
MHE Cover Art Server Upload Process Guidelines

Updated with usage of existing covers, January 2016

Goals

- Create an electronic image file in a standard format that can be used for both present and future needs.
- Serve the needs of the MPD web catalog, website promotions, and special features.
- The ability to distribute high quality files to third party vendors for web use.
- To have a searchable interface available for finding covers hosted on the cover art server.

Overview

The cover art server hosts images for use in web applications and catalogs. It is a repository for cover art images in varying sizes. It is used directly by business unit web catalogs as well as the MPD. It is a one stop place for images versus multiple copies of cover art images on our servers.

Cover art upload accounts may be requested by sending an email to: covers@eppg.com. You may already have an ftp client, however if you don't, one like Filezilla can be downloaded and used. Once you connect, you will see three folders. Image specifications are listed below that need to be met for processing. Place your Tiffs in the FrontTiff directory. The automatic process will only look for the .tiff or .tif extension in that directory.

The cover art automated process runs Tues, Thurs and Sat morning (~ 2 AM ET). Processing takes the tiff and converts it into the other four jpeg sizes (400-high, 250-high, 140-wide and 75-wide) and copies the tiff as is into the cover art server.

The cover art server also has an interface available. It can be found at <http://covers.mhedu.com>. This interface allows the visitor to search what has been uploaded onto the server. It also allows for downloading of a batch of images from the server.

Cover art images are also sent to vendors like amazon.com and others. Email Saikat Paul (saikat_paul@mcgraw-hill.com) for more information on this process.

Usage of Existing Images

Images can be used directly in html image tags in catalogs or the like with urls formatted in the following way. This can be tested by going to:

http://covers.mhedu.com/Jpeg_400-high/<isbn>.jpeg
http://covers.mhedu.com/Jpeg_250-high/<isbn>.jpeg
http://covers.mhedu.com/Jpeg_140-wide/<isbn>.jpeg
http://covers.mhedu.com/Jpeg_75-wide/<isbn>.jpeg
<http://covers.mhedu.com/FrontTiff/<isbn>.tiff>

A "fallback" image can be appended onto the URL as well:

http://covers.eppg.com/Jpeg_400-high/1111111111.jpeg?404URL=http://www.somewhereelse.com/whatever.jpeg
This option is highly suggested in lieu of uploading false or generic cover images.

Standards for Uploads

Please upload images as follows!

Not following these standards may result in your image not being uploaded and/or problems resulting in images not being usable or able to be distributed to vendors.

Tiff File specs: 72 dpi at full-size, LZW lossless compression, RGB format, anti-aliased text and vector graphics, dimensions – 648 pix by width.

Cover Art named by MHID (ISBN-10). Example: 1234567890.tiff

Do not upload ISBN-13 named images. If you have any questions about this please email covers@eppg.com.

Only one image needs to be uploaded to cover both isbn-10 and isbn-13 requests. The cover art server does the work of serving up the one image for both requests.

Note for Packages: The cover art server does not know packages or any associations at all. So if you want the same image for multiple ISBN (like 1234567890 and also for 0987654321) the image will need to be uploaded for each ISBN. (ex. 1234567890.tiff and 0987654321.tiff).

After the upload scripts have run, please check your folders for any error messages that may have been left there.

Uploading Existing Cover Art

Place images on the cover art ftp server with your FTP client.

FTP server: <ftp.eppg.com>

FTP username: Provided by the webmaster for your division

FTP password: Also provided by webmaster

FTP the images into the proper folder: FrontTiff or FullTiff.

. Use **Front**Tiff when uploading covers with “Front” cover only

. Use **Full**Tiff when uploading “Full” cover (front/back/spine)

Regularly check your FTP account for error text files regarding any problems or possible issues with the cover art that was uploaded.

Processing and Testing of Cover Art

Note: All cover art accounts are automatically processed. An account can be set so that covers are only processed manually upon request.

Automatic upload of cover art occurs on every Tuesday, Thursday, and Saturday morning starting at 2 am ET. This process looks through all automatic cover art FTP directories, copies, converts the file to jpegs and updates the database with the new cover art.

Manual upload of cover art is initiated by the webmaster for your division. The webmaster uses the tools located at the Web Farm (<http://www.mhedu.com/enabled>) to view and approve individual images. Once approved, these images are copied, converted, added to the database and available for use internally or externally. However, the description data, such as title and author, are not updated until the automatic process runs.

You can test whether your image has been processed by searching for it at <http://covers.mhedu.com> or by going directly to the archive to check each size of image. This can be done by going to:

http://covers.mhedu.com/Jpeg_400-high/<isbn>.jpeg

http://covers.mhedu.com/Jpeg_250-high/<isbn>.jpeg

http://covers.mhedu.com/Jpeg_140-wide/<isbn>.jpeg

http://covers.mhedu.com/Jpeg_75-wide/<isbn>.jpeg

<http://covers.mhedu.com/FrontTiff/<isbn>.tiff>

There may be an occasional time where cover art needs to be uploaded and processed right away. Please then upload it to your account as usual. Then send an email both to covers@eppg.com and help@eppg.com. The email should list your ftp account name and what ISBN you need uploaded. The cover art upload process can be run manually when there is an urgent need.

Web Interface

At the cover art website (<http://covers.mhedu.com>) internal and external visitors are able to search, view, and request download for available McGraw-Hill Education cover art.

Disclaimer: this interface is not connected to PDH data. While images may have been uploaded, they may only be found by ISBN information and may not be found through other product information search types. MPD info stopped being updated as of the end of May 2015.

Inquiry

All questions regarding the cover art process, FTP accounts, and the web interface can be

directed to covers@mhedu.com, help@eppg.com and always include:

michelle.fanter@mheducation.com, Michael.tilp@mheducation.com, ronald.tigges@atos.net

and connie.schleisman@atos.net