

BryteWave Custom Publishing Program Overview

Follett is pleased to offer the BryteWave Custom Publishing Program, enabling you to easily turn your campus-authored content or custom publications into digital textbooks. With BryteWave Custom Publishing, you can publish your original content (or department-authored content, such as student or lab manuals), and make it available for sale at your campus bookstore, your bookstore website, and on the BryteWave website.

Advantages for Faculty, Students, and Schools

With BryteWave Custom Publishing Program, you can publish your original work in a convenient, cost-effective format and expose that content to a wider audience. With a digital title, content is never out of stock. Your digital book can be offered as a digital rental (expires after 180 days) or ownership. Your campus receives a commission for every sale made, and at the same time, you can offer students a more cost-effective option since there is no physical inventory or costs associated with printing.

When custom content is converted to the BryteWave format, faculty and students have access to many built-in features and tools, like digital note-taking, highlighting, advanced search, sharing notes, and participating in collaborative learning environments.

What Do We Mean by Custom Publishing?

For BryteWave, custom publications are original faculty-authored or department-authored content. Custom publications are NOT course packs or compilations of readings from commercial or library sources. The content authored must have all rights to the content within the digital title, including photos and artwork. If the author does not have rights to all of the content, he or she will have to acquire those rights or substitute content that he or she does own.

BryteWave content must be adopted for a course and we recommend at least six months lead time prior to adoption.

How BryteWave Publishing Works

FOLLETT WILL:

- Convert your content to the BryteWave format at no cost to you
- Work with you to price the content for sale
- Make your content available for sale in your campus bookstore, on your bookstore website, and on the BryteWave website
- Provide the copyright holder with a monthly sales report and revenue based on net sales
- Provide digital desk copies for faculty teaching with the book

YOUR FOLLETT CONTACT WILL GUIDE YOU THROUGH THE FOLLOWING PROCESSES:

- Review, customize and sign our Terms of Sale document
- Complete a W-9 form
- Provide a text-based unlocked PDF in ready-to-publish condition (including all metadata) to our FTP site

YOU HAVE THE FREEDOM TO:

- Stipulate details for digital rights management (DRM), copy/paste, and print limit requirements
- Identify desired customer transactions or review elements, such as desk copy
- Try Now Buy Later - ownership vs. rental
- Develop and implement your own personalized marketing and promotion plan to drive incremental sales of your custom title

Next Steps

Contact us at info@brytewave.com

We look forward to helping you publish your BryteWave digital title!