Random House, Inc. Filenaming Standards for Printed Book Content Files in the U.S.

All filenames must consist of one option from each of the six elements as described on this page. By your compliance, you will be using our character set standard of: a-z, A-Z, 0-9, periods, hyphens and underscores ONLY. No other characters will be permitted, including ! # $ % & ' " ( ) * + , / : ; < = > ? @ [\ ] or any high-ASCII characters.

Under no circumstances are you to invent new designations for your content or use new designations without approval. If you feel a new designation is required or is missing from the Standard, please contact Rebecca Wintle (rwintle@randomhouse.com, 212-572-8778), who will coordinate any proposed new designations with the Naming Convention Sub-Committee.

Element:	Element 1- **Mnemonic trigger**	Element 2- **ISBN-13** **ISBN-10**	Element 3- **Content/Stage Identifier**	Element 4- **Content Component Identifier**	Element 5- **Revision Identifier**	Element 6- **File Format Identifier**	
Description:	Allows for quick visual identification and alphabetical listing in a file directory.	Allows identification of a particular project to the exclusion of all others.	Identifies content of file and its stage in the production process.	Identifies which piece of the content is contained within the file.	Revision control number for tracking iterations.	Identifies the file format for the document.	
Sample:	**Gris_**	**9780345462138_** **0345462130_**	**ms_**	**fm_**	**r1**	**.doc**	

Options: Interiors

Mnemonic trigger	ISBN	Content/Stage Identifier	Content Component Identifier	Revision Identifier	File Format Identifier
Consists of the first four letters of the author's last name. When there is no author, the project, book title, or series designation can be used.	Consists of either: all thirteen digits of an ISBN-13 or all ten digits of an ISBN-10 used consistently throughout the entire job. Must use either the ISBN-10 or ISBN-13 based names consistently throughout the entire set of files. When a job has a check digit that is the letter 'X', please ALWAYS CAPITALIZE the X in all filenames.	ms — manuscript lay — layouts spg — sample pages 1p — 1st pass 2p — 2nd pass 3p — 3rd pass 4p — 4th pass xp — unknown or only pass ins — insert apx — audio cassette direct imprint bld — sales blad bgs — bound galleys arc — advance reader's edition rft — reformatted edition sr — short run fpo — junk art art — live art aup — author photo Lgo — imprint (or other) logo map — map rdp — audio reader photo bit — bits & pieces pre — premium edition itl — international edition	fm — front matter (or fm1, fm2, etc if multi-file fm) cts — contents ack — acknowledgements frw — foreword prf — preface itr — introduction c01 — Chapter 1 (c02, c03, c10, etc) 001 — sequential numbers for interior files not organized by chapters (02, 03, 10, etc) bm — back matter (or bm1, bm2, etc if multi-file bm) epl — epilogue afw — afterword app — appendix (or app1, app2 if multi-file app) nts — notes bib — bibliography crd — credits ind — index gls — glossary brc — business reply card bob — back of book prm — permissions ata — about the author stt — smart & travel tips voc — vocabulary bk1 — audio booklet (bk2, bk3, etc) exc — excerpt rgg — reading group guide tcx — reformatted edition text correction all — <u>entire</u> book interior, including ALL fm & bm 0001 — sequential numbers for art, maps, logos, etc (ALL interior/insert artwork MUST use 3 digits) f001 — junk art for Inserts ONLY	This is a version tracking number using "r" (to signify revision) and a numeric value. The SMART Archive database uses these numbers to handle the versioning of files. There is no need for a "final" designation as only files that were used for final printing per impression are included in the SMART Archive. Revision control number does not always reflect the printing number. Revision control numbers ARE NOT optional.	**Standard RH Formats** .doc — Microsoft Word document .txt — text document .rtf — rich text format (Mac OSX text) .qxp — Quark Xpress 6 files .qxd — Quark Xpress 4 files .pdf — Portable Document Format .jpg — JPEG format (Web) .tif — Tagged Image File format .eps — Encapsulated PostScript format .psd — Adobe PhotoShop format .ct — Scitex CT format .ai — Adobe Illustrator format .indd — InDesign document .indt — InDesign template **Non-Standard RH Formats** .ra — Real Audio format .ram — Real Audio master format .wav — Wave format (audio) .mp3 — MPEG3 format (audio) .ps — Postscript format .bmp — bitmap image .fh8 — Macromedia FreeHand v8. .fh9 — Macromedia FreeHand v9. .p65 — Adobe Pagemaker v6.5 .pm5 — Adobe Pagemaker v5. .html — Hyper Text Markup Language .css — Cascading Style Sheet .opf — OEB Package File (MIME media type, text/xml)

Options: Exteriors

		Content/Stage Identifier	Content Component Identifier		
		die — binding die ep — end papers pob — preprinted case slc — slipcase box — box flp — flap jkt — jacket cvr — cover cal — calendar stk — sticker ajp — advance jacket proof hdr — poly bag header bbc — blister back card src — short run cover bgc — bound galley cover prj — premium edition jacket itj — international edition jacket mti — movie tie-in edition jacket box — box	ean — EAN bar code upc — UPC bar code foi — foil emb — emboss dmb — deboss cut — die-cut tip — tip-in f01 — junk art (f02, f03, etc.) a01 — live art (a02, a03, etc.) ap1 — author photo (ap2, ap3, etc.) fap1 — author photo, fpo version (fap2, fap3, etc) L01 — imprint (or other) logo (L02, L03, etc) m01 — map (m02, m03, etc.) rp1 — audio reader photo (rp2, rp3, etc.) x01 — special effects (x02, x03, etc) all — all exterior material ccx — cover corrections		

Specifications

		Content/Stage Identifier	Content Component Identifier		
		spc — Specs	cmp — composition spec form cfo — Quark 'collect for output' report acl — archive checklist sap — SAP network specs nts — archive notes log — artwork log rcl — Reprints checklist srn — short run notes cce — cost confirmation estimate fmp — fmp summary specs (to be replaced by SAP)		

This filenaming standard was developed by the Random House, Inc. Digital Workflow-Production Sub-Committee. The Standard is now maintained by the Media Asset Development-Content Archive Team (MAD-CAT).

Rebecca Wintle of MAD-CAT collects and documents all requests for changes to the Standard. The proposed changes/additions are then submitted to the Naming Convention Sub-Committee for discussion. Upon Committee approval, the new and changed elements are incorporated into the Standard. The MAD-CAT team then coordinates the addition of approved elements into the Standard's official documentation, and handles the publication and distribution of the amended Naming Standard documentation. We also coordinate the addition of new names into the Act SMART validation tool.

MAD-CAT welcomes feedback or comments about anything your division handles which may not be adequately covered by this naming standard.
We will do our best to accommodate the needs of all concerned while maintaining a standard that can be applied across all divisions of our diverse company.

Thank you!

MAD-CAT

Revised February 21, 2006