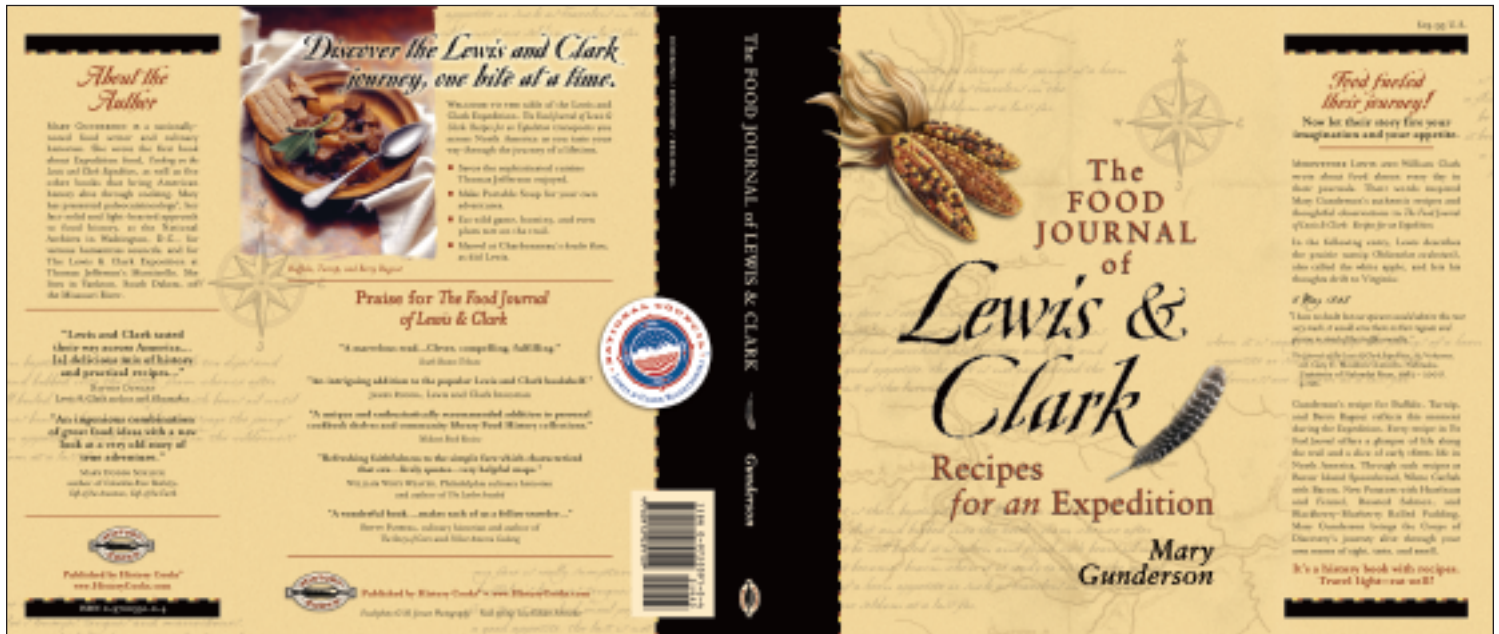


# TYPICAL ELEMENTS of a BOOK COVER or JACKET

\* denotes required elements for an effective cover



## FRONT

- title\*
- subtitle
- author name\*
- endorsement and/or award notice (such as "best-seller")
- descriptive artwork or type\*
- award label

## SPINE

- title\*
- last name of author\*
- graphic element/photo
- name and/or logo of publishing company\*

## BACK

- shelving categories (aids stores in determining where to display book)
- title or enticing headline\*
- author name
- description or excerpt\*
- list of bulleted items explaining what reader will learn from the book (usually on non-fiction books)\*
- testimonials

- author biography
- bar code (Bookland EAN)\*
- price (sometimes found on flap instead)\*
- publishing company's contact info (sometimes found on flap instead)\*
- award label

## FLAPS (if appropriate)

This information varies, but can include:

- price
- title\*
- author\*
- synopsis of the book or excerpt from the book\*
- photo and blurb about the author\*
- publishing company's contact info

Your cover sets the scene for buyers, distributors, and reviewers. Make it a good one!