Kindle Publishing Guidelines SOP

Contents

1 Overview

The purpose of the Kindle Publishing Guidelines (KPG) is to describe the primary ways that publishers, authors, and conversion houses can convert their books for Kindle devices and applications. It includes guidelines and suggestions to ensure a smooth conversion and publication process.

This page provides detailed information for employees who update the KPG. For general information, please see the Kindle Publishing Guidelines page.

Amazon employees can suggest KPG changes via the KPG SIM at any time. Each SIM issue will be evaluated for complexity and impact. Complex changes that impact multiple sections and/or require extensive research might be moved to the following update; this will be reflected in the SIM issue. If the change is time-sensitive, please provide that detail in the SIM issue.

2 URLs

The most current, public versions of the KPG should always be uploaded to the following URLs. After the KPG is uploaded to the S3, we always check each of the KPG URLs to confirm that they all work correctly.

Language	URL
English	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines.pdf
Chinese	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_CN.pdf
Dutch	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_NL.pdf
French	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_FR.pdf
German	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_DE.pdf
Italian	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_IT.pdf
Japanese	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_JP.pdf
Portuguese (Brazilian)	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_PT.pdf
Spanish	http://s3.amazonaws.com/kindlegen/AmazonKindlePublishingGuidelines_ES.pdf

3 Update Schedule

Updates to the KPG are published quarterly (beginning of Jan., April, July, Oct.). The technical writer/editor is Tricia Spicer Bekey. Below is our production schedule for 2019.

Task	Owner	Standard # of days	Q1 2019 release	Q2 2019 release	Q3 2019 release	Q4 2019 release	Q1 2020 release
Intake	Tricia	2-4 weeks	10/2—10/23	1/7—1/25	4/2—4/23	7/3—7/26	10/2—10/23
Writing/Editing (includes drafting int. & ext. announcements)	Tricia	15 bus. days	10/24—11/14	1/28—2/15	4/24—5/15	7/29—8/16	10/24—11/14
Peer reviews (TAM, P2R, etc.)	Tricia	5 bus. days	11/15—11/21	2/18—2/22	5/16—5/22	8/19—8/23	11/15—11/21
Incorporate feedback	Tricia	3 bus. days	11/26—11/28*	2/25—2/27	5/23—5/29*	8/26—8/28	11/22—11/27*
Translations (includes ext. announcements)	Localization team	15 bus. days	11/29—12/20	2/28—3/22	5/30—6/21	8/29—9/20*	12/2—12/20
Upload	Conversion Tools team	3 bus. days	12/27—12/31*	3/25—3/27	6/24—6/26	9/23—9/25	12/23—12/30*
Confirm upload & archive files	Tricia	1 bus. day	1/2/19	3/29	6/27	9/26	12/31
Send int. & ext. announcements and create newsletters	Tricia	1 bus. day	1/3	4/1	7/1	10/1	1/2/20

* = schedule adjusted for holiday

4 Update Process

Updates to the KPG are published at the beginning of Jan., April, July, and Oct.. The technical writer/editor is Tricia Spicer Bekey. This is our current update process:

Task	Owner	Details
Change request	Amazon employees	Amazon employees can suggest KPG changes via the KPG SIM at any time.
Technical writing	Technical writer/editor	Validates and incorporates individual changes in the English Word doc, using tracked changes and comments to identify each change and tie it to the KPG SIM issue that requested it. The technical writer/editor makes inquiries as needed (to the original requester, SME, etc.).

Task	Owner	Details
Technical editing	Technical writer/editor	Reviews all changes in the English Word doc for consistent language, tone, and style. Note: If less than 5% of the doc is changed, editor should evaluate whether the changes are urgent/time-sensitive enough to justify localization and release.
Draft announcements	Technical writer/editor	Before localization, the technical writer drafts both internal- and external-facing KPG update announcements. • **Internal communication:** We will reach out to internal teams with data that maps each KPG change to the KPG SIM issue that requested it. The update will also include links to all KPG languages. • **External communication:** We will reach out to publishers and conversion houses with a high-level summary and call to action, with a comment to see the Revision History table for a complete list of changes. The communication will include a link to the KPG. The message content and KPG URL will be localized for each of the KPG languages. The external communication will go out in a vendor newsletter.
Peer review	Developers	Technical writer/editor asks peers and stakeholders to review the changes. The peer review includes anyone who has contributed to the SIM issues in that release and everyone on the review list.
Incorporate feedback	Technical writer/editor	Technical writer/editor incorporates changes based on the peer review.
Final proofread	Technical writer/editor	Performs final editorial checks before sending the English Word doc to translation.
SIM Issue Signoff	Technical writer/editor, developers, other relevant stakeholders	To close open KPG SIM issues, changes should be signed off by **1)** Technical editor, **2)** P2R stakeholder, **3)** Original requester (if other than 1 or 2), and **4)** Subject Matter Expert (if other than 1 or 2).
Translations	Localization team	The technical writer/editor cuts a ticket to have the localized version of the KPG updated. Each ticket should include: • tracked changes Word doc in English; • clean version of Word doc in English; • Word docs of the previous final translations. • Any images that need to be localized (for screenshots from eBooks it has been helpful to include the appropriate HTML file and any font files used in text that will be localized) • All words within code examples that need to be localized should be highlighted

Task	Owner	Details
Post-translation checklist	Technical writer/editor	After translation, the team returns the localized Word docs to the technical writer/editor. The technical writer/editor checks the Word docs against the Post-Localization Checklist to make sure they are ready for public release.
Create PDFs for all languages	Technical writer/editor	Makes PDFs of each Word doc and cuts a ticket to have the conversion tools team upload all languages of the KPG PDFs to the S3.
Upload all languages to the S3	Conversion Tools team	Uploads all languages of the KPG PDFs to the S3.
Confirm upload & archive files	Technical writer/editor	After the KPG is uploaded to the S3, the technical writer/editor clicks each KPG URL to confirm that it works correctly and archives the Word docs and PDFs.
Send announcements and create newsletters	Technical writer/editor	After the KPG is uploaded to the S3, the technical writer/editor sends internal and external announcements to alert users of the changes. The technical writer/editor also creates the announcements in Vendor Central. These require manager approval.

5 Version Numbering

The KPG uses a *year.release* numbering scheme. The first major release of 2017 is **version 2017.1**, the second major release is **version 2017.2**, and so on. (The version number is not tied to the quarter of when it's published, it just counts the sequence of releases in the year.)

For a minor release between updates, such as a correction to version 2017.1, the numbering scheme is *year.release.revision,* which would be **version 2017.1.1**.

6 Style Sheet

Click here for the complete KPG Style Sheet.

All of our technical documents use the same styles to indicate two types of special text: code and user interface (UI) text.

Type of Text	Markup	Localization Rules	Examples
Code (HTML, CSS, XML)	**Code:** Courier New **Text:** Arial **Localized parts of code examples:**	Code tags and attributes should not be localized because the code itself is English-based, but comments, text, and some values should be localized to make our guidance as globally	\<audio id="audio_1" src="audio.mp3" controls title="Audio about …"\> \<!-- If users view this eBook on a device that does not support audio, they see the following text instead --\> \<br/\>\<br/\>\<br/\>"There is audio content at this

	highlighted <mark>Courier New</mark> or <mark>Arial</mark>	accessible as we can. When code examples are added or revised (as indicated with tracked changes), KGKM has asked us to highlight the parts that should be localized for clarity.	<mark>location that is not currently supported for your device. The caption for this content is displayed below."</mark> </audio>
UI text (menus, buttons, dialog box names, all other text on screen)	**bold**	References to UI text must match the UI strings for the software.	Right-click the zip file, select **Extract All**, and enter the folder name as **c:\Kindlegen**.

7 Post-Localization Checklist

Before releasing translated technical documents to the public, we always check the following as part of best practices:

1. **Revision History Table:** Review the Revision History table (between the cover page and the table of contents) to see which sections were changed in this update. If there is no Revision History table, check to see if the guide is completely new/revised.

2. **Tracked Changes & Comments:** Make sure that all tracked changes have been accepted (not just hidden) and that all comments are deleted.

3. **Cover:** Confirm that the version number is accurate.

4. **TOC:** If any sections were added or deleted, make sure the table of contents has been updated to reflect this change. [With tracked changes off, click CTRL +A to select all text, right-click and choose **Update Field**, from the pop-up menu, choose **Update entire table** and click **OK**.]

5. **Fonts:** For each revised section:

   a. Make sure the body font family and font size matches the body style for that document. Compare to English version if unsure.

   b. Make sure any code or UI text is formatted correctly per the Style Sheet. Compare to English version if unsure.

6. **General Check:** Page through the revised sections and compare to the English version to check for any oddities, such as missing or duplicate screenshots.