Dear PGI Customer,

Thank you for your interest in our online services for the title file and cover image library.

Files are stored on a secure FTP site available with the following link:

ftp://ppftpuser:welcome@ftp01.penguinputnam.com/

Within this site, there are folders containing the title files and folders containing other book product information, such as jackets
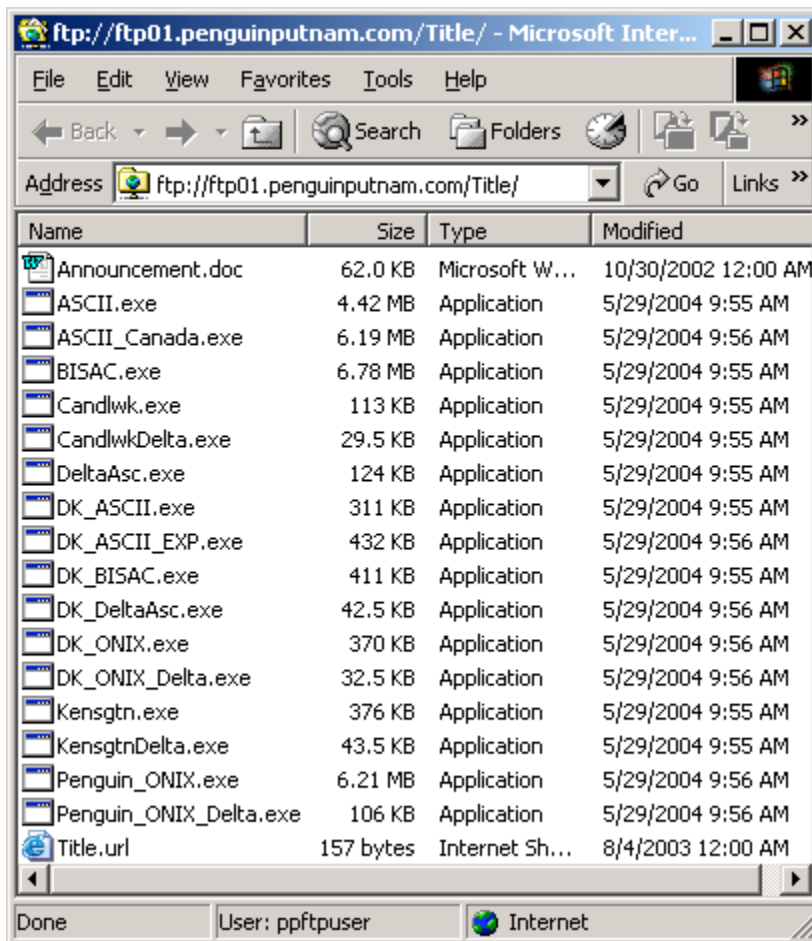
Title Files for PGI, DK and Client Products

To access the title file directly, simply copy the following URL into your browser and hit enter.
ftp://ppftpuser:welcome@ftp01.penguinputnam.com/Title/
If you cannot connect, check with your local IT department to make sure you can reach the site from your system. These files are built in a zipped, executable format and you will need to download them to your PC and unzip them before you can use them. Caution: The complete PGI files contain over 120,000 records and cannot be exported directly into an Excel spreadsheet. The other files are small enough to fit into an Excel spreadsheet.

Once connected you will see the following screen:

Files are stored in three formats, a BISAC fixed length format, an ASCII delimited format (the layout is listed below) and the ONIX format. We also store separate files for PGI, DK, Candlewick Press and Kensington Publishing company. PGI ONIX files are broken down into PGI and PGI Internal Distribution Clients (DCI).

These files are updated on the weekend.
The update time is the international standard, Greenwich Mean Time.

File Name	File Description
ASCII.exe	PGI titles and distribution clients – Complete file, ASCII delimited.
Ascii_Canada.exe	For Canadian Customers only
BISAC.exe	**PGI titles and distribution clients –** Complete file in a fixed length BISAC format. This format is no longer being maintained and its use is discouraged.
Candlwk.exe	**Candlewick Press** – Complete file, ASCII delimited.
CandlwkDelta.exe	**Candlewick Press** – Delta file, ASCII delimited.
DeltaAsc.exe	**PGI titles and distribution clients -** Delta file (additions, corrections and deletions), ASCII delimited.
DK_ASCII.exe	**DK Publishing and Rough Guides –** Complete file, ASCII delimited.
DK_BISAC.exe	**DK Publishing and Rough Guides-** Complete file in a fixed length BISAC format. This format is no longer being maintained and its use is discouraged.
DK_DeltaAsc.exe	**DK Publishing and Rough Guides-** Delta file, ASCII delimited.
Kensgtn.exe	**Kensington Publishing Corp. -** Complete file, ASCII delimited
KensgtinDelta.exe	**Kensington Publishing Corp. –** Delta file, ASCII delimited.
Penguin_ONIX.exe	**PGI titles** Complete file in ONIX format; for more information on the format go to www.bisg.org.
Penguin_ONIX_Delta.exe	**PGI titles** – Delta file in ONIX format
DK_ONIX.exe	**DK Publishing and Rough Guides-** Complete file in ONIX format
DK_ONIX_Delta.exe	**DK Publishing and Rough Guides-** Delta file in ONIX format
Penguin _ONIX_DCI.exe	**Internal Distribution Clients –** Complete file in ONIX format
Penguin_ONIX_DCI_Delta.exe	**Internal Distribution Clients –** Delta file in ONIX format
Penguin_Prepaks_IB.txt	**Prepacks for PGI and Distribution Clients, with ISBNs of product within the prepack. *Only In print and NYP titles.***

We encourage you to download a sample file. Below please find the layouts and sample records.

Please contact me if you have any questions regarding this service.
 Jim McLaughlin

The ftp address is ftp://ppftpuser:welcome@ftp01.penguinputnam.com/Title/

ASCII File Layout	
Field Name	Field Length
ISBN	10
Title	150
Contributor(s)	150
Price	8,2
Pub Date	10
Imprint	30
Ctn Qty	4
Binding	20
Weight	5,2
Status	3
Avail Date	10
Series	40
Prepack Qty	4
Warehouse	20
Division	2
Sub-division	3
Imprint code	3
Line	4
Sub-Line	3
Discount code	3
Pages	4
Height	5,2
Spine	5,2
Width	5,2
Date out of print	10
Bisac Subject code 1	9
Bisac Subject code 2	9
Bisac Subject code 3	9
Substitution ISBN	10
On Sale Date	10
Rights Code	3
EAN code	13
UPC code	12
Audience	3
Short title	40
Spine Category	3
Strippable indicator	3
Canadian price	8,2

Here's a sample record in the ASCII format:

ISBN	0142300063
Title	One Little, Two Little, Three Little Pilgrims
Contributor(s)	Hennessy, B. G. (Author); Cravath, Lynne (artist/illustrator)
Price	6.99
Pub Date	20010806
Imprint	Puffin
Ctn Qty	96
Binding	B-Trade Pbk
Weight	.28
Status	ACT
Avail Date	
Series	
Prepack Qty	0
Warehouse	Kirkwood
Division	JV
Sub-division	JVT
Imprint code	PUF
Line	2038
Sub-Line	XXX
Discount code	A31
Pages	32
Height	.13
Spine	10.02
Width	8.02
Date out of print	
Bisac Subject code 1	JUV000000
Bisac Subject code 2	JUV011040
Bisac Subject code 3	JUV016120
Substitution ISBN	
On Sale Date	08/06/2001
Rights Code	W00
EAN code	9780142300060
UPC code	051488006992
Audience	JUV
Short title	1 Little 2 Little 3 Little Pilgrims
Spine Category	
Strippable indicator	No
Canadian price	9.99

Here's the same record in the ONIX format. For more information on ONIX, contact the Book Industry Study Group at www.bisg.org.

```
<product>
<a001>0142300063</a001>
<a002>03</a002>
<b004>0142300063</b004>
<b005>9780142300060</b005>
<b006>051488006992</b006>
<b012>BC</b012>
<b013>02</b013>
<b028>One Little, Two Little, Three Little Pilgrims</b028>
<contributor>
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<b035>A01</b035>
<b037>Hennessy, B. G.</b037>
</contributor>
<contributor>
<b034>2</b034>
<b035>A07</b035>
<b037>Cravath, Lynne </b037>
</contributor>
<b061>32</b061>
<b064>JUV000000</b064>
<b073>02</b073>
<b079>Puffin</b079>
<b081>Penguin Group USA, Inc</b081>
<b003>20010806</b003>
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<j137>Penguin Group USA, Inc</j137>
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<j145>96</j145>
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<j148>01</j148>
<j149>A31</j149>
<j151>6.99</j151>
</price>
</supplydetail>
</product>
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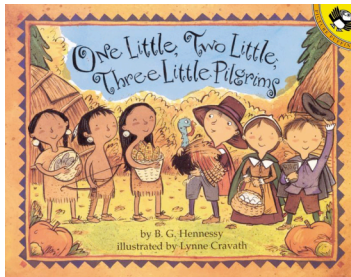
The Cover Image Library

The PGI cover image library may be accessed via FTP at

ftp://ppftpuser:welcome@ftp01.penguinputnam.com/Booksellers%20and%20Media/

Within this folder you will find separate folders for Covers, Excerpts, Reading Guides, Synopses and TOCs (Table of Contents) and sub folders within each of these for different product groups. Individual image files are stored with the book ISBN as the file name.

For example, to find the cover for the above book, follow the path below

ftp://ppftpuser:welcome@ftp01.penguinputnam.com /
Booksellers and Media / Covers / 2001 / JV / 0142300063.jpg

Please contact me if you have any questions regarding this service.

Jim McLaughlin