

ON CATS
An Anthology

EXACT EDITIONS



Exact Editions

Reading Rooms For Books

A book marketing platform publishers can use to connect books with consumer and trade customers to drive sales.

Please email readingrooms@exacteditions.com if you have any questions.

WHAT'S INCLUDED IN THE PLATFORM?

READING ROOMS FOR BOOKS (free)

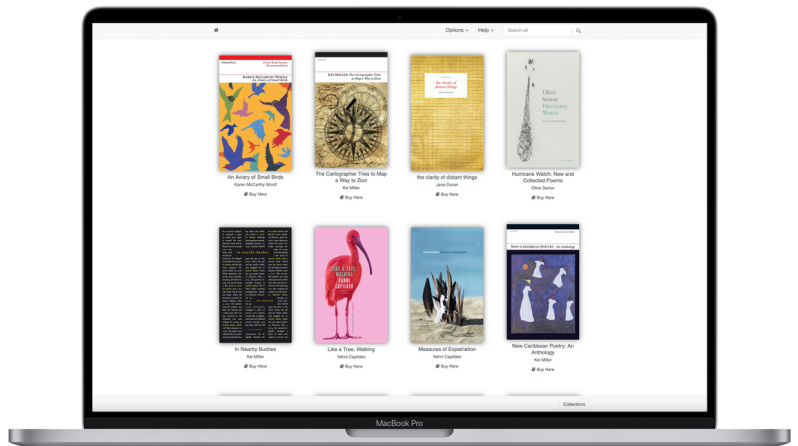
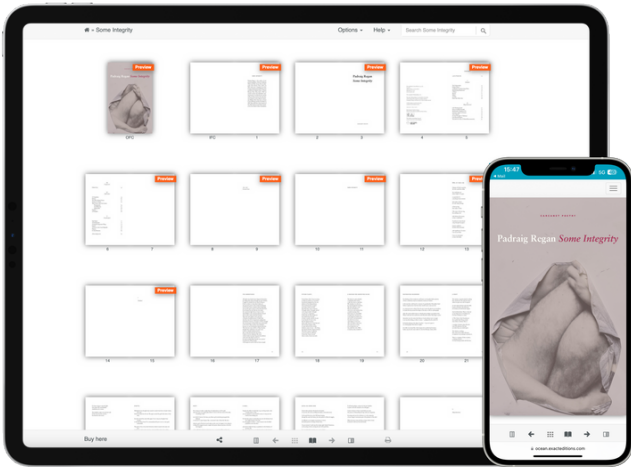
- ✓ Create digital book previews (links & QR codes).

[Get started](#)

READING ROOMS PRO (paid)

- ✓ Create digital book previews (links, QR codes, and embed codes).
- ✓ Share any extract(s) of the book digitally with customisable preview pages.
- ✓ Distribute time-limited full access links to books for digital review, inspection, and rights copies.
- ✓ Curate time-limited virtual book collections, including either previews or full access to the books included.
- ✓ Bulk upload tool.

[Find out about pricing](#)



READING ROOMS FOR BOOKS: EXAMPLE LINKS

BOOK PREVIEW LINK

Climate Justice by Mary Robinson, published by Bloomsbury:

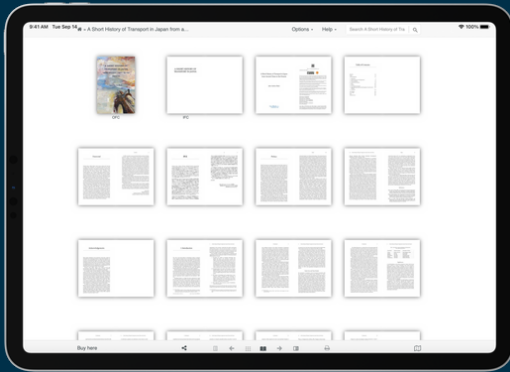
exacteditions.com/isbn/9781408888438



FULL ACCESS LINK

A Short History of Transport in Japan from Ancient Times to the Present by John Andrew Black, published by Open Book Publishers:

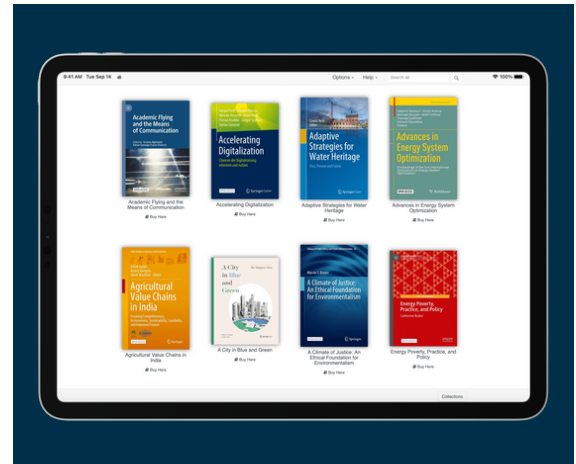
bit.ly/3UTu7tN



FULL ACCESS VIRTUAL BOOK COLLECTION

Open Access Book Collection, featuring 15 open access books.

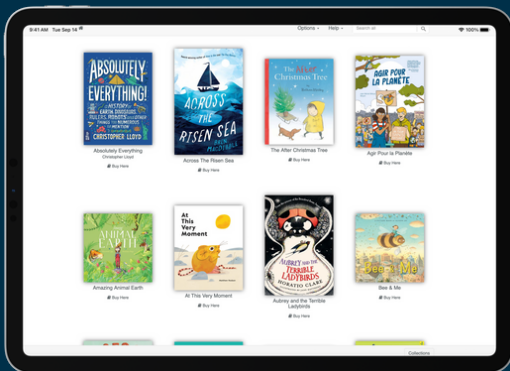
bit.ly/3C9nZoE



PREVIEW VIRTUAL BOOK COLLECTION

COP26 Children's Book Collection, featuring the children's publishers involved in the COP26 Virtual Book Showcase.

bit.ly/3SBszCb





WHAT IS READING ROOMS FOR BOOKS?

A free book preview tech that publishers can employ across their marketing channels to reach larger audiences and increase book sales.

The publisher sets the number of pages at the front and back available to preview and the shop link to re-direct readers to through a 'Buy here' button.

BOOK UPLOAD PROCESS:

1 Sign up with your company name, email address and create a password [here](#).

2 Follow the link on the 'Welcome Page' to create a new book.

3 Enter the title, ISBN and shop link of the book you are uploading.

4 Select the range of pages that are open to preview at the front and back.

5 Upload the PDF via 'Select Your PDF' and ensure it adheres to the specifications.

6 Once the content has finished uploading the 'Status' will change to 'Published'.

7 The book preview link and QR code have been created.

8 Promote your book across your marketing channels.

The screenshot illustrates the user interface for the Reading Rooms for Books platform. It is divided into several sections:

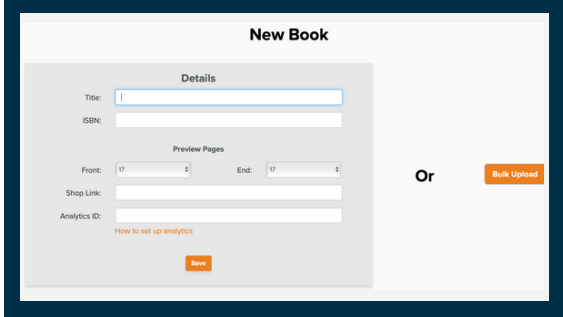
- Sign-up Form:** A form titled "Reading Rooms for Books" with fields for "Company Name", "Email", and "Password". It includes a "Sign Up" button and a "Terms and Conditions" link.
- New Book Form:** A form titled "New Book" with fields for "Title", "ISBN", "Preview Pages" (with "Front" and "End" dropdowns), "Shop Link", and "Analytics ID". It features a "Bulk Upload" button and a "Save" button.
- Chance Encounters:** A section titled "Step 2: Upload PDF" with a "Select Your PDF" button and a "PDF Specifications" link.
- Book Preview Page:** A page for the book "Beyond Price: Essays on Birth and Death" showing the book cover, title, ISBN (978783741670), creator (tm.bruce@exacteditions.com), creation date (2 Jul 2020 16:18 BST), and a "Buy here" button. It also displays the preview page range (33 at the front, 9 at the back) and a QR code for the book preview link.

READING ROOMS PRO EXTRA FEATURES:

1 GOOGLE ANALYTICS

Set up a Tracking ID for each book by creating a new 'Property' in your Google Analytics account and setting the default URL to <https://reader.exacteditions.com/>

Google Analytics will track data such as page views, page entrances, geographical locations of users and more.



2 CUSTOMISABLE PREVIEW PAGES

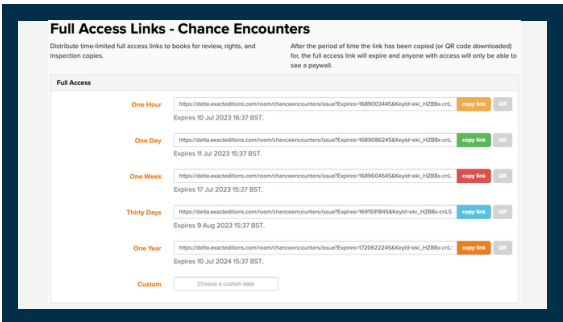


Once the PDF has uploaded into the platform, click the 'Custom' link next to 'Preview Pages'.
From here select any extract in the book to open for preview, whether that be a whole chapter(s) or a selection of double-page spreads throughout.

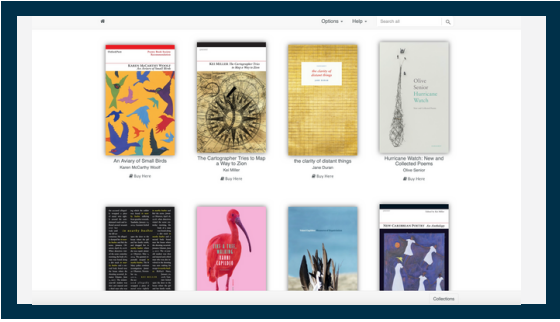
3 FULL ACCESS READING ROOM LINKS TO INDIVIDUAL BOOKS

Once the PDF has uploaded to the platform, click the 'Time-Limited Full Access Book Links' button.

From here distribute time-limited links to provide users with full access to the book for review, rights and inspection copies.



4 FULL ACCESS & PREVIEW READING ROOMS LINKS TO COLLECTIONS



Click 'Create New' next to 'Recent Collections' to curate virtual book collections for events and reading lists.
Decide whether you want to provide users with previews or full access to books and the period of time you'd like the link to be active for.



READING ROOMS FOR BOOKS: MARKETING GUIDE

1

WEBSITE

Show users a glimpse inside each book on its website shop page, using book preview links or embed code. Each digital book preview will allow users to search across the whole book for keywords and re-direct them back to the shop page of your choice. e.g. [Carcenet](#)



2

SOCIAL MEDIA

Use book preview links and virtual book collections to promote newly published books, books available to pre-order, book recommendations, books centred around awareness days, books featured in events etc. e.g. [Bloodaxe Books Instagram linktr.ee](#)

3

BLOG & NEWS POSTS

Use book preview links and virtual book collections in blog posts promoting newly published books, books mentioned in reading lists, books long-listed/shortlisted for awards, interviews with authors, books discussed in events etc. e.g. [Manchester University Press](#)



4

CATALOGUES

Direct users to a preview of each book featured in your catalogues via either a link or QR code. This provides potential buyers with a fully-searchable glimpse inside each book and re-directs them back to the shop page of your choice.



5

EMAIL MARKETING

Market books to your mailing lists, both consumer and trade, using book preview links and virtual book collections. For example, inform subscribers about upcoming and newly published books, price discounts, author events etc. e.g. [Renard Press](#)



6

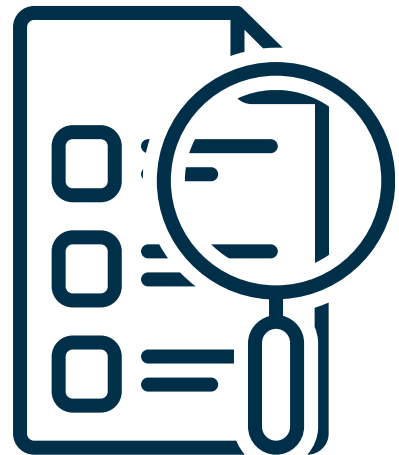
REVIEWS

Send industry professionals full access links to your books. These links allow recipients to read the whole book, for the time period you have selected, and write an outstanding review. A cheaper and more time-efficient alternative to sending print copies.

7

INSPECTION COPIES

Send academic institutions full access links to your books. These links allow recipients to read the whole book, for the time period you have selected, and select it for a reading list. A more sustainable option than packaging and distributing print copies.



8

EVENTS

Promote books featured in events to a larger audience than those in attendance, using virtual book collections. For example, sharing links across your digital marketing channels and advertising QR codes in brochures and exhibition stands. e.g. [Hackett Publishing](#)

