

# *VASA e-Bookstore*

*Online distributor of e-portfolios, e-books, and manuscripts*

## **VASA e-Bookstore Guideline for Publishers**

***This guide is for e-product publishers who wish to distribute their products through the VASA e-Bookstore.***

### ***The VASA e-bookstore***

The mission of the VASA e-Bookstore is to provide a global platform for the distribution of e-products produced by artist, critics, and theorists. E-products include e-books, e-portfolios, essay collections or readings. VASA is not a publisher of e-products but is positioned to distribute e-products on a global scale.

### ***Distributing e-products through the VASA e-Bookstore***

1. E-products are files (PDF and other formats) of images/ texts/ and media files that are downloaded when purchased from the VASA e-Bookstore.
2. The author should consider themselves as the publisher of the e-product with full responsibilities of a publisher including the design and content of the e-product. The author/publisher takes full responsibility for the content of the e-product. The author/publisher indemnifies and holds harmless the VASA Project in the event of unauthorized use of the e-product and unauthorized multiple downloads.
3. Copyright is held by the author/publisher (the author being here the artist, photographer, critic, or theorist) with the author taking full responsibility for holding the copyright or receiving permission to reproduce and publish the e-product content.
4. The pricing of the e-product is established between the author and VASA. E-products will be priced at a reasonable price to promote consumption. VASA receives a 50% commission on each product sold and may charge sales tax and payment fees (usually PayPal fees) associated with the sale of the e-product. Authors are paid every six (6) months June-July and November December) for files sold through the VASA e-Bookstore.
5. Authors and VASA have the right request that their e-product be removed from the VASA bookstore. A thirty-day (30) notice is required from the author to VASA. VASA may remove e-products from its site at any time.

# *VASA e-Bookstore*

*Online distributor of e-portfolios, e-books, and manuscripts*

6. The author, will not hold VASA responsible for unauthorized downloads or sharing of e-product files.

## **Preparing the e-Product:**

Basic steps: Authors prepare their e-publication to meet the VASA e-bookstore standards. All material is submitted to VASA for evaluation, once approved the e-publication is listed in the VASA e-bookstore site, where buyers purchase and download the e-product bundled with supporting documents (see below). E-products may be used in multiple environments: desktop and laptop computers, i-Phones, Kindles, i-Pads, and other text and image readers as they emerge. The author receives payment for the sold e-product.

Publishers need to follow as closely as possible the following guidelines for VASA distribution. If questions arise please contact the bookstore at "bookstore@vasa-project.com".

Format: Files are formatted as PDF files, or other media files for download.

Note: PDF is currently the most common format for e-publication.

## Images and Text:

All images are to be formatted at 72 dpi to protect against printing by the user. This also allows for faster downloads.

Author may design their e-product as single or multiple pages to appear on the screen. Readability of the image/text in various e-reader formats is the responsibility of the author. The use of watermarks or other branding is at the discretion of the author.

It is strongly suggested that when possible the author/publisher preview their product on different digital devices.

## **Supporting documents and materials:**

The author is required to provide the following information to be used in the e-product listing and other promotional materials and efforts by VASA at the time of submission.

### 1. A reader's guide:

This short text file (.txt) is meant to provide the reader with information on the design of the e-product and how it is intended to be viewed/read. (For example: This portfolio is meant to be viewed one image at a time. The e-portfolio was designed to be viewed 2 pages at a time.) The author may also wish to provide some guideline for viewing the e-product on different readers (i-Pads, Kindel, laptop/desktop, i-Phones, etc.).

# *VASA e-Bookstore*

*Online distributor of e-portfolios, e-books, and manuscripts*

The “readers guide” will also host a brief bio of the author and links to other resources/information related to the author. The author may provide an author's statement providing a context for the work as well as links related to the author and/or topic. (This is optional; authors may consider this as part of their self-promotion).

Depending upon the nature and file size of the e-publication, the reader's guide will be bundled with the e-publication and downloaded at one time.

## **Submitting your e-Publication:**

Publishers/authors are to complete the “VASA e-Bookstore Submission Form and submit it in a compressed folder with other requested materials. Folder is to be compressed with a common compression application.

By submitting an e-product the author/publisher agrees to the terms and conditions outlined above.

**Submission form may be downloaded from**  
**[http://vasa-project.com/bkst/bookstore\\_submission.rtf](http://vasa-project.com/bkst/bookstore_submission.rtf)**

**To upload your compressed folder:**  
**<http://vasa-project.org/bkst/bkstore-upload.php>**