempos del cólera*** (article as the first word of the title is capitalized in Spanish)
- ***El ingenioso hidalgo don Quijote de la Mancha*** (proper names are capitalized in Spanish titles; titles of persons [e.g. *don, señora, señor, etc.*] are not capitalized)

2. *The Chicago Manual of Style, 14th Edition*. Chicago: University of Chicago Press, 1993

- *Un long dimanche de fiançailles* (article as the first word of title is capitalized in French)
- *Le grand Meaulnes* (proper names are capitalized in French titles)

Titles should never be presented in all capital letters as a default. The only times that words in titles should be presented in all capital letters is when such a presentation is correct for a given word. Acronyms (e.g. *UNESCO*, *NATO*, *UNICEF*, etc.) are an example of a class of words that are correctly presented in all uppercase letters. When acronyms are made possessive, however, the terminal “s” should not be capitalized.

Examples of titles correctly presented in all capital letters:

- *VAX FORTRAN*
- *BBQ USA*

Examples of titles containing words that are correctly presented in all capital letters:

- *International Social Science: The UNESCO Experience*
- *ANZAC Elite: The Airborne and Special Forces Insignia of Australia and New Zealand* (ANZAC is an acronym when it refers to the collective *Australian and New Zealand Army Corps* and it is therefore presented correctly in this example with all its letters capitalized; *Anzac* is also a noun used to describe individual soldiers and in such cases its first letter is usually capitalized but the rest of the word is lower-cased)
- *NAFTA's Impact on North America: The First Decade* (the acronym NAFTA is its possessive form correctly has its first five letters capitalized, but its terminal “s” is not capitalized)

The use of punctuation in acronyms, initializations, and other abbreviations should follow the style used by the author of the book. For example, if the author consistently writes *F.B.I.* instead of *FBI*, the form the abbreviation should take when it appears in the title or subtitle should be *F.B.I.* The use of spaces between the letters of an abbreviation in a title should also follow the form used in the text of the book (e.g. *I.R.A.* vs. *I. R. A.*)

Examples:

- *The A.B.C. Murders* (this title does not contain spaces between the letters of the abbreviation *A.B.C.*)
- *I Was a Communist for the FBI: The Unhappy Life and Times of Matt Cvetic*
- *H. M. S. Unseen* (this title contains spaces between the letters of the abbreviation *H. M. S.*)

Suppliers of data are referred to *The Chicago Manual of Style, 15th Edition*, for further style guidelines on the presentation of titles in English, Spanish, French, and other languages.

Subtitle

The subtitle is defined as:

A secondary or explanatory title that follows the main title.

Subtitles are usually intended to amplify the meaning of the main title. The first word of a subtitle should be capitalized, regardless of the language of the title. Subtitles should be presented in the appropriate title case for the language of the title, as noted above. Subtitles should always be sent as a distinct data element; they should not be appended to the main title.

Examples of titles incorporating subtitles:

- *Making the List: A Cultural History of the American Bestseller 1900-1999* (article as the first word of subtitle is capitalized; other articles are not capitalized)
- *In Love with Night: The American Romance with Robert Kennedy* (preposition as the first word of title is capitalized; other prepositions are not capitalized; article as the first word of subtitle is capitalized)
- *Preteen Ministry: Between a Rock and a Hard Place* (preposition as the first word of subtitle is capitalized)

As previously noted, in titles published in the Spanish and French languages, the first word of the main title, the first word of the subtitle, and all proper nouns should be capitalized. All other words should be lowercased.

Examples of French and Spanish titles incorporating subtitles:

- *El retrato español: Del Greco a Picasso* (first word of subtitle and proper nouns are capitalized in Spanish titles)
- *La prison de Joseph: L'Egypte des pharaons et monde de la Bible* (first word of subtitle and proper nouns are capitalized in French titles)

In situations where the main title and subtitle of a published product are presented together, a colon followed by a double space should separate them. The use of a semicolon to separate the main title from the subtitle is discouraged for the purposes of this standard, although it should be noted that many sources prescribe this style. Please remember that best practice in product data transmissions to present the subtitle in its own data element, separate from the main title.

Alternative title

An alternative title is considered part of the main title. Alternative titles differ from subtitles by being defined as the second part of a main title that is separated from the first part of the main title by the conjunction “or” or its equivalent in another language. The first word of an alternative title should always be capitalized, regardless of the language of the title.

Examples of titles incorporating alternative titles:

- *Twelfth Night, Or What You Will*
- *El naranjo, o Los círculos del tiempo*
- *Émile, ou De l'éducation*

Title prefix

The title prefix is defined as:

A leading word or words that are normally omitted when titles are alphabetized or indexed.

In most Western European languages, titles with leading articles are alphabetized not by the leading article but by the first “important” word in the title.

Examples of title prefixes:

- *A, An, The* (in English titles)
- *El, La, Las, Lo, Los, Un, Una, Unas, Unos* (in Spanish titles)
- *La, Le, Les, L', Un, Une* (in French titles)

There are exceptions to this rule of parsing out leading articles and placing them in the title prefix field. Titles that begin with place-names are alphabetized under the place-name and therefore the leading articles in these titles should sometimes be placed in the main title data element.

The rule that applies in English-speaking regions is that place-names beginning with an article usually do not drop that leading article for alphabetization purposes when the place-name is not of English origin. For example, many place names in the United States are of French or Spanish origin and such names that begin with articles are alphabetized under the article.

Examples:

- *Los Angeles: Biography of a City* (“Los” should go into the main title data element)
- *Las Vegas: A Photographic Tour* (“Las” should go into the main title data element)
- *El Paso: Local Frontiers at a Global Crossroads* (“El” should go into the main title data element)
- *La Grange and La Grange Park Illinois* (“La” should go into the main title data element)

Please note titles that begin with place-names-beginning-with-an-article usually (but not always) drop that leading article for purposes of alphabetization when the article is in English. Book titles should follow the form the place name normally follows.

Examples:

- *The Bronx in the Innocent Years: 1890-1925* (“The” should go into the title prefix data element)
- *The Hague: A Guide to the City* (“The” should go into the title prefix data element)
- *The Dalles: A Photographic History* (“The” should go in the main title data element in this case, as The Dalles, Oregon is normally alphabetized under the letter “T”, not under the letter “D”.)

Please note that titles in Spanish and French that begin with place-names-beginning-with-an-article should usually follow the normal rule for title prefixes. The only exceptions to this are for

titles referring to places such as “Los Angeles” or “La Grange”, where the place-name has been anglicized.

Examples:

- *Los Angeles confidencial* (“Los” should go into the main title data element)
- *La Rochelle au temps du Grand Siègne, 1627-1628* (“La” should go into the title prefix data element)

A second class of titles that may appear to violate the title prefix rule described above are books whose titles begin with the letter “A” used as a stand-alone letter, not as an indefinite article. In such titles the letter “A” should be placed in the main title data element and not in the title prefix data element.

Examples of titles beginning with the stand-alone letter “A”, not the article “A”:

- *A Is for Alibi*
- *A: A Novel*
- *A to Z of American Women Writers*

Please note that titles beginning with punctuation marks constitute a special class of titles with leading characters that are dropped for purposes of alphabetization. Some titles begin with a quotation mark or ellipsis; in Spanish many titles begin with a *¡* (an inverted exclamation point) or a *¿* (an inverted question mark); although these punctuation marks are disregarded in alphabetization, they should be placed in the main title data element rather than in the title prefix data element. It is incumbent on the receivers of such title data to understand how to code their database systems for sorting and indexing so that such characters are ignored for such purposes.

N.B. Although adherence to this standard of best practices requires that English-language titles and subtitles be presented in headline case, it is acknowledged that this practice is the norm only in data intended for use in the commercial supply chain. Cataloging standards followed by most libraries in Anglophone North America follow a different practice (i.e. *Anglo-American Cataloging Rules*) that specifies sentence case in the capitalization of titles.

Is this mandatory data?

Yes. Every product, regardless of its product form, should have a title. Even non-book products such as bookends should have a title (e.g. *Antique Italian Wood Globe Bookends*). At a minimum, a main title is mandatory for every product; subtitles and title prefixes should be supplied as applicable.

When should this data be supplied?

A title, even if it is only a preliminary title, should be supplied 180 days prior to the on-sale date for a product. Preliminary or working titles should be updated to final titles no later than 120 days prior to the on-sale date.

Business case

The title of a product is often the most prominent piece of data about that product. The importance of an accurate, complete title cannot be overestimated. Incorrect or incomplete title data results in incorrect orders being placed by booksellers and incorrect books being

purchased by consumers. Transmitting an accurate title for every item it wishes to sell is a key step in a publisher's efforts to ensure that its trading partners and end consumers will order the correct products.

ONIX guidelines

Suppliers of product data should use the **Title Composite** data element.

Reference name: **<Title>**

Short tag: **<title>**

Any occurrence of the <Title> composite must include one of the following (*a or b*):

a. PR.7.11 Title Text

Format: Variable-length text, suggested maximum 300 characters

Reference name: **<TitleText>**

Short tag: **<b203>**

This data element should be used for products that do not have a title prefix (i.e. a leading article).

b. PR.7.12 Title Prefix

Format: Variable-length text, suggested maximum length 20 characters

Reference name: **<TitlePrefix>**

Short tag: **<b030>**

Plus

PR.7.13 Title Text Without Prefix

Format: Variable-length text, suggested maximum length 300 characters

Reference name: **<TitleWithoutPrefix>**

Short tag: **<b031>**

The combination of these two data elements should be used for products that have a title prefix.

In addition, the following data element is mandatory within the Title Composite:

PR.7.8 Title Type Code

Format: Fixed-length, two numeric digits

Reference name: **<TitleType>**

Short tag: **<b202>**

Code List: [List 15](#)

The value from Code List 15 should be the following:

01 Distinctive title

For the purposes of this standard, *distinctive title* is understood to mean the main title of a product, **excluding** the subtitle.

Titles that contain a subtitle require the use of additional data element within the Title Composite:

PR.7.14 Subtitle

Format: Variable-length text, suggested maximum 300 characters

Reference name: **<Subtitle>**

Short tag: **<b029>**

Suppliers of title data should also use the following XML attribute to indicate the text case of all title data elements (from *ONIX for Books Product Information Message XML Message Specification, Release 2.1, revision 02, July 2004*):

Text case

Function: Enables the case of any text element to be specified.

Form: **textcase** = "code"

Code list: (taken from the <TextCaseFlag> element; only the values listed below should be used. Please note that the nomenclature used in these code list values does not reflect the style rules detailed here.)

01 Sentence case: Initial capitals on the first word and subsequently on proper names only (e.g. *La conquista de México*).

02 Title case: Initial capitals on the first word and on all significant words thereafter; a.k.a. "headline case" (e.g. *The Conquest of Mexico*).

03 All capitals: Every letter in uppercase (e.g. *VAX FORTRAN, BBQ USA*).

The use of this value is restricted to cases where the data is correctly presented in all capital letters. Most titles should be presented in either Title Case (a.k.a. "headline case") or Sentence Case. Data providers who send out title data in all capitals that should be presented in another text case are not following the best practice.

3. Contributor name(s) and role(s)

Definition, style guide, and examples

A contributor is defined as the following:

A person or corporate body responsible for the creation of the intellectual or artistic content of a product.

Every product record must include data elements describing the contributors to the product or an indication that the product has no named contributors. It is assumed that the vast majority of products sold in our industry will be attributed to one or more personal or corporate contributors.

A contributor who plays more than one role in the creation of a product (e.g. Maurice Sendak might be both the author and the illustrator of a book) should have each role they played in the creation of the product indicated separately, however, they should not have their name repeated for each role they played in the creation of the product (please see the Contributor Role section below under ONIX Guidelines for further detail on this).

The ONIX Contributor Composite group of data elements gives suppliers great flexibility in describing contributors. For the purposes of this Best Practices Standard, we will refer only to the data elements that we believe are consistent with best practices.

Personal Contributor Names

A personal contributor name consists of several distinct data elements:

- Titles before names or prefix to entire name
- Names before key name (includes given names as appropriate)
- Prefixes to key name(s)
- Key name(s) (usually the family name)
- Names after key name(s) (including given names where appropriate)
- Suffix after key name(s)
- Qualifications and honors after name(s)
- Titles after name(s)

Title(s) Before Name(s)

This data element is used for titles (hereditary or awarded) that precede a person's name but that are not a formal part of that person's name.

Examples:

- *Pope John Paul II* (the word *Pope* is a title before the names *John Paul*)
- *Dr. Laura Schlessinger* (the word *Dr.* is a title before the names *Laura Schlessinger*)

- **HRH Princess Michael of Kent** (the words *HRH Princess* are a title before the names *Michael of Kent*)
- **Marquis de Sade** (the word *Marquis* is a title before the names *de Sade*)
- **Sor Juana Inés de la Cruz** (the word *Sor* is a title before the names *Juana Inés de la Cruz*)
- **The Venerable Bede** (the words *The Venerable* are a title before the name *Bede*)
- **Imam Feisal Abdul Rauf** (the word *Imam* is a title before the name *Feisal Abdul Rauf*)
- **St. John of the Cross** (the abbreviation *St.* is a title before the names *John of the Cross*)
- **Reverend Adam Clayton Powell, Jr.** (the word *Reverend* is a title before the name *Adam Clayton Powell*)
- **Dame Rebecca West** (the word *Dame* is a title before the name *Rebecca West*)

Name(s) Before Key Name(s)

This data element is used for name(s) that precede a person's key name(s). In most Western cultures this is where the given name(s) would appear.

Examples:

- **Robert Louis Stevenson** (the words *Robert Louis* are names before the key name *Stevenson*)
- **Gabriel García Márquez** (the word *Gabriel* is a name before the key names *García Márquez*)
- **Prince Michael of Albany** (the word *Michael* is a name before the key name *Albany*)
- **George Gordon, Lord Byron** (the words *George Gordon* are names before the key name *Byron*; in this example *Gordon* is the author's family name, but since the key name he is most commonly known by is *Byron*, both his given name and his family name are placed in the names before key name data element)

Prefix to Key Name(s)

This data element is used for words that precede a person's key name that are part of the key name but that are customarily dropped for purposes of alphabetization. Such prefixes to family names are often called particles. In many Western countries particles preceding family names can be an indication that a family is from a given place (represented in the family name) or is of aristocratic lineage.

Examples:

- **Simone de Beauvoir** (the word *de* is a prefix to the key name *Beauvoir*)

- *Ludwig **van** Beethoven* (the word *van* is a prefix to the key name *Beethoven*)
- *Prince Michael **of** Albany* (the word *of* is a prefix to the key name *Albany*)
- *Melissa **de la** Cruz* (the words *de la* are a prefix to the key name *Cruz*)
- *John Henry, **Cardinal** Newman* (the word *Cardinal* is a prefix to the key name *Newman*; strictly speaking, *Cardinal* is a title in this example, but in cases where a title occurs between the names before key name and the key name, the title should be placed in the prefix to key name data element)
- *Alfred, **Lord** Tennyson* (the word *Lord* is a prefix to the key name *Tennyson*; strictly speaking, *Lord* is a title in this example, but in cases where a title occurs between the names before key name and the key name, the title should be placed in the prefix to key name data element)
- *George Gordon, **Lord** Byron* (the word *Lord* is a prefix before the key name *Byron*; strictly speaking, *Lord* is a title in this example, but in cases where a title occurs between the names before key name and the key name, the title should be placed in the prefix to key name data element)

Key Name(s)

This data element is used for the portion of a person's name that is referred to first when alphabetizing that person's name. It is most often a family name or surname, but can sometimes be a given name or a nickname if that is the name by which a contributor is known.

Examples:

- *Simone **de Beauvoir*** (the word *Beauvoir* is the key name)
- ***Mao** Zedong* (the word *Mao* is the key name; in Chinese names the key name is usually the first element in the complete name; please see *The Chicago Manual of Style* for detailed information on Chinese names)
- ***Marquis de Sade*** (the word *Sade* is the key name)
- ***Pope John Paul II*** (the words *John Paul* are the key names)
- ***Gabriel García Márquez*** (the words *García Márquez* are the key names)
- ***Joaquim Maria Machado de Assis*** (the words *Machado de Assis* are the key names; please note that the word *de* is not a prefix to the key name in this case)
- ***Peter De Vries*** (the words *De Vries* are the key names; please note that anglicized versions of names often incorporate into the key name particles that would be prefixes to key names in their original languages)
- ***John Dos Passos*** (the words *Dos Passos* are the key names; please note that anglicized versions of names often incorporate into the key name particles that would be prefixes to key names in their original languages)
- ***Sor Juana Inés de la Cruz*** (the words *Juana Inés* are the key names)

- *Syed Abu Zafar Nadvi* (the words *Abu Zafar Nadvi* are the key names; please see *The Chicago Manual of Style* for detailed information on Arabic names)
- *The Venerable Bede* (the word *Bede* is the key name)
- *Imam Feisal Abdul Rauf* (the words *Abdul Rauf* are the key names)
- *St. John of the Cross* (the word *John* is the key name)

Name(s) After Key Name(s)

This data element is used for name(s) that follow a person's key name(s). In some cultures (e.g. China, Japan, Hungary, etc.) this is where the given name(s) would appear.

Examples:

- *Mao Zedong* (the word *Zedong* is a name after the key name *Mao*)
- *Sor Juana Inés de la Cruz* (the words *de la Cruz* are names after the key names *Juana Inés*)
- *Mishima Yukio* (the word *Yukio* is a name after the key name *Mishima*; in Japan the family name [i.e. key name] precedes the given name, however, Japanese names are often inverted when Japanese books are translated into Western languages; in point of fact this author's name is usually presented as *Yukio Mishima* on books published in North America)

Suffix After Key Name(s)

This data element is used for name elements that follow (and usually modify) the actual name of the person.

Examples:

- *Pope John Paul II* (the numerals *II* are a suffix to the name *John Paul*)
- *Reverend Adam Clayton Powell, Jr.* (the abbreviation *Jr.* is a suffix to the name *Adam Clayton Powell*)
- *Alexandre Dumas, fils* (the word *fils* is a suffix to the name *Alexandre Dumas*)

Qualifications and Honors After Name(s)

This data element is used for degrees, awards, and other honors that follow the actual name of the person.

Examples:

- *Stephen LaBerge, Ph.D.* (the abbreviation *Ph.D.* is a qualification that follows the names *Stephen LaBerge*)
- *Lori A. Marshall, M.D., F.A.C.O.G.* (the abbreviations *M.D.* and *F.A.C.O.G.* are qualifications that follow the names *Lori A. Marshall*)
- *T. P. Gleave, C.B.E.* (the abbreviation *C.B.E.* is an honor that follows the names *T. P. Gleave*)

Titles after name(s)

This data element is for titles that follow the actual name of the person.

Examples:

- *Desmond Tutu, Archbishop Emeritus of Cape Town* (the words *Archbishop Emeritus of Cape Town* are a title that follows the names *Desmond Tutu*)
- *Benjamin Disraeli, Earl of Beaconsfield* (the words *Earl of Beaconsfield* are a title that follows the names *Benjamin Disraeli*)
- *Sarah Ferguson, Duchess of York* (the words *Duchess of York* are a title that follows the name *Sarah Ferguson*)
- *John Campbell, 9th Duke of Argyll* (the words *9th Duke of Argyll* are a title that follows the names *John Campbell*)

Corporate Contributor Names

A corporate contributor is any group of persons that is named as a contributor to a product. Commonly occurring corporate contributors include groups such as companies, government agencies, nonprofit organizations, universities, and religious organizations.

Corporate names should omit any suffixes denoting incorporation (e.g. *Inc.*, *Ltd.*, *S.A.*, etc.). Names should be presented as they normally appear in print (e.g. *Alfred A. Knopf Editorial Staff*, not *Knopf, Alfred A., Editorial Staff*).

Examples:

- *Cambridge University Press Editors*
- *Real Academia Española* (capitalization should follow the style of the corporate name as it is normally presented in the language of the corporate contributor)
- *Staff of The Orlando Sentinel* (articles should be capitalized if they are normally capitalized in the corporate name)
- *Corporation de Développement Agroalimentaire-Forêt du Centre-du-Québec* (capitalization should follow the style of the corporate name as it is normally presented in the language of the corporate contributor)
- *National Commission on Terrorist Attacks upon the United States*
- *UNESCO* (corporate contributors that are generally known by an acronym rather than their complete name may be presented as such; the use of periods to separate the letters in such acronyms should follow the standard form for that corporate contributor)

Is this mandatory data?

Yes. Data on contributor(s) should be supplied for every product. Products without named contributors should provide an indication of this by using one of the data options detailed below.

When should this data be supplied?

Contributor data, even if it is not final, should be supplied 180 days prior to the on-sale date for a product. Final contributor data should be supplied no later than 120 days prior to the on-sale date.

Business case

The author of a book is often the most recognizable “brand” of our products that consumers know. In some subject categories, other key data points such as title, publisher, series, etc. are almost irrelevant when compared to the importance of the name(s) of the contributor(s) to that product. The title of a new novel by John Grisham, for example, is not the piece of data that will sell that book.

Accurate, complete contributor data is necessary for every product we sell. Incorrect or incomplete contributor data results in incorrect orders being placed by booksellers and incorrect books being purchased by consumers. Transmitting accurate contributor data for every item it wishes to sell is a key step in a publisher’s efforts to ensure that its trading partners and end consumers will order the correct products.

ONIX guidelines and data examples

Suppliers of product data should use the **Contributor Composite** data element or the “**No Authorship**” Indicator for contributor data.

Reference name: **<Contributor>**

Short tag: **<contributor>**

Any occurrence of the <Contributor> composite must include the following:

Contributor role and one or more of the following data elements:

- Person name data element(s)
- Corporate contributor name
- Unnamed person(s) data element

A detailed description of each of these data elements may be found below.

The following are the data elements that should be used (as appropriate) in the Contributor Composite:

a. PR.8.1 Contributor Sequence Number

Format: Variable-length integer, suggested maximum length 3 digits

Reference name: **<SequenceNumber>**

Short tag: **<b034>**

This data element must be used for products that have multiple named contributors. Contributors should be ordered in sequence based on the importance of their contribution to the product. The “primary” contributor to a product should be indicated with a sequence number of **1**.

b. PR.8.2 Contributor Role

Format: Fixed-length, one letter and two numeric digits

Code List: [List 17](#)

Reference name: **<ContributorRole>**

Short tag: **<b035>**

This data element must be used for every named contributor associated with a product. This data element may be repeated if the same person or corporate body has more than one role in relation to the product.

Example:

For a product written and illustrated by the same person, the Contributor Role tag should be repeated within a single instance of the Contributor Composite:

<b035>A01</b035> (contributor role = author)

<b035>A12</b035> (contributor role = illustrator)

c. PR.8.7 Person Name Part 1: Titles Before Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: **<TitlesBeforeNames>**

Short tag: **<b038>**

This data element should be used for every personal contributor whose name is preceded by a title. Examples of titles include: *Professor, Pope, HRH Princess*, etc.

d. PR.8.8 Person Name Part 2: Names Before Key Name

Format: Variable-length text, suggested maximum length 100 characters

Reference name: **<NamesBeforeKey>**

Short tag: **<b039>**

This data element must be used for every personal contributor whose given name precedes his or her family name. For most persons from countries where a Western European language is spoken this is where the “first” or given name should go.

e. PR.8.9 Person Name Part 3: Prefix to Key Name

Format: Variable-length text, suggested maximum length 100 characters

Reference name: **<PrefixToKey>**

Short tag: **<b247>**

This data element should be used for personal contributor names whose key name is preceded by a name other than the person’s given name. Such prefixes to key names are often referred to as particles; common particles include: *da, de, van, von*, etc. These particles should go in this data element if it is the practice in the contributor’s native language to drop these particles when alphabetizing personal names.

f. PR.8.10 Person Name Part 4: Key Name(s)

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <KeyNames>

Short tag: <b040>

This data element must be provided for every person named as a contributor to a product. There are some personal contributors for whom this will be only data element required (e.g. *Sophocles, Confucius, Rumi*, etc.)

g. PR.8.11 Person Name Part 5: Names After Key Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <NamesAfterKey>

Short tag: <b041>

This data element should be used for personal contributor names whose key name is followed an additional name(s). For persons from countries where the family name precedes the given name, this is where the given name should go. In the case of *Mao Zedong*, for example, *Mao* would go in the key name data element, while *Zedong* would go into this data element.

h. PR.8.12 Person Name Part 6: Suffix After Key Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <SuffixToKey>

Short tag: <b248>

This data element should be used for personal contributor names whose key name is followed by suffix that is not a name per se. Examples of suffixes that would go in this data element: *Jr., Sr., II, III*

i. PR.8.13 Person Name Part 7: Qualifications and Honors After Names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <LettersAfterNames>

Short tag: <b042>

This data element should be used for personal contributor names that are followed by an indication of the person's degrees, memberships, honors, etc. Examples of this include: *F.A.C.O.G., O.B.E., D.S.M., S.J., M.D.*, etc.

j. PR.8.14 Person Name part 8: titles after names

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <TitlesAfterNames>

Short tag: <b043>

This data element should be used for personal contributor names that are followed by a title that is borne by that person. Such titles are often indications of nobility or ecclesiastical rank. Examples include: *Viceroy of India*, *Chairman of the Joint Chiefs of Staff*, *Archbishop of Winnipeg*, etc.

k. PR.8.26 Corporate Contributor Name

Format: Variable-length text, suggested maximum length 200 characters

Reference name: **<CorporateName>**

Short tag: **<b047>**

This data element must be provided for every corporate body named as a contributor to a product.

l. PR.8.32 Unnamed Person(s)

Format: Fixed-length, two numeric digits

Code List: [List 19](#)

Reference name: **<UnnamedPersons>**

Short tag: **<b249>**

This data element should only be used for products to which unnamed person(s) contributed. It should only be used in conjunction with other data elements within the Contributor Composite that apply to the product in question. For products that have no named contributors at all and have no other applicable data within the Contributor Composite suppliers should indicate this in the “No authorship” indicator (see below).

Within this data element, one must select a value from Code List 19. Either of the two values listed below is acceptable:

01 Unknown

This value should be used in records of products where a contributor is unknown, but not in cases where a contributor wishes to conceal their identity. This code list value should also not be used where no contributor is credited by the choice of the publisher.

Examples of noteworthy titles where the “primary” contributor is unknown:

- *The Cloud of Unknowing*
- *Beowulf*
- *The Way of a Pilgrim*

02 Anonymous

This value should be used in records of products where a contributor wishes to conceal his or her identity. Although there are a variety of situations where an author may wish to conceal their identity, the most common reason is that the subject of the book in question is particularly controversial and the author is someone on the inside who wishes to conceal their identity in order to protect their career or their person.

Examples of noteworthy titles where one or more contributors are anonymous:

- *The Primary Colors*
- *Go Ask Alice*
- *Alcoholics Anonymous (The Big Book)*

Some products will have no named contributors at all. This should be indicated using the “**No Authorship**” Indicator data element:

PR.8.36 “No authorship” Indicator

Format: XML empty element

Reference name: **<NoContributor/>**

Short tag: **<n339/>**

This is the data element that should be used for most Bibles, among other products. Bibles that have named contributors (e.g. editors, translators, annotators, etc.) should, of course, should have their data supplied using the Contributor Composite. There are many Bibles, however, that have no credited contributors and this is where a supplier of data on such books should indicate the contributor condition on those books.

4. Publisher/imprint/brand name(s)

Definition and style guide

A publisher is defined as the following:

The entity that owns the legal right to make the given product available in this form.

Publishers may be incorporated businesses, divisions of larger companies, governmental agencies, non-governmental organizations, educational institutions, and individual persons.

Corporate names should omit any suffixes denoting incorporation (e.g. *Inc.*, *Ltd.*, *S.A.*, etc.). Names should be presented as they normally appear in print (e.g. *Alfred A. Knopf*, not *Knopf, Alfred A.*).

Examples of publisher names:

- *Alfred A. Knopf*
- *Simon & Schuster*
- *Oxford University Press*
- *United States Government Printing Office*
- *The Historical Society of Alberta*
- *Houghton Mifflin Company*

An imprint is defined as the following:

An identifying name placed conspicuously on a product, specifically, the name under which a publisher issues books.

The imprint name is the “brand” name that the publisher uses on the title page of the book. Imprint names usually also appear on book spines and dust jackets. In cases where the imprint name on the title page differs from the imprint name on the spine or cover of a book, the imprint name will be assumed to be the imprint name appearing on the title page.

Examples of imprint names (publisher names are included here only to illustrate the difference in names; they should be presented in the Publisher name data element):

- *Vintage Books* (publisher name = *Alfred A. Knopf*)
- *Touchstone* (publisher name = *Simon & Schuster*)
- *Cartwheel Books* (publisher name = *Scholastic*)
- *Puffin Books* (publisher name = *Penguin Group*)
- *Houghton Mifflin* (publisher name = *Houghton Mifflin Company*)
- *A Helen and Kurt Wolff Book* (publisher name = *Harcourt Brace Jovanovich*)

Imprint names should not contain text indicating their parent publishing company (e.g. *Checkmark Books, An Imprint of Facts on File*); the publisher name should appear in the

Publisher name data element (e.g. Imprint name = *Checkmark Books*; Publisher name = *Facts On File*).

For non-book products, the name of the manufacturer or the name of the entity legally responsible for the product should be supplied in the Publisher name data element.

Examples of manufacturer names (as they should be presented in the Publisher name data element):

- *GUND*
- *University Games*

Examples of brand names (manufacturer names are included here only to illustrate the difference in names; they should be presented in the Publisher name data element):

- *babyGUND* (manufacturer name = *GUND, Inc.*)
- *Great Explorations* (manufacturer name = *University Games*)

Publisher and imprint names should never contain copyright, trademark, or other symbols in product data transmissions. Obviously such symbols are considered integral parts of many brand names, but for purposes of storage in bibliographic database catalogs these symbols can cause problems in searching and indexing names. We do, of course, respect copyright and trademarks and it is our recommendation that copyright or trademark notices be posted whenever such information is displayed to consumers.

Is this mandatory data?

Yes. Every product record should supply the name of the publisher, manufacturer, or legal entity responsible for bringing the product to market. An imprint name should be supplied for all books that are published under an imprint name that differs from the publisher name. Other products that are sold under a brand name that differs from the manufacturer name should supply a brand name.

When should this data be supplied?

The publisher and/or imprint/brand name should be supplied 180 days prior to the on-sale date for a product.

ONIX guidelines

The publisher name should be sent as a part of the **Publisher Composite** data element. The Publisher Composite may be repeated as necessary.

Reference name: **<Publisher>**

Short tag: **<publisher>**

The following are the data elements that should be used in the Publisher Composite:

a. **PR.19.7 Publishing Role Code**

Format: Fixed-length, two numeric digits

Code List: [List 45](#)

Reference name: <PublishingRole>

Short tag: <b291>

At least one occurrence of the Publisher Composite in each ONIX Product Record must contain one of the following values in this data element:

01 Publisher

02 Co-publisher

b. PR.19.11 Publisher name

Format: Variable length text, suggested maximum length 100 characters

Reference name: <PublisherName>

Short tag: <b081>

This data element should contain the full name of the publisher (or other entity as indicated in Publishing Role Code), omitting any suffixes denoting incorporation (e.g. *Inc., Ltd., S.A., etc.*). Publisher names should be presented as they normally appear in print (e.g. *Alfred A. Knopf*, not *Knopf, Alfred A.*).

The imprint name is mandatory data in cases where the imprint name differs from the publisher name. It should be sent as a part of the **Imprint Or Brand Composite** data element. The Imprint or Brand Composite may be repeated as necessary.

Reference name: <Imprint>

Short tag: <imprint>

The following data element should be used in the Imprint or Brand Composite:

PR.19.5 Imprint or brand name

Format: Variable length text, suggested maximum length 100 characters

Reference name: <ImprintName>

Short tag: <b079>

Example: *Riverhead Books*

The other data elements in this composite are not included in this version of Best Practices.

5. Price

Definition and style guide

Price is defined as:

The amount of money set as consideration for sale of the product in question.

For the purposes of this standard, “price” consists of the following components:

- **Price type:** A code indicating (roughly) the terms of sale to which the price amount applies.
- **Price amount:** A number with up to two places after the decimal point indicating the price (in currency units specified under *Currency code*) of a product.
- **Currency code:** An code indicating the currency in which a given price is denominated

Is this mandatory data?

Yes. Price data should be supplied for every product. Unpriced products should provide an indication of this by using one of the data options detailed below.

When should this data be supplied?

The price should be supplied 180 days prior to the on-sale date for a product. When price changes occur (before or after publication) updated prices should be sent in the next data transmission.

ONIX guidelines

The price is mandatory data and it should be sent as a part of the **Price Composite** data element. The Price Composite is included in the Supply Detail composite and contains the information about unit price and discount.

Products with a price of zero (promotional material, free bookmarks etc.) should not be submitted with a 0.00 value in the price amount. They should have their price data supplied in the Unpriced Item Type data element.

Reference name: **<Price>**

Short tag: **<price>**

The following are the data elements that should be used in the Price Composite:

a. PR.24.49 Price type code

Format: Fixed-length, two numeric digits

Code list: [List 58](#)

Reference name: **<PriceTypeCode>**

Short tag: **<j148>**

Example: **21**

This data element is mandatory. A default price type should not be specified in the message header. Each price composite should contain a price type code data element.

b. PR.24.63 Price amount

Format: Variable-length real number, with explicit decimal point when required, maximum length 12 characters

Reference name: **<PriceAmount>**

Short tag: **<j151>**

Example: **18.99**

c. PR.24.64 Currency code

Format: Fixed-length, three letters

Code list: [ISO 4217 currency codes \(ONIX Code List 96\)](#)

Reference name: **<CurrencyCode>**

Short tag: **<j152>**

Example: **USD**

Suppliers of product data are strongly encouraged to supply a price in at least one of the following currencies:

- **USD** U.S. Dollar
- **CAD** Canadian Dollar
- **GBP** U.K. Pound Sterling
- **EUR** E.U. Euro

d. PR.24.47 Unpriced item type

Format: Fixed-length, two numeric digits

Code list: [List 57](#)

Reference name: **<UnpricedItemType>**

Short tag: **<j192>**

Example: **01**

6. Publisher discount code

Definition and style guide

The publisher discount code is defined as:

A code taken from a proprietary list (maintained by the vendor of the product in question) that indicates the class of trade a given product falls within. The proprietary code list values should be alphanumeric character(s) not to exceed three characters in length.

The publisher discount code is NEVER a value indicating a discount percentage off of list price.

A publisher or other vendor is expected to maintain a proprietary list of codes that indicate the “discount grouping” for a given product. For example, many publishers have different sales terms based on product forms/formats or the market segment where the product is being sold. Each of these groupings should then be assigned a code indicating that is a member of a particular discount group.

Examples (these are intended to be merely illustrative; each vendor is free to choose their own discount codes):

- **MM** (this code might indicate a mass-market paperback discount)
- **X** (this code might indicate a textbook discount)
- **S** (this code might indicate a “short” discount)

The trading partners of a given publisher would have the information necessary to translate the publisher discount code values to the specific sales terms under which they purchase products from that vendor (i.e. discount codes would be linked discount percentage[s] in a “decode” table the publisher has supplied to a given trading partner under separate cover).

Is this mandatory data?

Yes. Every product should have this data supplied regardless of its vendor’s discounting policies. Even vendors that sell products under only one set of terms should provide a default value in this field.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product. The buying cycles in place at several major resellers of book products require data this far in advance in order to ensure that product are ordered on schedule.

Business case

Many companies receiving product data require this information in order to cut accurate purchase orders. These companies will be unable to purchase products expeditiously if they cannot determine what the products will cost them. This data allows those companies to determine product cost and budget accordingly.

ONIX guidelines

Suppliers of this data should use the Discount Code Composite data element:

Reference name: **<DiscountCoded>**

Short tag: **<discountcoded>**

Within this composite tag, two data elements are mandatory:

PR.24.58 Discount Code Type Code

Description: An ONIX code identifying the scheme from which the value in the **<DiscountCode>** element is taken. Mandatory in each occurrence of the **<DiscountCoded>** composite, and non-repeating.

Format: Fixed-length, 2 numeric digits

Code list: [List 100](#)

Reference name: **<DiscountCodeType>**

Short tag: **<j363>**

Example: **02 Proprietary** (this is the only acceptable value in this tag for the purposes of this standard)

PR.24.60 Discount Code Value

Description: A discount code from the scheme specified in the **<DiscountCodeType>** element. Mandatory in each occurrence of the **<DiscountCoded>** composite, and non-repeating.

Format: Variable-length, maximum 3 alphanumeric characters

Reference name: **<DiscountCode>**

Short tag: **<j364>**

Example: **MM**

7. Publisher Status Code

Definition and style guide

Publisher Status Code is defined as:

A code describing the current state of a product in the publishing life cycle.

The Publisher Status Code does not necessarily indicate the availability of a given product; availability data should be presented in the Product Availability Code data element.

Is this mandatory data?

Yes. Status data should be supplied for every product regardless of its current place in the production cycle or supply chain.

When should this data be supplied?

The Publisher Status Code should be supplied 180 days prior to the on-sale date for a product. It is expected that until a given a product is a) made available for shipment, b) postponed indefinitely, or c) cancelled, that its status will be indicated as *Forthcoming*. The Publisher Status Code should be updated in data feeds each time it changes in the product life cycle.

ONIX guidelines

The following data element should be used to transmit the Publisher Status Code in the ONIX Product Record:

PR.20.1 Publishing status

Format: Fixed-length, two numeric digits

Code list: [List 64](#)

Reference name: **<PublishingStatus>**

Short tag: **<b394>**

The value presented in this data element should be one of the following:

01 Cancelled: The product was announced, and subsequently abandoned; the <PublicationDate> element must not be sent.

02 Forthcoming: Not yet published, must be accompanied by expected date in <PublicationDate>.

03 Postponed indefinitely: The product was announced, and subsequently postponed with no expected publication date; the <Publication Date> element must not be sent.

04 Active: The product was published, and is still active in the sense that the publisher will accept orders for it, though it may or may not be immediately available, for which see <SupplyDetail>.

05 No longer our product: Ownership of the product has been transferred to another publisher (with details of acquiring publisher if possible in PR.19).

06 Out of stock indefinitely: The product was active, but is now inactive in the sense that (a) the publisher will not accept orders for it, though stock may still be available elsewhere in the supply chain, and (b) there are no current plans to bring it back into stock. Code 06 does not specifically imply that returns are or are not still accepted.

07 Out of print: The product was active, but is now permanently inactive in the sense that (a) the publisher will not accept orders for it, though stock may still be available elsewhere in the supply chain, and (b) the product will not be made available again under the same ISBN. Code 07 normally implies that the publisher will not accept returns beyond a specified date.

08 Inactive: The product was active, but is now permanently or indefinitely inactive in the sense that the publisher will not accept orders for it, though stock may still be available elsewhere in the supply chain. Code 08 covers both of codes 06 and 07, and may be used where the distinction between those values is either unnecessary or meaningless.

09 Unknown: The sender of the ONIX record does not know the current publishing status. The use of this value is discouraged. Data aggregators should insist on receiving accurate status information from the publisher that they may pass along in this data element. Publishers should know the status of each product for which they supply data.

10 Remaindered: The product is no longer available from the current publisher, under the current ISBN, at the current price. It may be available to be traded through another channel.

Where the element is sent by a sender who is not the publisher, based on information that has been previously supplied by the publisher, it is strongly recommended that the element should carry a timestamp attribute to indicate its likely reliability. See *ONIX for Books: Product Information Message: XML Message Specification, Section 4*, for details of the timestamp attribute.

8. Product availability code

Definition and style guide

Product Availability Code is defined as:

An ONIX code indicating the actual stock availability of a product from a supplier.

This data element intended to be used both by publishers and by intermediary suppliers (who should also include Publishing Status as indicated by the publisher or their vendor of record).

Is this mandatory data?

Yes. If a data supplier is supplying any data on the product they should describe the product's availability.

When should this data be supplied?

This data should first be supplied 180 days prior to a product's on-sale date. It should continue to be supplied (and updated as necessary) throughout the product life cycle.

Business case

The book industry supply chain would cease to function without accurate availability information on its products.

ONIX guidelines

PR.24.22 Product Availability

Format: Fixed-length, two numeric digits

Code list: [List 65](#)

Reference name: [<ProductAvailability>](#)

Short tag: [<j396>](#)

The value presented in this data element should be one of the following:

- 11 Awaiting stock** (i.e. on order): Not yet available, but will be a stock item when available (requires [<ExpectedShipDate>](#), except in exceptional circumstances where no date is known). Used particularly for imports which have been published in the country of origin but have not yet arrived in the importing country.
- 21 In stock**: Available from us as a stock item
- 22 To order**: Available from us as a non-stock item, by special order
- 23 Manufactured on demand**: Available from us by manufacture on demand
- 40 Not available**: Not available from us (reason unspecified; if the reason is rights related, it should be specified in [PR.21](#))
- 45 Not sold separately**: Must be bought as part of a set (identify set in [<RelatedProduct>](#))

The other values in this code list are not part of this standard.

9. Product Form/Format (including product form detail[s])

Definition and style guide

Product form is defined as:

A code list value describing the physical or digital qualities that distinguish a given product manifestation from other product manifestations of the same intellectual work.

Product Form embraces such concepts as format, binding, packaging, and digital encoding.

Examples (using ONIX codes):

- Trade paperback book: Product form code = **BC** (*Paperback*) AND Product form detail = **B102** (*Trade paperback [US]*)
- Mass-market paperback book: Product form code = **BC** (*Paperback*) AND Product form detail = **B101** (*Mass market [rack] paperback*)
- Hardcover book: Product form code = **BB** (*Hardback*)
- Audio book on cassette: Product form code = **AB** (*Audio cassette [analogue]*)

Is this mandatory data?

Yes. This data element should be supplied for every product. At a minimum the product form code is mandatory in ONIX messages. Where applicable (e.g. to indicate a mass-market paperback book), the product form detail is mandatory in ONIX messages. Other components of the product form composite should be supplied when necessary in ONIX messages.

When should this data be supplied?

The Product Form should be supplied 180 days prior to a product's on-sale date. If the Product Form of a given product changes before the release of that product this update should be sent out as soon as possible.

Business case

The Product Form is often the primary means of distinguishing between two different product manifestations of the same intellectual work. It is key data for both trading partners and consumers to use in making their purchasing decisions.

ONIX guidelines

Suppliers of this data should use the following data elements to present Product Form data:

PR.3.1 Product form code

Format: Fixed-length, two letters

Code list: [List 7](#)

Reference name: **<ProductForm>**

Short tag: **<b012>**

Example: **BB** (hardcover book)

PR.3.2 Product form detail

Format: Fixed-length, four characters: one letter followed by three numeric digits

Code list: [List 78](#)

Reference name: `<ProductFormDetail>`

Short tag: `<b333>`

Example: `B206` (Pop-up book)

Product form feature composite

This is a repeatable group of data elements which together describe an aspect of product form that is too specific to be covered in the `<ProductForm>` and `<ProductFormDetail>` elements. It is optional for the purposes of this standard, but publishers of specialized products that require these data elements in order for those products to be accurately described (e.g. Bibles) are directed to these data elements. Please see *ONIX for Books Product Information Message, Product Record Format, Release 2.1, Revision 02, July 2004* and *ONIX Code Lists, Issue 4, February 2005* for details on these data elements.

10. Publication Date

Definition and style guide

There is no consensus in the U.S. book trade on a single definition of Publication Date that would apply to all books and related products. It is up to the publisher or manufacturer (or that company's distributor or agent) to determine its own definition of publication date.

It should be noted that Publication Date is defined by many key accounts in our market as:

The date on which a retail consumer may purchase and take possession of a given product.

This is typically the date on which a book is put on sale in traditional bricks-and-mortar bookshops, but in cases where a book is sold via online or mail order prior to its appearance in physical stores, the publication date is defined by many key accounts as the date the consumer will receive the book.

Products that have a Strict On Sale (SOS) Date (a.k.a. national lay-down titles, affidavit titles, embargo titles, etc.) should have a publication date that is equal to the SOS Date.

Is this mandatory data?

Yes. Trading partners and end consumers need to know when a product will actually be available for sale.

When should this data be supplied?

The Publication Date should be supplied 180 days prior to the on-sale (i.e. publication) date for a product. If the Publication Date subsequently changes the updated information should be sent out as soon as possible.

Business case

As noted above, trading partners and end consumers need to know when a product will actually be available for sale. Purchasing, merchandising, and marketing plans are built around a product's being available at a specific time.

ONIX guidelines

ONIX offers two distinct ways to present the publication date; suppliers of data should be careful to distinguish the circumstances when it is appropriate to use one or the other of these options.

Suppliers of Publication Date data should use the **Publication Date** data element for products that are first released in the United States. This means that the product in question was not released in any other market under the same product identifier prior to its release in the United States (for products previously released outside the U.S. under the same product identifier please see below):

PR.20.5 Publication date

Format: Eight numeric digits (YYYYMMDD)

Reference name: **<PublicationDate>**

Short tag: **<b003>**

Example: **20010106** (January 6th, 2001)

For products previously released outside the U.S. (under the same product identifier being used in the U.S.), suppliers of Publication Date data should use the **Market Representation Composite** data element to present this data:

Reference name: **<MarketRepresentation>**

Short tag: **<marketrepresentation>**

Within the Market Representation Composite, the **Market Date Composite** should be used:

Reference name: **<MarketDate>**

Short tag: **<marketdate>**

Within the Market Data Composite data element, the following data elements should be used:

PR.25.17 Market date role code

Format: Fixed-length, three numeric digits

Code list: [List 67](#)

Reference name: **<MarketDateRole>**

Short tag: **<j408>**

For the purposes of this standard, the only value that should be used in this data element is:

007 Local publication date

PR.25.18 Date format

Description: This is an ONIX code indicating the format in which the date is given in **<Date>**. It is optional and non-repeating, but if it is omitted, the date format is assumed to be YYYYMMDD.

Format: Fixed-length, two numeric digits

Code list: [List 55](#)

Reference name: **<DateFormat>**

Short tag: **<j260>**

Example: **05** (YYYY)

PR.25.19 Date

Format: As specified by the value in <DateFormat>: default YYYYMMDD

Reference name: <Date>

Short tag: <b306>

Example: **20010106** (January 6th, 2001)

11. Strict On Sale (SOS) Date

Definition and style guide

Strict On Sale Date is defined as:

The date on which a retail consumer may purchase and take possession of a given product when there is an embargo on sales to consumers before this date.

This date is sometimes known by one of these names:

- National lay-down date
- Embargo date

This date is usually agreed-upon in an affidavit signed by both publisher and bookseller. It is typically the date on which a book is put on sale in traditional bricks-and-mortar bookshops, but in cases where a book is sold via online or mail order prior to its appearance in physical stores, this is the date the consumer will receive the book.

Products that have a Strict On Sale (SOS) Date should have a publication date that is equal to the SOS Date.

ONIX Guidelines

Suppliers of Strict On Sale Date data should use the **On Sale Date** data element, which is contained within the **Supply Detail** composite data element:

PR.24.35 On sale date

Format: Date as year, month, day (YYYYMMDD)

Reference name: **<OnSaleDate>**

Short tag: **<j143>**

Example: **20000616**

12. BISAC Subject Heading(s)

Definition and style guide

The BISAC Subject Headings are defined as the following:

The BISAC Subject Headings are a list of standard subjects designed for use in the North American book trade.

The current list of BISAC Subject Headings consists of approximately 3000 “minor” subject headings grouped under fifty “major” subjects. The BISAC Subject Headings were developed by U.S. and Canadian publishers, booksellers, and catalogers. They are maintained by the BISAC Subject Codes Committee; new versions of the complete list of BISAC Subject Headings are published twice annually. BISAC subjects describe the topical content of a book and do not cover non-content-oriented ways of grouping titles (such as “gift books”).

The most specific subject(s) applicable to a product should be provided. The practice of supplying both a specific and a general subject code on a given product is discouraged except in the rare cases where both a specific and a general subject may apply to a given product. Up to three subjects may be supplied for each product, however, one of those subjects should be considered the “main subject” of the product.

The use of the BISAC Subject Heading *Non-classifiable* (code = *NON000000*) is discouraged. Every effort should be made to classify a product under one of the other, more specific BISAC Subject Headings.

Is this mandatory data?

Yes. This data element should be supplied for every product

When should this data be supplied?

An initial BISAC Subject Heading should be supplied 180 days prior to the on-sale date for a product. Additional BISAC Subject Headings (if applicable) should be supplied at the same time or as soon as possible thereafter.

Business case

Accurate subject classification is a key aspect of purchasing decisions made by publishers’ trading partners. These trading partners must determine where a given product fits into the overall product mix they provide. Budgeting, merchandising, and marketing plans all rely upon products being correctly classified by subject.

ONIX guidelines

The main BISAC subject category code for a product should be supplied in this data element:

PR.13.1 BISAC Main Subject Category

Format: **AAA#####** (a 9-character code of the form three upper-case alphabetic characters followed by six numeric characters)

Code list: [BISAC Subject Heading Codes](#) (Please contact info@bisg.org for details, or check the BISG website at <http://www.bisg.org/publications.html>)

Reference name: **<BASICMainSubject>**

Short tag: **<b064>**

Example: **ARC007000** (“literal” = ARCHITECTURE / Interior Design / General)

Please note that the data element reference name was assigned during a period when the BISAC name had been changed to “BASIC”. The name has now officially reverted to “BISAC”, but the ONIX data element name cannot be changed for reasons of upwards compatibility.

Up to two additional BISAC subject category codes may be sent using the **Additional Subject Composite** data element (the composite must be repeated for each additional subject):

Reference name: **<Subject>**

Short tag: **<subject>**

Two data elements are mandatory within this composite:

a. PR.13.9 Subject scheme identifier

Format: Fixed-length, two numeric digits

Code list: [List 27](#)

Reference name: **<SubjectSchemeIdentifier>**

Short tag: **<b067>**

Suppliers of more than one BISAC Subject for a given product must use the following code list value for the additional subjects:

10 BISAC category code

b. PR.13.12 Subject code

Format: **AAA#####** (a 9-character code of the form three upper-case alphabetic characters followed by six numeric characters)

Code list: [BISAC Subject Heading Codes](#) (Please contact info@bisg.org for details, or check the BISG website at <http://www.bisg.org/publications.html>)

Reference name: **<SubjectCode>**

Short tag: **<b069>**

13. Language(s) of product content

Definition and style guide

Language(s) of product content are defined as:

The language (written or spoken) of a significant portion of the content included in a product.

Every applicable language that is used for a significant portion of a product's content should be indicated in the product data.

Example:

- ***Christo and Jeanne-Claude: Wrapped Reichstag, Berlin, 1971-95*** has text in English, French, and German. Codes for all three languages should be supplied in the data for this book.
- ***Spanish Stories (Cuentos españoles): A Dual-Language Book*** should have language codes indicating that the book's content is in both English and Spanish because a significant portion of the text of the book appears in each language, and because the book might be enjoyed by readers of either language.

In determining if a "significant portion" of a product's content is in a given language, the primary question a data supplier should ask is, "Would a reader of a given language find this product useful or enjoyable enough to purchase this product?"

Using this criterion, products used by English-speakers to learn French, for example, would be given a language code of English, but they would not be given a language code of French because such products are not aimed at a French-speaking audience and it is assumed that they would of limited interest to such an audience. Any product used to learn another language should list a language code for the primary audience for whom the product is intended.

Examples:

- ***Inglés para latinos*** should have a language code indicating its content is in Spanish, but it should not have a language code indicating its content is in English. There is a BISAC Subject Code for the purpose of indicating that a product is used to study English as a foreign language (*FOR007000*) as well as an ONIX Audience Code that conveys this information (*07: ELT/ESL*).
- ***French with Michel Thomas*** should have a language code of English, but it should not have a language code of French.

In the cases of dual- or multi-language dictionaries or phrasebooks, the language of the primary audience for whom the book is intended should be provided, however, the additional languages should not be included in the product data if the book is only aimed at speakers of one particular language.

Examples:

- ***Collins Spanish-English, English-Spanish Dictionary*** should have language codes in its product record indicating that its content is in both Spanish and English.

- **Langenscheidt's Pocket Greek Dictionary: Classical Greek - English** should have a language code indicating that its content is in English. It should not have a language code indicating its content is in Greek; a subject code (e.g. BISAC Subject Code *FOR033000*) should indicate that the book is used to study Ancient Greek. Since the content of this dictionary is only aimed at readers of English it should not have a language code indicating its content is in Ancient Greek.

Is this mandatory data?

This data element should be supplied for every product that includes language-based content.

When should this data be supplied?

Language data should be supplied 180 days prior to the on-sale date for a product. Purchasers of products at trading partners need to know the language of a product's contents in order to make an informed buying decision. Consumers certainly need to know the language of a product's contents before they can make a purchasing decision.

Business case

The growing market for Spanish-language product in the United States, the large market for French-language product in Canada, and the large immigrant populations in both countries demand that publishers and booksellers sell products in multiple languages. Accurately identifying the language of a product's content is an integral part of supplying the correct product.

ONIX guidelines

It is permissible, although not preferable, to use the default value in the ONIX Message Header to supply this value for every product in an ONIX for Book Product Record, however, it should be noted that this default option allows for exceptions on the product level that might be overlooked if a default value is given for the entire ONIX message.

Suppliers of language data should use the **Language Composite** data element:

Reference name: **<Language>**

Short tag: **<language>**

Within this composite, the following data elements should be used:

PR.11.3 Language role

Format: Fixed-length, two numeric digits

Code list: [List 22](#)

Reference name: **<LanguageRole>**

Short tag: **<b253>**

For the purposes of this standard, the only value that should be used in this data element is:

01 Language of text

PR.11.4 Language code

Format: Fixed-length, three lower-case letters. Note that ISO 639 specifies that these codes should always be in lower-case.

Code list: [List 74](#) (ISO 639-2/B)

Reference name: **<LanguageCode>**

Short tag: **<b252>**

Examples:

- **eng** English
- **fre** French
- **spa** Spanish

14. Series name and number within series

Definition and style guide

Series is defined as:

An indefinite number of products, published over an indefinite time period, and grouped together under a series title, primarily for marketing purposes.

A series generally does not have an ISBN, EAN.UCC-13, or UPC, and it is usually not traded as a single item, although it may be possible to place a standing order for successive items in the series to be supplied automatically.

A product may occasionally belong to two or more series.

Series Number is defined as:

The number of an individual product in a numbered series.

Most series do not number their constituent products, however, for series where the individual products are sequentially numbered this data is important.

The series name should be supplied for every product that is published as a part of a series. The series number should be supplied for every product that is published as a part of a numbered series.

Is this mandatory data?

The series name should be supplied for every product that is published as a part of a series. The series number should be supplied for every product that is published as a part of a numbered series. In Canada and some other markets, an indication must be given for products that are not part of a series (see *"No series" indicator* below under ONIX guidelines).

When should this data be supplied?

Series data (when applicable) should be supplied 180 days prior to the on-sale date for a product.

Business case

Many, if not most, books that are published as a part of series are published in the expectation that customers who bought previous books in a series will be interested in subsequent books in that series. For some books, (e.g. books published as a part of a romance novel series, children's novel series, fantasy novel series, etc.), the series name is more important than the titles or authors of the individual books in the series because the series name is what sells the books.

ONIX guidelines

Suppliers of this data should use the **Series Composite** data element:

Reference name: **<Series>**

Short tag: **<series>**

Within the Series Composite the following data elements should be used:

PR.5.6 Series title

Format: Variable-length text, suggested maximum length 300 characters

Reference name: **<TitleOfSeries>**

Short tag: **<b018>**

Example: *Hardy Boys Casefiles Series*

PR.5.7 Number within series

Format: Variable-length text, suggested maximum length 20 characters

Reference name: **<NumberWithinSeries>**

Short tag: **<b019>**

Example: *14*

The following data element is not required in the United States, but it is required in Canada, the U.K., and Australia when a product does not belong to a series.

PR.5.9 “No series” indicator

This is an empty element that provides a positive indication that a product does not belong to a series. It is intended to be used in an ONIX accreditation scheme to confirm that series information is being consistently supplied in publisher ONIX feeds. It is optional and non-repeating. It must only be sent in a record that has no instances of the <Series> composite.

Format: XML empty element

Reference name: **<NoSeries/>**

Short tag: **<n338/>**

Example: *<NoSeries/>*

15. Edition number

Definition and style guide

Edition number is defined as:

The Arabic number of an Arabic-numbered edition of a product.

Editions enumerated using Roman numerals, annual years, or other enumeration schemes should present that data in the Edition Description data element (see below)

Is this mandatory data?

An edition number should be supplied for every product that is a numbered update of a previous publication. It should not be supplied on first editions.

When should this data be supplied?

An edition number (when applicable) should be supplied 180 days prior to the on-sale date for a product.

Business case

In some segments of our market, particularly in textbook publishing, the edition number is a critical piece of data. Course adoptions on college campuses often require a specific edition of a given textbook and other editions will not be acceptable.

ONIX guidelines

Suppliers of this data should use the following data element;

PR.10.2 Edition number

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: **<EditionNumber>**

Short tag: **<b057>**

Example: **3**

16. Edition Type and Edition Description

Definition and style guide

Edition

Edition is defined as:

All copies of a publication embodying essentially the same content and issued by the same entity. A difference in edition occurs when manifestations of the same work are released whose content is materially different from that of a previous or parallel edition.

Differences in product form or format do not necessarily imply a difference in edition. In the trade publishing practice common in our market, for example, the same work is often published simultaneously in hardcover, audio CD and audiocassette, and that work will subsequently be published in trade paperback and possibly mass-market paperback as well. These variations in product form do not constitute different editions, however, edition differences may exist within some of these product forms of the same work, such as abridged and unabridged audio editions and large print editions in hardcover and/or paperback.

The edition data elements should generally be limited to describing an edition whose content is materially different from that of a previous or parallel edition.

Example:

The Last Juror, by John Grisham, has been published by (various imprints of) Random House in a variety of product forms, but only four variations in edition (unabridged, abridged, large print, and signed limited edition).:

- Hardcover: 0-385-51043-8
- Hardcover, **large print**: 0-375-43307-4
- Slipcased hardcover, **signed limited edition**: 0-385-51044-6
- Trade paperback, **large print**: 0-375-72829-5
- Mass-market paperback: 0-440-24157-X
- Audiocassette, **unabridged**: 0-7393-0900-5
- Audiocassette, **abridged**: 0-7393-0651-0
- Audio CD, **unabridged**: 0-7393-0901-3
- Audio CD, **abridged**: 0-7393-0899-8

Each of the edition variations cited above should be indicated in the Edition Type Code and/or Edition Statement data elements.

Edition type

Edition type is defined as:

A code that describes a standard type of edition.

The standard edition types are:

- **ABR Abridged:** Content has been shortened: use for abridged, shortened, concise, condensed.
- **ADP Adapted:** Content has been adapted to serve a different purpose or audience, or from one medium to another: use for dramatization, novelization etc. Use <EditionStatement> to describe the exact nature of the adaptation.
- **ANN Annotated:** Content is augmented by the addition of notes
- **BRL Braille:** Braille editions should also carry the corresponding Product Form code.
- **CRI Critical:** Content includes critical commentary on the text
- **CSP Coursepack:** Content was compiled for a specified educational course.
- **ENL Enlarged:** Content has been enlarged or expanded from that of a previous edition.
- **EXP Expurgated:** 'Offensive' content has been removed
- **FAC Facsimile:** Exact reproduction of the content and format of a previous edition.
- **ILL Illustrated:** Content includes extensive illustrations which are not part of other editions
- **LTE Large type / large print:** Large print editions must be printed in a minimum type size of 14 point in order to be considered large print for the purposes of this standard. Leading organizations that serve the visually-impaired agree that 14-point type is the minimum size that can be described as large print.

This is an example of 14-point type.

- **MCP Microprint:** A printed edition in a type size too small to be read without a magnifying glass.
- **MDT Media tie-in:** An edition published to coincide with the release of a film, TV program, or electronic game based on the same work. Use <EditionStatement> to describe the exact nature of the tie-in.
- **NED New edition:** Where no other information is given, or no other coded type is applicable
- **REV Revised:** Content has been revised from that of a previous edition.
- **SCH School edition:** An edition intended specifically for use in schools.

- **SPE Special edition:** Use for anniversary, collectors', deluxe, gift, limited, numbered, autographed edition. Use <EditionStatement> to describe the exact nature of the special edition.
- **STU Student edition:** Where a text is available in both student and teacher's editions.
- **TCH Teacher's edition:** Where a text is available in both student and teacher's editions; use also for instructor's or leader's editions.
- **UBR Unabridged:** Where a title has also been published in an abridged edition; also for audiobooks, regardless of whether an abridged audio version also exists.
- **UXP Unexpurgated:** Content previously considered 'offensive' has been restored
- **VAR Variorum:** Content includes notes by various commentators, and/or includes and compares several variant texts of the same work.

Is this mandatory data?

This data is mandatory for every product released in multiple editions. Its use should generally be limited to describing an edition whose content is materially different from that of a previous or parallel edition.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product or as soon as possible thereafter.

Business case

Trading partners and end consumers need to understand what edition of a given work they are purchasing. Visually-impaired consumers need accurate information on large print and audio books. General consumers of audio books need to know if a given audio book is abridged or unabridged.

ONIX guidelines

PR.10.1 Edition type code

Description: An ONIX code, indicating the type of a version or edition. Optional, and repeatable if the product has characteristics of two or more types (e.g. revised and annotated).

Format: Fixed-length, three upper-case letters

Code list: [List 21](#)

Reference name: <EditionTypeCode>

Short tag: <b056>

Example: *ILL*

PR.10.4 Edition statement

Description: A short free-text description of a version or edition. Optional and non-repeating. When used, the <EditionStatement> must carry a complete description of the nature of the edition; it should not be treated as merely supplementary to an <EditionTypeCode> or an <EditionNumber>. The <EditionStatement> should be strictly limited to describing features of the content of the edition, and should not include aspects such as rights or market restrictions which are properly covered elsewhere in the ONIX record.

Format: Variable-length text, suggested maximum length 100 characters

Reference name: **<EditionStatement>**

Short tag: **<b058>**

Example: *3rd edition, revised with an introduction and notes*

17. Volume number within set and number of volumes in set

Definition and style guide

Volume number is defined as:

The distinctive enumeration of the product as an item within a set.

Number of volumes in a set is defined as:

The total number of volumes in the set that the product is a part of.

Is this mandatory data?

This data is mandatory for any products that are published as a part of a set.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product

Business case

Identifying the parts of a set properly is integral to managing the data on products that belong to sets.

ONIX guidelines

Suppliers of this data should use the following data elements:

PR.3.9 Number of Pieces

Description: This data element should be used to indicate the total number of volumes in a set.

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: **<NumberOfPieces>**

Short tag: **<b210>**

Example: **3**

To indicate the volume number of a given book, suppliers of data should use the **Set Composite** data element:

Reference name: **<Set>**

Short tag: **<set>**

Within the Set Composite data element, the following data element should be used:

PR.6.9 Item number within set

The distinctive enumeration of the product as an item within a set (or within a part of a set).

Format: Variable-length text, suggested maximum length 20 characters

Reference name: **<ItemNumberWithinSet>**

Short tag: **<b026>**

Example: **Volume 1**

18. Audience Code

Definition and style guide

Audience Code is defined as:

An ONIX code, derived from BISAC and BIC lists, which identifies the broad audience or readership for whom a product is intended.

Examples:

- **General/trade** For a non-specialist adult audience. Equivalent to the BISAC Audience Code *TRA*.
- **Children/juvenile** For a juvenile audience, not specifically for any educational purpose. Equivalent to the BISAC Audience Code *JUV*.
- **Young adult** For a teenage audience, not specifically for any educational purpose. Equivalent to the BISAC Audience Code *YA*.
- **Primary & secondary/elementary & high school** Kindergarten, pre-school, primary/elementary or secondary/high school education. Equivalent to the BISAC Audience Code *SCH*.
- **College/higher education** For universities and colleges of further and higher education. Equivalent to the BISAC Audience Code *COL*.
- **Professional and scholarly** For an expert adult audience, including academic research. Equivalent to the BISAC Audience Code *PSP*.
- **ELT/ESL** Intended for use in teaching English as a second language.
- **Adult education** For courses providing academic, vocational or recreational courses for adults.

Is this mandatory data?

This data element should be supplied for every product. Only one audience code should be supplied for a product. In cases where a product may appeal to more than one audience, the audience for whom the product is primarily intended should be supplied.

When should this data be supplied?

An Audience Code should be supplied 180 days prior to the on-sale date for a product.

Business case

Knowing the intended audience of a product is a key piece of information in the purchasing decisions made by both trading partners and end consumers.

ONIX guidelines

Suppliers of this data should use the following data element:

PR.14.1 Audience code

Format: Fixed-length, two numeric digits

Code list: [List 28](#)

Reference name: **<AudienceCode>**

Short tag: **<b073>**

The values in Code List 28 are:

- 01** *General/trade*
- 02** *Children/juvenile*
- 03** *Young adult*
- 04** *Primary & secondary/elementary & high school*
- 05** *College/higher education.*
- 06** *Professional and scholarly*
- 07** *ELT/ESL*
- 08** *Adult education*

19. Age(s) of target audience

Definition and style guide

Age(s) of target audience are defined as:

The precise age range in years or school grades of the intended audience of products aimed at children and young adults.

Every product record that carries one of the following Audience Code values must also supply data on the age appropriateness of that product:

- Children/Juvenile (ONIX Audience Code value = **02**)
- Young Adult (ONIX Audience Code value = **03**)

It is recommended that each product record that carries the following Audience Code value supply data on age or school grade appropriateness of that product:

- Primary & secondary/elementary & high school (ONIX Audience Code value = **04**)

Although the *ONIX for Books Product Information Message* documentation allows for non-specific values such as “ages 8 and up”, publishers are strongly encouraged to supply a specific age or grade range for every product. Age ranges such as “up to age 5” are also discouraged.

Is this mandatory data?

Yes. This data should be supplied for all trade products aimed at children and young adults.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product.

Business case

People shop for products for the children and teenagers in their lives by looking for products that are appropriate to the ages and developmental stages of those youngsters. Without this information consumers (and booksellers who serve them) would be at a great disadvantage in any attempt to locate products that suit the children for whom they are shopping.

ONIX guidelines

Suppliers of this data should use the Audience Range Composite data element.

Reference name: **<AudienceRange>**

Short tag: **<audiencerange>**

The composite can carry a single value from, to, or exact, or a pair of values with an explicit from and to. This is a repeatable composite, and data suppliers are encouraged to supply Reading Age values if they present only one type of Audience Range; U.S. School Grade values and Interest Age values should only be supplied in addition to Reading Age values.

Within the Audience Range Composite, the following data elements should be used:

PR.14.7 Audience range qualifier

Format: Fixed-length, two numeric digits

Code list: [List 30](#)

Reference name: [<AudienceRangeQualifier>](#)

Short tag: [<b074>](#)

The value presented in this data element should be the following:

[18](#) Reading age, years

[20](#) U.S. School Grade

PR.14.8 Audience range precision (1)

Description: An ONIX code specifying the “precision” of the value in the [<AudienceRangeValue>](#) element that follows (From, To, Exact). Mandatory in each occurrence of the [<AudienceRange>](#) composite, and non-repeating.

Format: Fixed-length, two numeric digits

Code list: [List 31](#)

Reference name: [<AudienceRangePrecision>](#)

Short tag: [<b075>](#)

The value presented in this data element should be one of the following:

[01](#) Exact

[03](#) From

PR.14.9 Audience range value (1)

Description: A value indicating an exact position within a range, or the upper or lower end of a range.

Format: Variable-length string, suggested maximum 10 characters

Reference name: [<AudienceRangeValue>](#)

Short tag: [<b076>](#)

Example: [08](#) Eight years of age

PR.14.10 Audience range precision (2)

Description: An ONIX code specifying the “precision” of the value in <AudienceRangeValue> element that follows. This second occurrence of the two elements <AudienceRangePrecision> and <AudienceRangeValue> is required only when a “From ... to ...” range is specified.

Format: Fixed-length, two numeric digits

Code list: [List 31](#) The only value from the code list which is valid in this element is **04** (“To”)

Reference name: <AudienceRangePrecision>

Short tag: <b075>

The value presented in this data element should be the following:

04 To

PR.14.11 Audience range value (2)

Description: A value indicating the upper end of a range.

Format: Variable-length string, suggested maximum 10 characters

Reference name: <AudienceRangeValue>

Short tag: <b076>

Example: **12** Twelve years of age

20. Case pack/carton quantity

Definition and style guide

Case pack or carton quantity is defined as:

A numeric value indicating the number of units of a given product that are packed in that product's standard shipping container.

This number is directly related to size of the product of question and the sizes of shipping containers used by the supplier of that product.

Is this mandatory data?

Yes. Every product should have a value in this data element. There should not be any products that are not available for purchase in case packs.

When should this data be supplied?

Case pack data should be supplied 180 days prior to the on-sale date for a product or as soon as possible thereafter.

Business case

Many trading partners of publishers prefer to purchase product by the case whenever possible, rather than by the individual unit. Having accurate data on carton quantity allows them to plan their inventory accordingly.

ONIX guidelines

PR.24.44 Pack or carton quantity

Format: Variable-length integer, suggested maximum length four digits

Reference name: **<PackQuantity>**

Short tag: **<j145>**

Example: **24**

21. Previous edition that is replaced by current product and/or new edition that replaces current product

Definition and style guide

“Replaces” and “Replaced By” are defined as

The product identifier for the previous edition of a current product and the product identifier for the successor edition of a product that has been superseded, respectively.

There are two related pieces of information at the heart of this data: The ISBN of a given product, and a relation code. This data element identifies products that are related to a given product. Although the Related Product Composite in ONIX can identify a number of different relationships between products, for the purposes of this standard the relationships that are important are *Replaces* and *Replaced by*. A product that replaces another product is a revised product (such as an updated edition of a book) that is intended to replace the product in question.

The product replaced by the new product may or may not continue to be available. In higher education publishing, for example, it is not uncommon for an older edition of a given textbook to remain available and in-print after an updated edition has been published. This practice is often attributable to the continued use of the older edition at certain colleges.

Is this mandatory data?

This data should be supplied for all products that are revisions of previously released products. For example, any product with an edition number of “2” or higher would be expected to provide data on the product it is replacing. If the record for the older edition is still being supplied, it should point to the identifier for the new edition.

When should this data be supplied?

This should be supplied 180 days prior to the on-sale date for a product.

Business case

In some segments of our market (e.g. textbooks, travel guides, test preparation books, etc.), having the current or correct edition is imperative. Ensuring that customers, booksellers and librarians can easily jump from the record for an older edition to the record for the current edition helps ensure that the correct books are being ordered, and that they are being ordered in quantities based on the demand for the previous edition.

ONIX guidelines

For an ONIX supplier to be considered to be following best practices, they should list the ISBN for a replacement edition in the Related Product Composite in the Product Record for the older edition (with the Relation Code **05** [*Replaced by*]) whenever an older edition is superseded or they should list the ISBN of the older edition in the Related Product Composite (with the Relation Code **03** [*Replaces*]) in the Product Record of the newer edition.

Suppliers of this data should use the **Related Product Composite** data element:

Description: A repeatable group of data elements which together describe a product which has a specified relationship to the product which is described in the ONIX record.

Reference name: **<RelatedProduct>**

Short tag: **<relatedproduct>**

Within the Related Product Composite data element, suppliers should use the following data elements:

PR.23.7 Relation code

Description: An ONIX code which identifies the nature of the relationship between two products. Mandatory in each occurrence of the **<RelatedProduct>** composite, and non-repeating.

Format: Fixed length, two numeric digits

Code list: [List 51](#)

Reference name: **<RelationCode>**

Short tag: **<h208>**

The value in this data element should be one of the following:

03 Replaces

05 Replaced by

The **Product Identifier Composite** data element.

Reference name: **<ProductIdentifier>**

Short tag: **<productidentifier>**

Two data elements are mandatory in the Product Identifier composite:

PR.2.7 Product Identifier Type Code

Format: Fixed length, two numeric digits

Code list: [List 5](#)

Reference name: **<ProductIDType>**

Short tag: **<b221>**

Within this data element the value should be one of the following:

02 ISBN-10 / International Standard Book Number

03 EAN.UCC-13 / International Article Number

04 UPC / Universal Product Code number

15 ISBN-13 / International Standard Book Number

Please see the Product Identifier section above for details on each of these values.

PR.2.9 Identifier Value

Reference name: **<IDValue>**

Short tag: **<b244>**

The value contained within this data element should follow the rules applicable to the numbering scheme identified in the Product Identifier Type Code data element.

22. Territorial rights

Definition and style guide

Territorial Rights are defined as:

The publication rights that the publisher chooses to exercise for a given product in the specified geographical territories.

The rights detailed here may be different from the rights owned by the publisher in the underlying work and from the distribution rights exercised by a particular supplier.

Is this mandatory data?

Yes. Territorial rights data should be supplied for each market where the metadata transmission is being sent (e.g. if a data supplier is sending their product data in an ONIX message to its trading partners in the United States and Canada, they should provide, at a minimum, complete territorial rights data for the U.S. and Canada on each product in the ONIX message). If a data supplier provides territorial rights data for only some rights territories, no assumptions should be made regarding rights in other territories.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product and it should be kept updated throughout the life cycle of the product.

Business case

Resellers of products need to know where they can legally sell those products. Rights holders need to ensure that their rights in a given territory are respected.

ONIX guidelines

Suppliers of this data should use the Sales Rights Composite data element:

Description: A repeatable group of data elements which together identify territorial sales rights which a publisher chooses to exercise in a product. The <SalesRights> composite may occur up to three times, once for each value of <b089>.

Reference name: <SalesRights>

Short tag: <salesrights>

Within the Sales Rights Composite data element the following data elements should be used:

PR.21.1 Sales rights type code

Description: An ONIX code which identifies the type of sales right or exclusion which applies in the territories which are associated with it. Mandatory in each occurrence of the <SalesRights>composite, and non-repeating.

Format: Fixed-length, two numeric digits

Code list: [List 46](#)

Reference name: <SalesRightsType>

Short tag: <b089>

The value in this data element should be one of the following:

- 01 for sale with exclusive rights
- 02 for sale with non-exclusive rights
- 03 not for sale

PR.21.2 Rights country

Description: One or more ISO standard codes identifying a country. Successive codes may be separated by spaces. Thus, a single occurrence of the element can carry an unlimited number of country codes, for countries that share the sales rights specified in <SalesRightsType>. At least one occurrence of <RightsCountry> or <RightsTerritory> or <RightsRegion> is mandatory in any occurrence of the <SalesRights> composite.

Format: One or more fixed-length codes, each with two upper case letters, successive codes being separated by spaces. Suggested maximum length 600 characters. Please note that ISO 3166-1 specifies that country codes shall be sent as upper case only.

Code list: [List 91](#) (ISO 3166-1 two-letter country codes)

Reference name: <RightsCountry>

Short tag: <b090>

Example: **US CA** USA and Canada

PR.21.3 Rights territory

Description: One or more ONIX codes identifying a territory which is not a country, but which is precisely defined in geographical terms (e.g. *World, Northern Ireland, Australian National Territory*). Successive codes are separated by spaces, so that the element can carry an unlimited number of territory codes, for territories that share the sales rights specified in <SalesRightsType>.

Format: One or more variable-length codes, each consisting of upper case letters with or without a hyphen, successive codes being separated by spaces. Suggested maximum length 100 characters.

Code list: [List 49](#) Where possible and appropriate, country subdivision codes are derived from the UN LOCODE scheme based on ISO 3166.

Reference name: **<RightsTerritory>**

Short tag: **<b388>**

Examples:

- **WORLD** Whole world
- **CA-QC** Quebec
- **GB-EWS** UK excluding Northern Ireland

At minimum, Canada (CA), the United States (US) and the United Kingdom (GB) must appear on one of the lists (or be covered by a WORLD or ROW code).

Suppliers of ONIX data should note that the value in the Sales Rights Type Code data element allows them to list either:

- The territories where rights on a given product are being exercised
- The territories where rights on a given product are not being exercised

There is no need to list both groups of territories; listing one group (e.g. territories where the product is not for sale) implies that all territories not listed fall into the other group.

23. Bar code indicator

Definition and style guide

The bar code indicator is defined as:

A code list value that describes the type of bar code(s) appearing on a product and the physical position of those bar code(s) on the product.

Is this mandatory data?

Yes. Every product should have an indicator describing how (or if) it is bar-coded.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product or as soon as possible thereafter.

Business case

Trading partners need to know if they will be able to scan a product as is or if they will have to apply their own bar code. Most warehouses and retail stores rely on the scanning of bar codes in order to manage inventory and track sales. Knowing what bar code to expect on a given product can make the companies downstream in the supply chain handle that product more efficiently.

ONIX guidelines

Suppliers of this data should use the following data element:

PR.2.10 Barcode indicator

Description: An ONIX code indicating whether a product is bar-coded. Optional, and repeatable if the product carries two or more barcodes from different schemes. The absence of this field does NOT mean that a product is not bar-coded.

Format: Fixed-length, 2 numeric digits

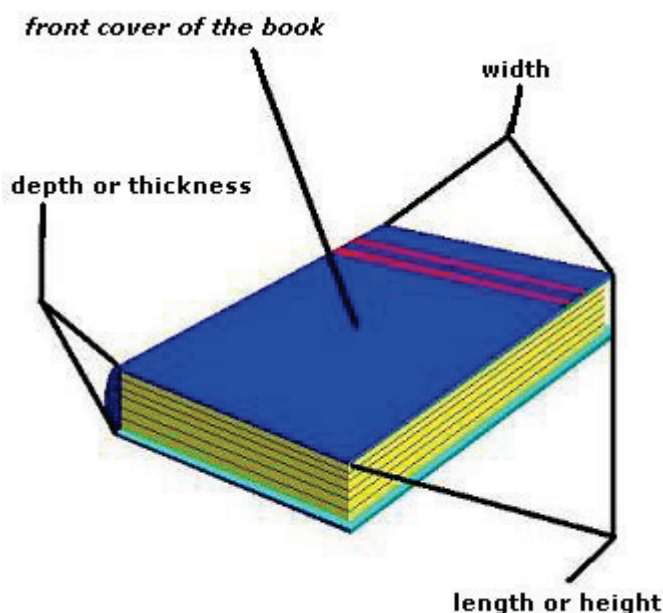
Code list: [List 6](#)

Reference name: **<Barcode>**

Short tag: **<b246>**

Example: **11 EAN13+5 on cover 4** (*Cover 4* is defined as the back cover of a book)

24. Weight and dimensions (including the units of measurement used)



Definition and style guide

Length or Height/Width/Depth or thickness

Please refer to the diagram at the left for the correct reference points to use in determining the dimensions of a book-type (or similar) product.

- Length or height: measurement of the spine from top to bottom
- Width: measurement perpendicular to the spine
- Depth or thickness: measurement across the spine of the book from left to right

Is this mandatory data?

Yes. This data is mandatory for every physical product. This data should not

be supplied, however, for virtual products such as e-books and access to web sites.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product or as soon as possible thereafter.

Business case

The book industry supply chain needs accurate information on the physical dimensions and weight of products in order to properly plan their inventory management and visual merchandising programs. Products must fit into existing display and warehouse space and this data is needed to determine how much space a given product will need. Weight data is important in planning for freight costs.

ONIX guidelines

Suppliers of this data should use the **Measure Composite Data Element**:

Description: An optional and repeatable group of data elements which together identify a measurement and the units in which it is expressed.

Reference name: **<Measure>**

Short tag: **<measure>**

Within the Measure Composite Data Element suppliers should use the following data elements:

PR.22.1 Measure type code

Description: An ONIX code indicating the dimension which is specified by an occurrence of the measure composite. Mandatory in each occurrence of the <Measure> composite, and non-repeating.

Format: Fixed-length, two numeric digits

Code list: [List 48](#)

Reference name: <MeasureTypeCode>

Short tag: <c093>

The value in this data element should be one of the following:

- 01 Height
- 02 Width
- 03 Thickness
- 08 Unit weight
- 09 Diameter (of a globe, for example)

PR.22.2 Measurement

Description: The number which represents the dimension specified in <MeasureTypeCode> in the measure units specified in <MeasureUnitCode>. Mandatory in each occurrence of the <Measure> composite, and non-repeating.

Format: Variable length real number, with an explicit decimal point when required, suggested maximum length 6 characters including a decimal point.

Reference name: <Measurement>

Short tag: <c094>

Example: 8.25

PR.22.3 Measure unit code

Description: An ONIX code indicating the measure unit in which dimensions are given. Mandatory in each occurrence of the <Measure> composite, and non-repeating. This element must follow the dimension to which the measure unit applies. See example below.

Format: Fixed-length, two letters

Code list: [List 50](#)

Reference name: <MeasureUnitCode>

Short tag: <c095>

Example: *mm* Millimeters

25. Return Code

Definition and style guide

Return Code is defined as:

A code that describes the condition(s) (if any) under which a publisher or distributor will accept returns of a given product for credit against a customer's account.

The general returns on a policy on a given product should be indicated here. Special returns conditions (e.g. vendors offering deeper discounts on books that are purchased on non-returnable terms) should be indicated elsewhere.

Is this mandatory data?

Yes. Trading partners must know the terms of sale of any product they purchase, and the returns policy on a given product is a key part of the terms of sale.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product. The buying cycles in place at several major resellers of book products require data this far in advance in order to ensure that product are ordered on schedule.

Business case

A supplier's trading partners need to know if the products they are purchasing are returnable, as this is a key factor in the decision on buying a given product.

ONIX guidelines

Suppliers of this data should use the following data elements:

PR.24.18 Returns conditions code type

Format: Fixed-length, 2 numeric digits

Code list: [List 53](#)

Reference name: [<ReturnsCodeType>](#)

Short tag: [<j268>](#)

Within this data element, the value should be the following:

02 BISAC Returnable Indicator Code

PR.24.19 Returns conditions code

Format: Single alphabetic character

Code list: [List 66](#)

Reference name: [<ReturnsCode>](#)

Short tag: [<j269>](#)

Within this data element, the value should be one of the following:

- Y Yes:** Returnable, full copies only
- N No:** Not returnable
- C Conditional:** Contact publisher for requirements and/or authorization
- S Strippable:** Yes, returnable, stripped cover, not full copy

26. Page Count, Running Time, and Extent

Definition and style guide

Page Count

Page count is defined as:

The total sum of all numbered pages in a printed book.

All unnumbered pages (e.g. endpapers) should be omitted from this count. Books that have pages numbered in both roman and Arabic numerals should have a page count that reflects the sum of the highest number of the roman-numbered page plus the highest-number of the Arabic-numbered pages. **This value is therefore not the total number of pages bound into the book.** The sole exception to this is the case of a book with no numbered pages; in such a case the value given for Page Count should be the total number of all pages in the book.

For multi-volume books sold under a single product identifier, enter the total for all the volumes combined in the product record for the multi-volume product. If the individual volumes sold separately each of their product records should carry a page count for only the volume in question.

Example:

The Chicago Manual of Style, 14th Edition, has front-matter numbered in roman numerals up to page *ix*. The main body of the work has pages numbered in Arabic numerals up to page **921**. The book also contains five unnumbered pages at its end and both a front and back flyleaf. For the purposes of this Best Practices Standard, the page count sent out for this book should be **930** (the sum of the highest number of the roman-numbered page plus the highest-number of the Arabic-numbered pages).

Running Time

Running time is defined as:

The total length, in standard units of time, of the recorded content of the product.

Every recorded product, regardless of its product form, should have an indication of its running time (i.e. the duration of the recording). The running time may be given in hours, minutes, seconds, or any combination of these three units. It is mandatory, however, that the units of measurement be supplied along with any value.

Is this mandatory data?

Page count is mandatory for printed book products. Running time is mandatory for audio and video products.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product or as soon as possible thereafter.

Business case

The extent of a product's content is one of the first things a consumer will notice about a book or entertainment product. Readers will often determine their purchases based on the length of the books they are considering. Consumers of audio books want to know how long a given book will be.

ONIX guidelines

Suppliers of Page Count data should use the following data element:

PR.12.1 Approximate number of pages

Format: Variable length integer, suggested maximum length 6 digits

Reference name: **<NumberOfPages>**

Short tag: **<b061>**

Example: **442**

Suppliers of Running Time data should use the **Extent Composite** data element:

Description: A repeatable group of data elements that together describe an extent pertaining to the product.

Reference name: **<Extent>**

Short tag: **<extent>**

Within the Extent Composite data element suppliers should use the following data elements:

PR.12.4 Extent type code

Description: An ONIX code which identifies the type of extent carried in the composite (e.g. running time for an audio or video product). Mandatory in each occurrence of the **<Extent>** composite, and non-repeating.

Format: Fixed-length, two numeric digits

Code list: [List 23](#)

Reference name: **<ExtentType>**

Short tag: **<b218>**

Example: **09** Duration (running time)

PR.12.5 Extent value

Description: The numeric value of the extent specified in **<ExtentType>**. Mandatory in each occurrence of the **<Extent>** composite, and non-repeating.

Format: Numeric, with decimal point where required, as specified in field PR.12.4

Reference name: **<ExtentValue>**

Short tag: **<b219>**

Example: **2.5**

PR.12.6 Extent unit

Description: An ONIX code indicating the unit used for the <ExtentValue> and the format in which the value is presented. Mandatory in each occurrence of the <Extent> composite, and non-repeating.

Format: Fixed-length, two numeric digits

Code list: [List 24](#)

Reference name: <ExtentUnit>

Short tag: <b220>

Example: **04** Hours as integer and decimals

27. Distributor/vendor-of-record

Definition and style guide

The distributor or vendor-of-record of a product is defined as:

The organization responsible for taking and shipping customer orders.

Publishers or manufacturers may designate one or more vendors-of-record for a given geographic area or market segment.

The custom followed by most publishers is to designate one vendor-of-record for each geographic rights region or market segment. Some vendors-of-record will service multiple geographic rights regions and/or market segments. These vendors-of-record have a contractual agreement to represent a publisher's products in that region or market segment.

As an example, a publisher called *Acme Press* might designate *Zenith Distribution Services* to fulfill orders on its books to general trade bookstores in the U.S., while it might designate *Cooperative Commonwealth Distributors* to provide this service in Canada. Acme might, however, designate *Ephesian Book Supplies* to fulfill orders on its books from Christian bookstores in both the U.S. and Canada, and *Tip-Top Merchandising* to fulfill orders on its books from newsstands and other mass-merchants in the U.S. These are all fictional company names used to illustrate the variable vendor-of-record relationships a single publisher might have.

Wholesalers (e.g. Ingram, Baker & Taylor, Brodart, etc.) should not be described as a vendor-of-record if they are simply reselling a publisher's products. Only if a wholesaler is a publisher's designated vendor-of-record should a wholesaler be listed as the vendor-of-record in an ONIX message.

Is this mandatory data?

Every publisher or manufacturer who uses a vendor-of-record should supply this data for each of their products that is distributed by a given vendor-of-record.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product. Given the importance of accurate sourcing information in the supply chain, the importance of supplying this data as early as possible in the product life-cycle cannot be overestimated.

Business case

Publishers and manufacturers need to get their products into the hands of retailers and wholesalers. These resellers need to know where they can source a product. Accurate information on where to purchase a product is a key component of any product's successful distribution.

ONIX guidelines

Suppliers of this data should use the following data elements:

PR.24.6 Supplier name

Description: The name of a supply source from which the product may be ordered by a trade customer.

Format: Variable-length text, suggested maximum length 100 characters

Reference name: **<SupplierName>**

Short tag: **<j137>**

Example: *National Book Network*

PR.24.13 Supplier role

Description: An ONIX code identifying the role of a supplier in relation to the product.

Format: Fixed-length, two numeric digits

Code list: [List 93](#)

Reference name: **<SupplierRole>**

Short tag: **<j292>**

For the purposes of this Best Practices Standard the value in this data element should be:

02 Publisher's exclusive distributor: In a specified supply territory

28. Number of pieces

Definition and style guide

Number of pieces is defined as:

The actual number of saleable components comprised in a single product.

For example, an audio book may consist of six audiocassettes or ten CDs, a boxed-set of books may consist of four volumes, or a gift product may consist of book and a toy. Pre-packs, dump-bins, and counter displays are other types of products where this data applies.

Is this mandatory data?

This data element is mandatory for every product that consists of more than one piece.

When should this data be supplied?

This data should be supplied 180 days prior to the on-sale date for a product or as soon as possible thereafter.

Business case

Accurate data on the number of pieces in a multi-part product is important both for resellers of products and end consumers. Customers of audio books, for example, want to know how many CDs or cassettes they are purchasing, as the number of pieces will affect their purchase decision. Resellers of products need to know how many books are in a multi-volume set, for example, so they can accurately pack shipments of that set.

ONIX guidelines

Suppliers of this data should use either the Number of Pieces data element or the Contained Item Composite data element for this data. Details on which data element to use are found below.

PR.3.9 Number of Pieces

Description: If the product is homogeneous (i.e. all items or pieces which constitute the product have the same product form), the number of items or pieces may be included here. If the product consists of a number of items or pieces of different forms (e.g. books and audio cassettes), the <ContainedItem> composite should be used – see below. This field is optional and non-repeating.

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: <NumberOfPieces>

Short tag: <b210>

Example: 3

Contained Item Composite

Description: A repeatable group of data elements that together describe an item which is part of or contained within the current product. The composite may be used to specify the items and item quantities carried in a dump-bin, or included in a classroom

pack, or simply to state the product forms contained within a mixed media product, without specifying their identifiers or quantity. **The composite is used only when the product form coding for the product as a whole indicates that the product includes two or more different items, or multiple copies of the same item.**

Each instance of the <ContainedItem> composite must carry at least either a product identifier, or a product form code, or both. In other words, it is valid to send an instance of the composite with an identifier and no product form code, or with a product form code and no identifier.

Reference name: **<ContainedItem>**

Short tag: **<containeditem>**

Within the Contained Item Composite the following data elements should be used:

PR.3.17 Contained item product form code

Description: An ONIX code that indicates the primary form of the contained item. Optional and non-repeating.

Format: Fixed-length, two letters

Code list: [List 7](#)

Reference name: **<ProductForm>**

Short tag: **<b012>**

Example: **BH** Board book

PR.3.25 Contained item number of pieces

Description: If the contained item consists of a number of different pieces of the same form, the number may be included here. Optional and non-repeating. This field can only occur if the <ContainedItem> composite has a <ProductForm> code.

Format: Variable-length integer, suggested maximum length 4 digits

Reference name: **<NumberOfPieces>**

Short tag: **<b210>**

Example: **3**

29. Textual description of product

Definition and style guide

Textual description of the product is defined as:

Detailed text describing the product appropriate for public display, such as what would be printed on the flap of a dust jacket or on the back cover of a book or DVD package.

Suppliers of product data should be able to provide a detailed description of every product in their data feeds. A single sentence is almost never adequate to describe a book or other intellectual property; at least one paragraph should be supplied. Even non-book products such as plush toys, calendars, or stationery should have at least a sentence or two of text describing the product.

Given the fact that our market is dominated by English-speakers, it is recommended that every product, regardless of the language of the product's content, carry an English-language description. Products whose content is in Spanish or French should also carry a description in that language. It is recommended that products whose content is in other languages carry a textual description in the language(s) of the product's content.

Examples:

The following is a description of Robertson Davies's novel *The Cunning Man*, published by Penguin Books. It is included here as an example of a description that entices the reader to enter the world the author has created. Data records for novels often benefit from a description such as this:

"Should I have taken the false teeth?" This is what Dr. Jonathan Hullah, a former police surgeon, thinks after he watches Father Hobbes die in front of the High Altar at Toronto's St. Aidan's on the morning of Good Friday. How did the good father die? We do not learn the answer until the last pages of this "Case Book" of a man's rich and highly observant life. But we learn much more about many things, and especially about Dr. Hullah.

*From an early age, Jonathan Hullah developed "a high degree of cunning" in concealing what his true nature might be. And so he kept himself on the outside, watching, noticing, and sniffing, most often in the company of those who bore watching. Among them, flamboyant, mystical curate Charlie Iredale; outrageous banker Darcy Dwyer; cynical, quixotic professor Brocky Gilmartin, whose son Conor, also Hullah's godson, makes a fateful and too brief appearance in Robertson Davies's last novel, *Murder & Walking Spirits*. Hullah also lives in close proximity to Pansy Freake Todhunter, an etcher in Toronto. Indeed he becomes privy to her intimate letters to British sculptor Barbara Hepworth. It is "Chips," as she is called, who writes Dame Barbara: "The doctor is a bit of a puzzle. Long and cornery and quiet and looks like a horse with a secret sorrow."*

*As the *Cunning Man* takes us through his own long and ardent life of theatre, art, and music, varied adventures in the Canadian Army during World War II, and the secrets of a doctor's consulting room, his preoccupation is not with sorrow but with the comedic canvas of life. Just as Dr. Hullah practices a type of psychosomatic medicine "by which I attempt to bring about changes in the disease syndromes through language," so does Robertson Davies intertwine language and story, as perhaps never before, to offer us profound truths about being human.*

The following is a description of *Design of Highway Bridges*, by Jay A. Puckett and Richard M. Barker and published by John Wiley & Sons. It is included here as an example of a description that gives the professional reader accurate information on the book's contents:

An up-to-date introduction to the theory and principles of highway bridge design

Design of Highway Bridges offers detailed coverage of engineering basics for the design of short- and medium-span bridges. Based on the new American Association of State Highway and Transportation Officials (AASHTO) LRFD Bridge Design Specifications, this comprehensive text is an excellent engineering resource. The book contains:

- *A historical overview of bridge engineering*
- *Information on key bridge types, selection principles, and aesthetic issues*
- *An in-depth examination of design considerations-including limit states, load and resistance factors, and substructure design*
- *Separate chapters on concrete, steel, and timber structures*
- *System analysis procedures for gravity and lateral loads, plus influence functions and girder-line analysis*
- *Sample problems covering different bridge systems*
- *Selected references for further study, and more*

Bridges are the lynchpin of the transportation network. They are expensive to build, and how well their design handles the parameters of strength, durability, capacity, and safety can determine the viability of the entire system.

Design of Highway Bridges provides a complete introduction to this important area of engineering, with comprehensive coverage of the theory, specifications, and procedures for the design of short- and medium-span bridges. Beginning with an overview of bridge engineering history, the book examines key bridge types, selection principles, and aesthetic considerations. Design issues are then discussed in detail, from limit states and loads to resistance factors and substructure design.

Up-to-date with the latest American Association of State Highway and Transportation Officials (AASHTO) LRFD Bridge Design Specifications and current system analysis techniques, the text features discrete coverage of concrete, steel, and timber structures. Selected sample problems and references are included to reinforce the concepts presented and give the material a real-world edge.

Whether you are aiming to gain quick familiarity with the new AASHTO guidelines or are seeking broader guidance on highway bridge design, this ready reference puts the information you need right at your fingertips.

The following is a description of *Autumn Shadow Blank Book*, published under the Anything Books imprint of Random House. It is included here as an example of a description of a stationery or gift product that conveys useful information:

Are you into journaling and need a special place for your thoughts? Do you like to sketch scenes from your travels rather than take impersonal photographs? Are you a poet to whom Haiku comes easily, but you need to write the words down quickly before you forget? Use our Autumn Shade Blank Book for any purpose.

- *Blank, lined pages are perfect for journals, sketches and scrapbooks*
- *High-quality paper ensures a lasting treasure*
- *Perfect for gift giving*
- *Attractive matte finish*

Is this mandatory data?

Yes. This data should be supplied for every product.

When should this data be supplied?

This data should be supplied 180 days prior to a product's release. When this data is supplied prior to the time when a full textual description is available, catalogue copy or a brief description (of at least one sentence) will suffice until a detailed description becomes available.

Business case

Although the most obvious use of a textual description of a product is on a retailer's web site, there are, in fact, many uses for this data. It is, of course, imperative for online consumers to have some information on a product before they purchase it and a textual description is part of the information they need. Buyers for libraries, wholesalers, distributors, and retailers all need to understand what they are being asked to purchase and they can make good use of textual descriptions of products. Branch librarians and in-store booksellers can also use this information to help their patrons.

ONIX guidelines

Suppliers of this data should use the **Other Text Composite** data element

Reference name: **<OtherText>**

Short tag: **<othertext>**

This composite should contain the following data elements:

PR.15.3 Other Text Type Code

Format: Fixed-length, two characters

Code List: **List 33**

Reference name: **<TextTypeCode>**

Short tag: **<d102>**

Within this data element, the value that should be one of the following:

01 Main description

This value should be used for the detailed textual description described above.

02 Short description/annotation

This value should be used for a brief description that is provided before the detailed textual description is ready (as described above under *When should this data be supplied?*)

PR.15.5 Other Text

Format: Variable-length text

Reference name: <Text>

Short tag: <d104>

This data element should contain the entire text of the description.

Suppliers of title data should also use the following XML attribute to indicate the format of all data elements containing passages of descriptive text (from *ONIX for Books Product Information Message XML Message Specification, Release 2.1, revision 02, July 2004*):

Text format

Function: Enables the format of any text element to be specified

Form: **textformat**="code"

Code list: (taken from the <TextFormat> element)

- 00** ASCII text (default)
- 01** SGML
- 02** HTML (other than XHTML)
- 03** XML (other than XHTML)
- 04** XHTML

30. Illustration details & description

Definition and style guide

Illustration details and description are defined as:

A statement of the number and type of illustrations or other images contained in a product.

Illustration details should be supplied for every illustrated book or calendar. Products on CD-ROM that contain still images should also supply this data.

Please see the list of illustration types under the ONIX Guidelines below. Suppliers of data should provide a number for each discrete type of illustration included in a product. Further details that amplify the number and type data should be included as necessary.

Is this mandatory data?

This data is mandatory for every product that contains illustrations.

When should this data be supplied?

Data on illustrations should be supplied 180 days prior to the on-sale date for a product or as soon as possible thereafter. Obviously this data may not be available as early as some other data points, but online retailers begin selling books long in advance of their publication dates and the value of this business is such that all parties in the supply chain are well-served by having complete data available as early in the product life cycle as possible.

Business case

For many illustrated books the details on the illustrations are a critical selling point. Customers purchasing art books, for example, want to know the number of color plates included in a book. Customers purchasing atlases want to know the number of maps included in the book. This information can only aid in the sales of illustrated books to both trading partners and end consumers.

ONIX guidelines

Suppliers of this data should use the **Illustrations and Other Content Composite** data element:

Description: A repeatable group of data elements which together specify the number of illustrations or other content items of a stated type which the product carries.

Reference name: **<Illustrations>**

Short tag: **<illustrations>**

Within the **Illustrations and Other Content Composite** data element the following data elements should be used:

PR.12.9 Illustration or other content type code

Description: An ONIX code which identifies the type of illustration or other content to which an occurrence of the composite refers. Mandatory in each occurrence of the **<Illustrations>** composite, and non-repeating.

Format: Fixed-length, two numeric digits

Code list: [List 25](#)

Reference name: `<IllustrationType>`

Short tag: `<b256>`

The value in this data element should be one of the following:

- 00 Unspecified, see description:** See description in the `<IllustrationTypeDescription>` element
- 01 Illustrations, black & white**
- 02 Illustrations, color**
- 03 Halftones, black & white**
- 04 Halftones, color**
- 05 Line drawings, black & white**
- 06 Line drawings, color**
- 07 Tables, black & white**
- 08 Tables, color**
- 09 Illustrations, unspecified**
- 10 Halftones, unspecified**
- 11 Tables, unspecified**
- 12 Line drawings, unspecified**
- 13 Halftones, duotone**
- 14 Maps**
- 15 Frontispiece**
- 16 Diagrams**
- 17 Figures**
- 18 Charts**
- 20 Printed music items:** Printed music extracts or examples, or complete music score(s), accompanying textual or other content

PR.12.10 Illustration or other content type description

Description: Text describing the type of illustration or other content to which an occurrence of the composite refers, when a code is insufficient. Optional and non-repeating. Required when <IllustrationType> carries the value **00**.

Format: Variable-length text, suggested maximum length 100 characters

Reference name: <IllustrationTypeDescription>

Short tag: <b361>

Example: *500 illustrations, 210 in full color*

PR.12.11 Number of illustrations

Description: The number of illustrations or other content items of the type specified in <IllustrationType>. Optional and non-repeating.

Format: Variable-length integer, suggested maximum length 6 digits

Reference name: <Number>

Short tag: <b257>

Example: *12*

31. Digital image of product

Definition and style guide

A digital image of a product is defined as:

A digital photograph or scan of the product that is suitable for display to the public on web sites.

This data element is mandatory for every product. The image file should be named by the ISBN-10, ISBN-13, EAN-13, or item-specific UPC-12.

TIFF or JPEG file formats are preferred. GIF files may be supplied if no other format is available, but their use is discouraged.

The longest side of the digital image should be 750 pixels or more, with the shorter side proportional.

The image should be scanned at a resolution no less than 100 DPI, but it is recommended that the resolution be 150 DPI. Extremely high resolution scans (i.e. greater than 400 DPI) are discouraged for general distribution.

Book images should be a flat front cover scan cropped tight to the sides of the product. In cases where the front cover image is of little merchandising value, publishers should also supply a back cover image and/or an image of the title page of the book.

Flat, rectilinear-packaged products such as calendars, audio CDs, audio cassettes, DVDs, VHS tapes, video game cartridges, etc. should follow the guidelines for books detailed above.

Digital photographs should be supplied for multi-volume book sets, music or video boxed sets, and non-rectilinear products such as teddy bears and bookends.

Images must be in RGB; CMYK images are not acceptable.

The bit depth should be set no lower than 8 bits.

Each image of the front cover of a product needs to be a separate file, named by its ISBN-10, ISBN-13, EAN.UCC-13, or UPC-12 along with the appropriate file suffix.

It should be noted that image data is not intended to be embedded in the ONIX XML files. The file names supplied in the ONIX message are intended as “pointers” to the image files; it is expected that the image files themselves would be sent as separate files.

Examples:

- **012345689.tif** (a TIFF file of the front cover image named by ISBN-10)
- **9780140274769.jpg** (a JPEG file front cover image named by ISBN-13/EAN.UCC-13)
- **645606299238.gif** (a GIF file front cover image named by UPC-12)

Back covers of products should be named using the ISBN or EAN followed by “_back”.

Examples:

- **012345689_back.tif** (a TIFF file of the back cover image named by ISBN-10)

- **9780140274769_back.jpg** (a JPEG file of the back cover image named by ISBN-13/EAN.UCC-13)
- **645606299238_back.gif** (a GIF file of the back cover image named by UPC-12)

Title page images should be named using the ISBN or EAN followed by “_title”.

- **012345689_title.tif** (a TIFF file of the title page image named by ISBN-10)
- **9780140274769_title.jpg** (a JPEG file of the title page image named by ISBN-13/EAN.UCC-13)
- **645606299238_title.gif** (a GIF file of the title page image named by UPC-12)

Products that are not flat, rectilinear-packaged, single items should have only one image supplied and that image should be named by its ISBN-10, ISBN-13, EAN.UCC-13, or UPC-12 followed by the appropriate file suffix (i.e. they should follow the same naming guidelines as are detailed above for front cover images).

ONIX guidelines

Suppliers of this content should send distinct image files that are referenced in the ONIX file using the **Image/Audio/Video File Link Composite** data element:

Description: A repeatable group of data elements which together identify and provide pointers to, an image, audio or video file related to the product.

Reference name: **<MediaFile>**

Short tag: **<mediafile>**

Within the Image/Audio/Video File Link Composite data element the following data elements should be used:

PR.16.4 Image/audio/video file type code

Description: An ONIX code which identifies the type of image/audio/video file which is linked by the **<MediaFileLink>** element. Mandatory in each occurrence of the **<MediaFile>** composite, and nonrepeating.

Format: Fixed-length, two characters

Code list: [List 38](#)

Reference name: **<MediaFileTypeCode>**

Short tag: **<f114>**

The value in this data element should be one of the following:

- 04** Front cover image
- 07** Front cover thumbnail
- 23** Inside page image

PR.16.5 Image/audio/video file format code

Description: An ONIX code which identifies the format of the image/audio/video file which is linked by the <MediaFileLink> element. For image files, JPEG, GIF and TIF are supported. Optional and non-repeating.

Format: Fixed-length, two numeric digits

Code list: [List 39](#)

Reference name: <MediaFileFormatCode>

Short tag: <f115>

The value in this data element should be one of the following:

02 GIF

03 JPEG

05 TIF

PR.16.6 Image resolution

Description: The resolution of an image file which is linked by the <MediaFileLink> element, expressed as dots or pixels per inch. Optional and non-repeating.

Format: Variable-length integer, suggested maximum length 6 digits

Reference name: <ImageResolution>

Short tag: <f259>

Example: **600**

FIN