

PASSION4PUBLISHING

Digital Publishing Solutions

ENTER THE FUTURE OF DIGITAL PUBLISHING:

- **EXCITE YOUR READERS WITH VIDEO AND AUDIO MAGAZINE CONTENT.**
- **REDUCE YOUR COMMUNICATION COSTS**
- **SAVE OUR TREES IN THE PROCESS**
- **DEVELOP NEW REVENUE STREAMS**

Passion4Publishing designs, produces and distributes online digital publications for clients of all shapes and sizes, including the production of video, audio and text based content.

Maybe you already have a paper based publication you want to convert into an online version to save costs, save a few trees and excite your readers. We have the cost effective solution for you.

Perhaps you want to start a new online digital publication like we did with www.passion4business.com. This could be a revenue generating publication or just for communications purposes. The choice is yours.

Quite simply, Passion4Publishing transforms the way people read and learn on the web. Working with magazine publishers, catalogue publishers and corporate marketers, we aim to leverage traditional print material for optimized use online, whilst adding flair and imagination through the integration of video and audio content to make it jump out for the reader.



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Often the solution will reduce costs while simultaneously expanding the reach and effectiveness of the materials. In doing so, the readers of our digital editions enjoy a media-rich experience that returns them to our publishers many times over.

BRING TO DIGITAL LIFE YOUR:

- MAGAZINES
- CATALOGUES
- REPORTS
- EBOOKS
- BROCHURES

Digital Publications offer people advantages impossible in traditional print....

The world is technically connected. Most advertisements today need to include website links. Digital publications offer readers quick links to advertiser sites.

Search capability. Looking for something specific? Built-in search can help find your keyword or phrase anywhere in the publication.

Read now or save for later! Digital publications can easily be saved to your hard-drive to be experienced, on demand, later on.

Your publication comes alive. With the power of the internet, your digital publication can feature any multi media content, including audio, video and flash animation.

Save the world. Digital publications save trees. Every page you read online is a page that didn't rip up a tree!

To see examples of the digital magazine in action go to www.p4pdemos.com

**CONTACT US FOR FURTHER INFORMATION OR TO GET A QUOTE AT
INFO@PASSION4PUBLISHING.COM OR PHONE 01406 381171**

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FREQUENTLY ASKED QUESTIONS

How is a digital publication made?

Each digital publication is created by a unique blend of cutting-edge technology and top-notch personal service. Our production software allows your digital publication to be made in short order, but your Designer gives your digital publication a unique look and feel by adding custom backgrounds, loaders and animation at your choosing.

Your Designer can be reached via e-mail or direct dial at any time during the production process.

How do I pay for my Digital Publication?

On receipt of our invoice, which is on 14 day payment terms. We also gladly accept Paypal payments on-line.

If we already have printed literature that we want you to convert, will the digital publication version look different?

Your digital publication can be made to look exactly like a printed brochure, page-for-page in our new format. However, because the size of a computer monitor is usually smaller than the size of a printed publication, some publishers prefer to re-flow their print layout to maximize the reading of text and avoid the end user having to use the zoom lens feature. Any font may be used in a digital publication. However, some fonts are more reader friendly when viewed on a computer screen. We suggest against using thin line fonts.

What impact is there on download time and quality of playback when audio and video files are used?

The impact is not noticeable on a broadband connection when streaming audio or video files are used. Video may take a few seconds to play due to the file sizes but this is common across the Internet.

Is there a general limit to audio/video file size acceptable?

Yes, we do not recommend very large files. Some judgment must be used. Please speak to us for information on your particular needs.

What about updating my digital publication?

Introducing a new product mid-year or need to update specs? There's no need to worry about wasted brochure inventory with our solution. Your digital publication pages can be added to or revised as needed and you are only charged your page rate.

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What do you need from an artwork standpoint to create my book?

We prefer to receive electronic files in PDF format at 300 dpi. If documents are currently in PostScript files, if possible, please convert to PDF format first using Acrobat Distiller 4.0 (or greater) with all fonts embedded (text & image PDF). Flash (SWF) files are also accepted.

However, our service also accepts working with and converting Quark, PageMaker, and InDesign documents. If you are using another format, please inquire and we will let you know whether we can support it.

Is there any limitation on lifespan of my publication "copies"?

NO. Historically we find that 90 % of digital publications are opened within the first 2 weeks of each email blast. Our standard package currently includes creation of your digital publication plus 12 months hosting. Additional hosting services are available beyond the initial 12-month period. Please ask us for a quote.

Is there any limitation on the number of pages I can include?

No. Surveys of digital publications show the length has no real impact on reading. Users tend to come to the digital publication multiple times and will read just a section or an article, returning later for the rest - much as they do with their print counterpart.

Is there a way we can direct readers to our online sales outlets?

Yes, if you are currently selling online, your digital publication can link directly to your existing dealer(s) or your own website. If you'd like to create an e-commerce presence within your sales materials, our system is an excellent solution.

What is the viewing size for the digital publication?

For optimal viewing we currently design at a screen resolution size of 1024 x 768 pixels at 72 dpi for a 17" monitor. Alternately, we can create at 800 X 600 pixels or 1280 X 1024 pixels depending on how you feel your viewers have or have not climbed up the technology curve.

Can the digital publication be accessed from all browsers?

The digital publication can be accessed from all platforms and browsers that have Flash Player 6 or above installed. Flash Player is a browser plug-in from Macromedia that is installed on 98% of Internet-enabled computers. It is available for free from Macromedia's web site.

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How do you handle email blasts?

If you're comfortable doing email blasts yourself, we will supply an animated GIF and link for you to embed in an email to send to your database. If not, we'll provide the service to you as part of our Solution product.

Can my digital publication be printed?

Our print technology allows you to request one page, all pages, or a range of pages (e.g. page 5-10) to be printed in either portrait or landscape mode.

Can we have a survey attached to the digital publication and where does survey information go?

Yes, real-time surveys can be added to your digital publication. The information is tabulated as raw data and converted to a spreadsheet for you. Additional service options include converting the data into easy-to-read formats.

Is it better to have audio and video files auto load at start to prevent buffer problems?

No, this is not necessary.

Can the audio track auto launch and continue to play while viewer is flipping thru pages?

The audio is generally tied directly to the individual page you are viewing.

Can you produce the video and audio content for us?

Yes, we have the capability to produce all audio and video content for inclusion in your digital publication. Prices on request.

Any other questions can be sent to us at info@passion4publishing.com or call 01406 381171