



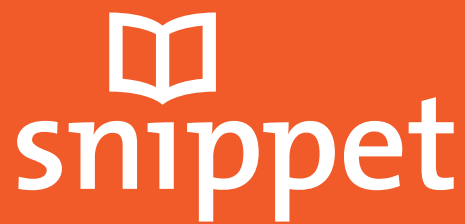
snippet



WRITER'S PACKET

Writer's Spec Sheet
Writer's Checklist





Hi, Thanks for taking the time to be a Snippet writer!

To get you started, we wanted to share some specifics of what goes into making a Snippet. Enjoy!



Marketplace

What's a Snippet anyway?

A Snippet is a short, rich, digital reading experience. A Snippet lives between a blog and an e-book, using short form text, digital media and social features to create a quick, beautiful and engaging read.

What's the Snippet Format?

A Snippet is made up of a cover, table of contents, chapters, text, and discoverables (rich media). Every chapter is 1000 words or less (not counting additional text in the discoverables).



Snippet Cover: Every great Snippet starts with a stellar cover image. This cover file will also be used as a thumbnail to create the small cover image in the Snippet store (up to 5% vertical cropping may occur in the thumbnailing process).

Specs: Size: 1536 pixels wide X 2048 pixels high

TOC Header: The first page you come to is a Table of Contents. This page needs a header image.

Specs: Size: 1536 pixels wide X 540 pixels high

Chapter Cover (optional): Make each new chapter pop by starting it off with a visual. You can put a full-size chapter cover at the beginning of any chapter.

Specs: Size: 1536 pixels wide X 2048 pixels high

Chapter Header (optional): Every chapter has an optional header image, and each chapter can have a different header.

Specs: Size: 1536 pixels wide X 400 pixels high

Text: Snippets are primarily made up of text. You have an arsenal of text editing tools including: Bold, Italic, Bullets, Block Quote, H1 and H2 heading styles and hyperlinks.

Discoverables

Snippet's format creates a quick, beautiful reading experience, but it's also rich and interactive. What you can't say with words, you can say with discoverables. We offer the following options:



Photo: You can use the Photo Discoverable to show your reader anything. We offer 3 different options for photo display/transition, and every photo has an optional text description (doesn't count towards your chapter word count):



1 Single Image: The simplest way to share a visual.



2 Slideshow (*swipe to advance, pictures enter from side*): Tell a story using multiple photos.



3 Sequence (*tap to advance, pictures appear in place*): Show a progression with a step-by-step photo sequence.

Photo Specs: To take advantage of new Retina displays, images should be 1536 pixels on the smallest side. Save as JPG (we recommend photoshop Save-for-JPG settings 9-10). Images should be limited to around the 1536 x 2048 sizing to allow for quicker downloads.



Video (1 per chapter): Have a memorable moment, inspirational story, or demo you want to share? Put it in a video.

Video Encoding Specs:

Codec: H.264 Frame rate: 24, 25, or 30 FPS
Data rate: 2000 kbps (SD), 5000 kbps (HD)
Resolution: 640x480 (SD), 1280x720 (HD)
Deinterlacing: Maybe

Audio Specs:

Codec: AAC (Advanced Audio Codec)
Data rate: 160 kbps
Sample rate: 44.1 kHz

The larger the videos, the longer it takes to download on wi-fi. We recommend videos be 1-3 min long, with a max size of 40mb.



Audio (1 per chapter): Share music, podcasts, narration or any audio you can think of.

Audio Specs:

File type: .mp3 Codec: AAC (Advanced Audio Codec)
Data rate: 160 kbps Sample rate: 44.1 kHz



Pull: Connect with your readers in live time and take the conversation outside the Snippet. Writers can define a specific Twitter hashtag, allowing Snippet readers to easily see the large-scale conversation in a discoverable. Readers can then add their own voice to the social chatter right there within the Snippet. Just pick a hashtag for your readers to use, like #mysnippet and start connecting with your audience!

We're working on more exciting features and ideas every day, but for now, that's a Snippet. We look forward to seeing how you use our platform. Happy writing!

CONTENT CHECKLIST

GENERAL INFO

- WRITER INFO
 - Bio
 - Photo (optional)
- SNIPPET INFO
 - Title
 - Sub Title (optional)
 - Description
 - Categories (up to three from this list: Business, Technology, Creative, Arts, Education, Kids, Young Adult, People, History, Culture, Religion, Entertainment, Food, Health, Science, Sports, Style, Travel, Fiction)
 - Publisher (optional)
 - Co-Writerr (optional)
 - Price point
 - Endorsement & Endorsement Credit (optional)

CONTENT

- Copy - 1,000 words maximum per chapter
- Chapter titles
- Cover image
- TOC image
- Chapter cover images (optional)
- Chapter header images (optional)

DISCOVERABLE MEDIA

- Still photos / graphics
- Video
- Audio
- Social # Hashtag