

edelweiss 

 **Net  
GALLEY™**

Here's how we're working together

April, 2010

## Imagine for a moment being able to:

- ✿ Offer an easy and immediate way to browse through all your new titles
- ✿ Showcase illustrated titles to all of your key contacts
- ✿ Embed digital galleys in an interactive, customized online catalog
- ✿ See who's reading and tailor your follow-up activities accordingly

Now you can.

## In a nutshell....

- ✿ Edelweiss is an internet-based interactive service that supplements or replaces traditional hard-copy publisher catalogs
- ✿ Now, powered by NetGalley, publishers can offer secure digital galleys to selected contacts in edelweiss
- ✿ For NetGalley customers, the functionality is easy to “turn on” and administer since we already have your files
- ✿ But, publishers do not need to be NetGalley customers to offer digital galleys via edelweiss
- ✿ Edelweiss charges a one-time, per-title fee

## Here are the details...

1. Publishers can set security for each title, including an expiration date
2. Sales reps, publicists, marketers and rights managers using edelweiss can grant access to digital galleys for specific contacts or accounts
3. Those contacts can click “Download galley” from edelweiss or via emails. Digital galleys are secure PDFs accessed using Adobe Digital Editions

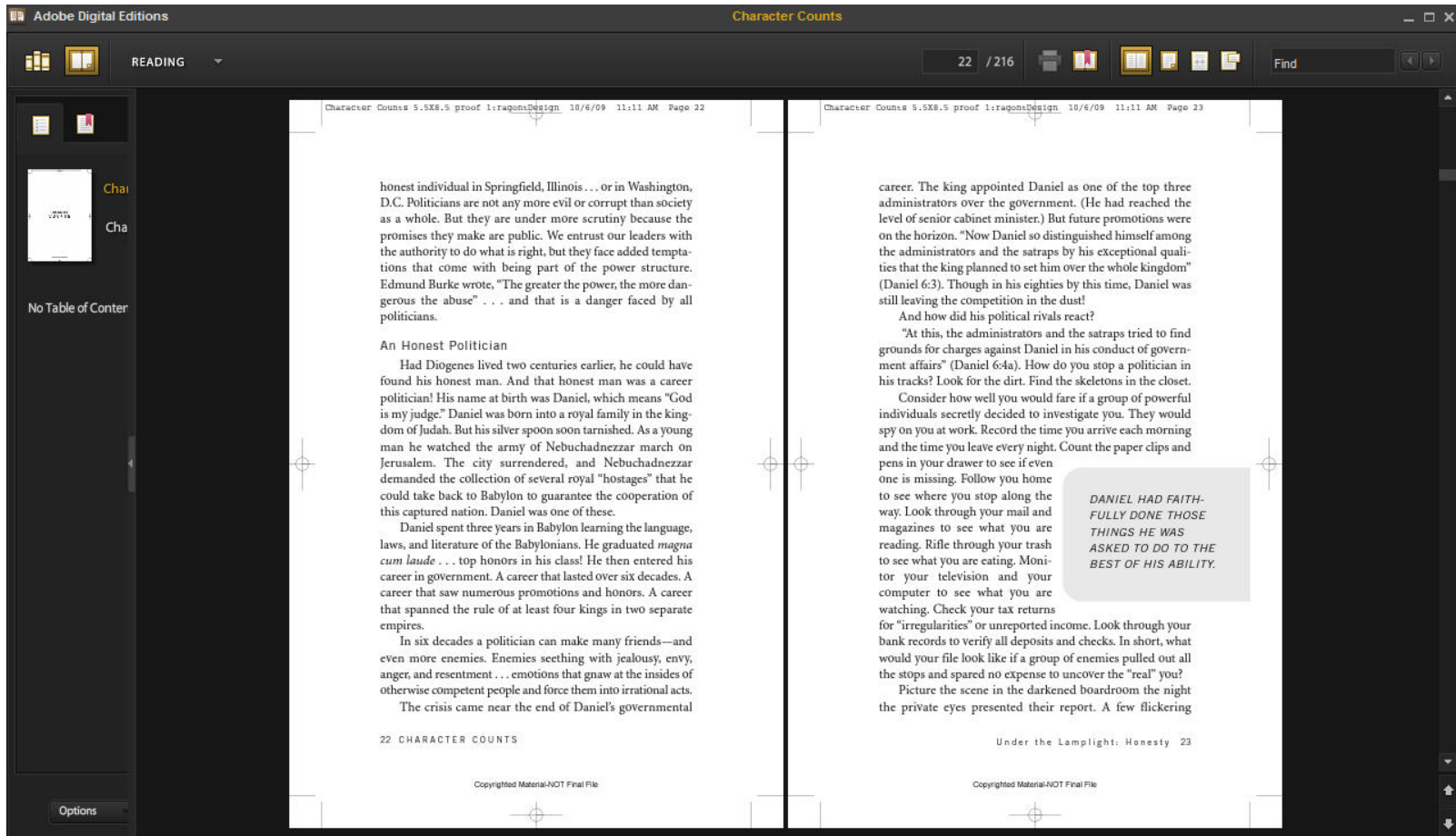
## And here's the visual from edelweiss:

The screenshot displays the Edelweiss website interface. At the top, there is a navigation bar with tabs for Catalogs, Orders, Tags, Buzz, Administration, Inbox, Galleys, and GeoSearch. Below this is a 'Refine Selections' sidebar on the left, which includes filters for 'Bisac Category' (Juvenile Fiction (2), Fiction (1)), 'Format' (Hardback (1), Paperback / softback (1)), and 'Publication Date' (01/06 (1), 04/10 (1), 10/08 (1)). The main content area shows a list of books. The first book is 'A Lion Among Men: Volume Three in the Wicked Years' by Gregory Maguire, published in 2008. The second is 'Cork and Fuzz: Short and Tall #2' by Dori Chaconas and Lisa McCue, published in April 2010. The third is 'YEAR OF THE DOG' by Oliver Chin, published in January 2006. Each book entry includes a cover image, title, author, publication date, format, price, and a 'Your Note' field. To the right of each book entry are two buttons: 'Download Galley' (powered by NetGalley) and 'Request Print Version'. Red arrows point from callout boxes to these elements.

**Access to special 'Galleys' section that allows user to refine selections by category, format, pub date, etc.**

**Download and/or request buttons in both special galley section and within standard title views**

# Digital galleys are full-color and full text search, too



## Want to know more about edelweiss?

- Contact John ([john@abovethetreeline.com](mailto:john@abovethetreeline.com)) or Mark ([mark@abovethetreeline.com](mailto:mark@abovethetreeline.com)).
- Or, you can always contact NetGalley at [info@netgalley.com](mailto:info@netgalley.com).