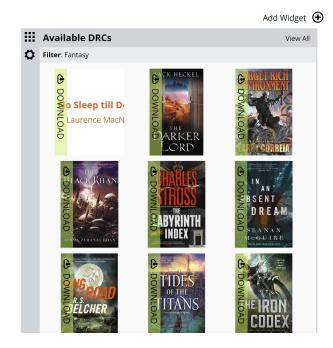
Best Practices for Edelweiss DRC Copies



Direct all questions to Daniela Plunkett (daniela.plunkett@macmillan.com) and Holly Ruck (holly.ruck@macmillan.com)

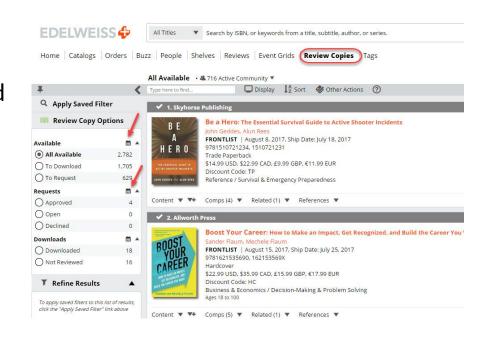
Finding a Digital Review Copy

Review copies can be found on the Review
Copies widget on the Edelweiss home
page. Click on the cover image to see
details about this title, and to take a
number of actions, including requesting or
downloading, adding to Shelves, adding
Reviews, Tags, Notes, etc.



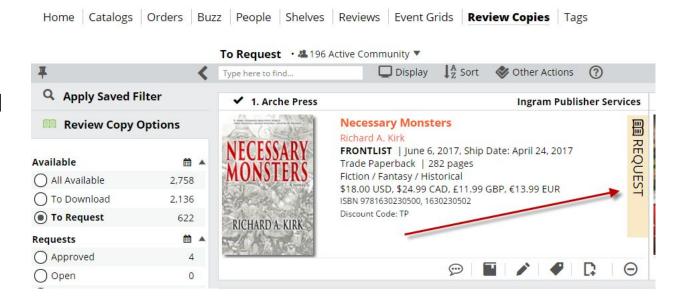
Finding a Digital Review Copy

You can view available Digital
Review Copies in a more dedicated
and comprehensive view by
clicking into the Review Copies
page using the link at the top of
any Edelweiss page.



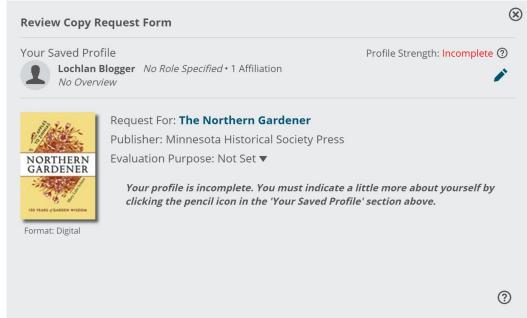
Requesting a DRC

To request a Digital Review Copy, click Request here:



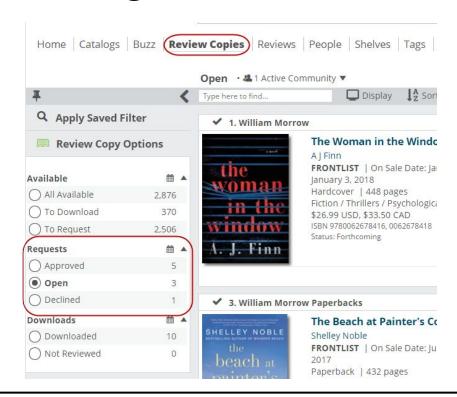
Completing Your Request Profile

If this is your first time requesting a review copy since the switch to Edelweiss+, you will need to set up your profile before you can request a title. This gives publishers a more complete picture of who you are and why you are requesting a title. Edit it by clicking on the pencil at the top right of the box.



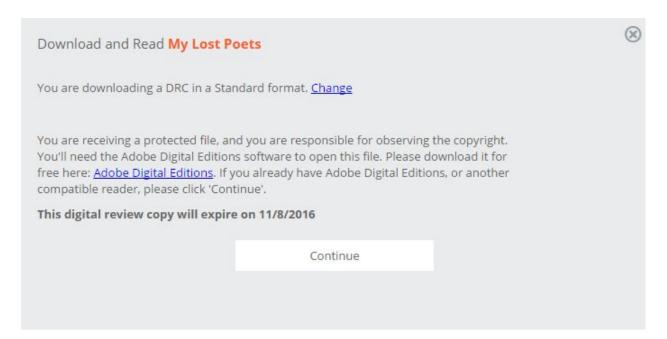
Tracking DRCs

Track your DRC requests from your Review Copies page.



How to Download a DRC to a Computer

Go to Edelweiss and select the book you wish to download.
You will see a message like this:



How to Download a DRC to a Computer

If you do not already have Adobe Digital Editions software, click on the link in the message box to download the free software. There are versions for both PCs and Macs.

You will be asked if you want to Authorize Computer. Select this option. If you already have an Adobe ID, enter it here (you may have one if you have read ebooks on another computer or mobile device before). Otherwise, click the link in that box to get an Adobe ID online and enter your Adobe ID here to authorize your computer.

Once you have fully installed Adobe Digital Editions, switch back to Edelweiss, and click the Continue button on the Edelweiss box. Click OK for the file to be opened with Adobe Digital Editions. Adobe Digital Editions will open, and you can navigate and read the book from here.

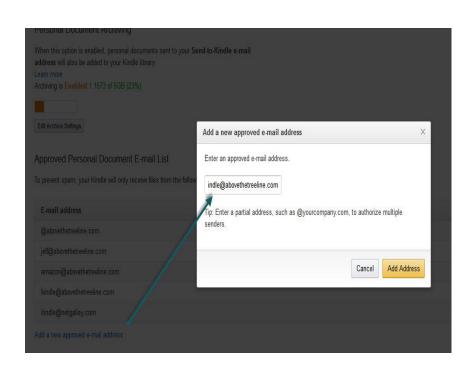
In order to download an Edelweiss Digital Review Copy to your Kindle, you will need to first go to your Kindle Settings in Amazon. Add the Edelweiss kindle email address as one of your approved emailers. To do this:

Go to 'Your Content and Devices' on Amazon. Or from the homepage, hover over Account & Lists in the upper right, then click on Your Content and Devices

Then select the Preferences tab (on the top)

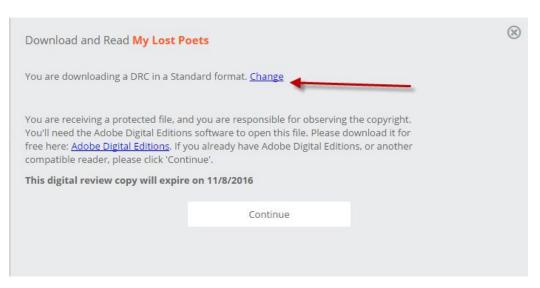
Scroll down to the Approved Personal Document E-mail List and select Add a new approved email address.

Add kindle@abovethetreeline.com as an approved sender.



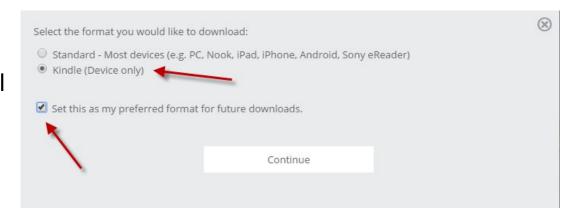
Once you have found a book you would like to download, click the Read button.

When the box to the right pops up, select Change at the top.



This will bring you to this box, where you should select Kindle.

If you already followed the initial setup steps at the beginning of these instructions, you just need to enter your Kindle's email address and select a download method.



Download methods:

Send to email: If your kindle is wi-fi enabled, or has 3G the file will be transferred the next time it is connected to the Internet over wi-fi or 3G. If not, the file will transfer to your Kindle when you next connect your Kindle to your computer directly.

Send directly to Kindle: This will send the book to your Kindle wirelessly. You may be charged by Amazon for this option. (You can manage how much you are willing to pay per download in your Kindle account settings in Amazon).

Once you've made a selection, click Continue, and you will see this box.
Unless you need to change your Kindle email address, click Continue here, as well.



Downloading a DRC to an iPad or iPhone

You'll need to download Aldiko on your device from the Apple store. You'll also need to make sure that you've authorized the app for Adobe Digital Editions by entering your Adobe ID.

You can browse Edelweiss+ for review copies to download directly or click the Download button in an approval email.

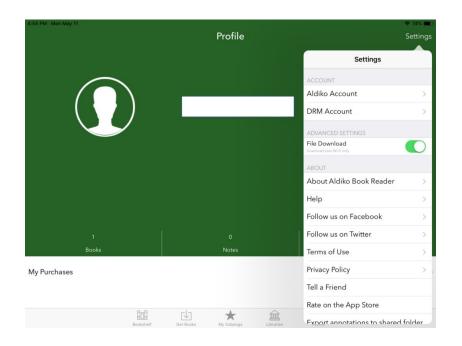
When you download the digital review copy to your device, you'll select to "Copy to Aldiko." Then the book will be accessible on your Bookshelf within Aldiko!

Visit the Apple Store and download the free Aldiko Book Reader app.

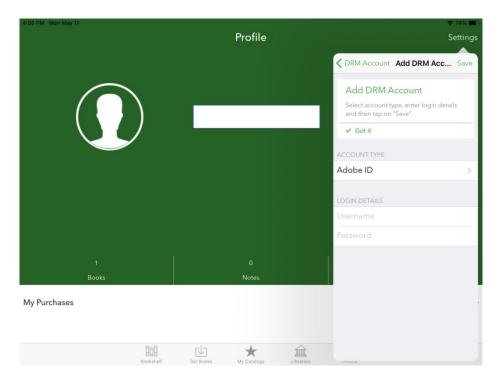
Once downloaded, open the Aldiko Book Reader app on your device. You can login with your email, Facebook, or Google account.

You'll also need to connect your Adobe ID so that you can access review copies with secure DRM. For some users, Aldiko may prompt you to authorize the app for Adobe Digital Editions, and you'll just follow the steps.

If Aldiko does NOT prompt you to authorize Adobe, you still need to do so. In Aldiko, click Profile and then click Settings in the top right corner. Then click DRM Account.



From here, click Add, and then under Add DRM Account, it should list Adobe ID as the default. Add your Adobe login details below and click Save!



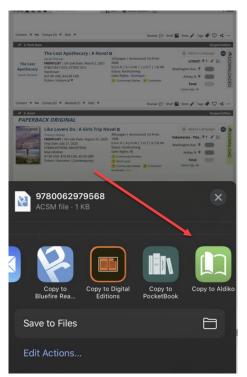
Go to edelweiss.plus on your device's web browser to discover a review copy you're excited to read. Or, if you have an email from a publisher granting you access to a particular digital review copy, just click on the Download button from your device's email.

When you click to Download a review copy in Edelweiss+, a dialogue box will appear with a message reminding you that you are receiving a protected file. Make sure that you have the Standard Format selected instead of Kindle.

If you're using Chrome, you'll see a download option appear, asking what program you'd like to use to open this file. Click "Open in..." –

In the next screen, select "Copy to Aldiko:"





If you're using Safari, after you click Download in Edelweiss+, you'll be asked if you do, in fact, want to download this file. Click Download.



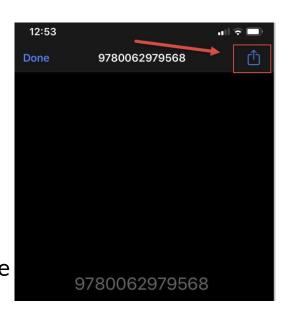
Next, you'll find your downloads here:



Click on the appropriate file, and then you'll see the screen to the right. You'll need to click on the Share icon:

And then "Copy to Aldiko:"

Now, when you open the Aldiko Book Reader app, the book you've just downloaded should be available on your Bookshelf in moments.





Downloading a DRC to an Android Tablet or Smartphone

Download Aldiko app on your device from wherever you acquire apps on your device

Authorize the app for Adobe Digital Editions by entering your Adobe ID

Browse Edelweiss directly on your device and find the book you plan to download

Download the digital review copy to your device, and it will open in the reader automatically

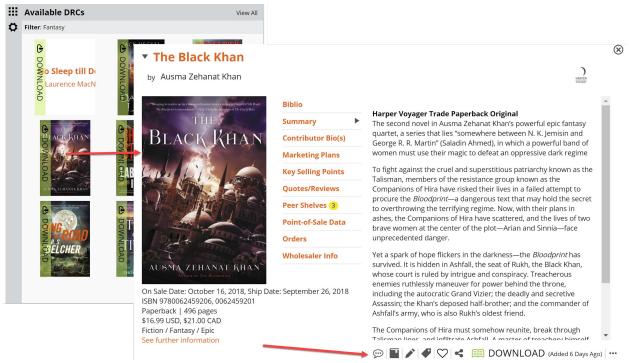
Downloading a DRC to a Nook, Sony Reader, or Kobo

Adobe Digital Editions allows you to transfer items from your library to your digital reader device. You will need to download the file to your computer, using Adobe Digital Editions, and then connect your digital reader to the computer, and launch Digital Editions to begin the transfer of the file to your device.

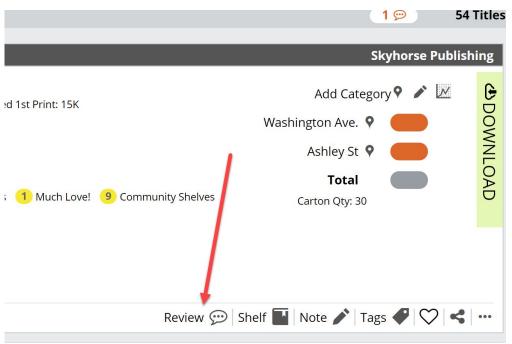
Connect your device to your computer and launch Digital Editions. Digital Editions automatically detects the presence of your digital reader and offers to authorize it with your Adobe ID. Both Digital Editions and the device must be authorized to be able to transfer protected content to and from the device. Unprotected content can be transferred to and from the device without authorizing either the device or Digital Editions, but Adobe strongly advises authorizing Digital Editions as it gives you content portability for your protected books.

You can read books that are on your digital device or your own computer. Before ejecting your device, go ahead and confirm the transferred titles appeared.

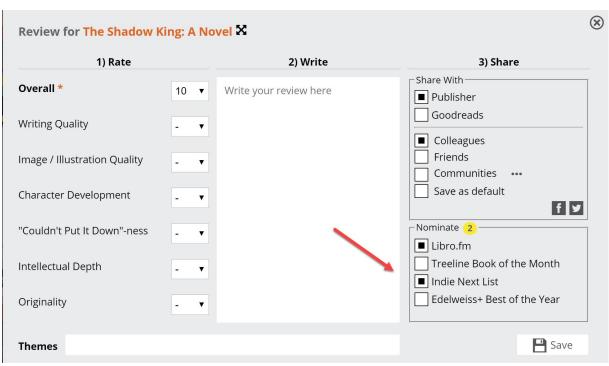
Find a title in one of your homepage widgets, click in to view its details, and click on the Review icon:



Or from within a catalog, Review Copies page, or another title list here:



clicking the Review icon will bring up a window in which you can rate various attributes of this title, write a review, and decide who can see it.



Sharing with your colleagues, friends and Communities are separate from Nominating titles for lists like IndieNext, Libro.FM, etc. So, you can share a review without nominating a title, or you can nominate a title for IndieNext, for example, without sharing that review with your Communities. Choosing to send your review to the publisher will make that review visible to people associated with that publisher, including publicity, sales reps, etc. They may use your review in their marketing efforts. Nominating your review for IndieNext will send your review right to the ABA, who will count it as an IndieNext nomination for a title, and may select your review in the IndieNext newsletter, website, and other marketing materials.