We invite you to envision a new way to manage your metadata...

Where everyone in your distribution chain has online access to the most complete, most up-to-date metadata files, when they need them, just by logging in.

Where your metadata creation and maintenance is done by university trained, professional catalogers, reviewed for quality and with automatic updates to you & your partner vendors and customers.

Where you're confident your metadata contains *everything* you and your customers want.

Where your metadata files work for you, with enhanced metadata fields and improved discoverability, available weeks before the book is even published, making it easy to market and pre-sell.

That's MCS.

Get the dual advantages of our consistent, systematic approach to metadata management, and our excellent personalized service for a price you can't find anywhere else.

Guaranteed.

What does really great metadata cost? Not as much as you might think.

Publisher Pricing

SuperbMeta with P-CIP   **$12 each**

Includes Publisher Data File (for pre-publication marketing & sales), SuperbMARC™, P-CIP Record Processing & Handling

SuperbMeta Record   **$10 each**

Includes Publisher Data File (for pre-publication marketing & sales), SuperbMARC™

Now that you know what TQPN™ & SuperbMeta™ can do for you, what are you waiting for?

Call us.

Mitinet Commercial Services™

866-496-8264

www.intersps.com

Why You Should Join Mitinet Commercial Services™

Engaged Synergy

Here's the thing...

These days, great metadata can practically sell your book for you.

And providing _really_ great metadata is what we do.

It works like this...

In today's automated market, _your metadata is your brand_ & often the only way for your customers to find you. Great metadata is all about discoverability. The more information you pack into your metadata, the easier it is for potential buyers to find your book.

But, creating & maintaining _great metadata takes time and skill_. It takes professional cataloging skills, monitoring & updating new information and new terminology, plus making all that metadata available _consistently_ to everyone in your distribution chain.

Why do it? A Nielsen report on the link between book sales & metadata, found that _adding just 4 fields to your metadata record can increase online book sales by 178%_. And if your customer is a library, the stakes are even higher.

Libraries manage their collections with MARC records, where additional subject and reading program fields determine how discoverable your book is for their customer.

The quality and richness of your MARC record often decides if a library will even consider buying your book.

So...do _you_ have great metadata?

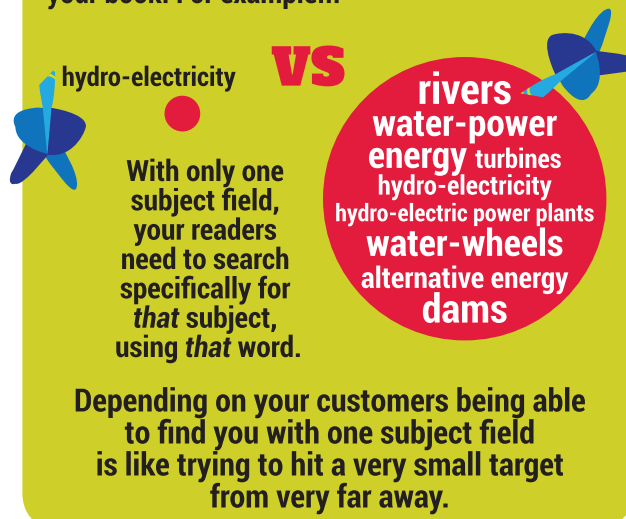**If not, we can help you with that.**

Introducing SuperbMeta™- your online metadata record, with nearly twice the number of data fields as the average metadata record.

Remember when we said adding even 4 additional fields of data to your metadata record can increase sales by 178%?

Here's how that happens.

When the Library of Congress issues a CIP record, you get one field describing the subject of your book - known as authorized terminology.

While accurate, the word or phrase the Library of Congress uses may not be the same word or phrase your readers might choose to search for your book. For example...

hydro-electricity **VS**

rivers
water-power
energy turbines
hydro-electricity
hydro-electric power plants
water-wheels
alternative energy
dams

With only one subject field, your readers need to search specifically for _that_ subject, using _that_ word.

Depending on your customers being able to find you with one subject field is like trying to hit a very small target from very far away.

The extra metadata we pack into your SuperbMeta™ helps make your books so much easier to find.

More fields = MUCH bigger target = more DISCOVERABILITY

SuperbMeta™ also includes...

- **Customizable fields**
- **Automatic review & award updates**
- **On-demand, online availability for you & your vendors (within the network)**
- **Early availability (weeks before the publication date)**
- **Quality assurance & accuracy**

Here's what we can do for you.

Publishers

Control your brand
You get a standardized, high quality metadata record, with **NO** maintenance costs. Buy **SuperbMeta™** for your ISBN once, and all future updates to that record are free and automatic.

Make your products discoverable
Ready weeks before the publication date, **SuperbMeta™** gives your sales & marketing staff time to promote your book, & your vendors & customers time to find it.

Save on overhead costs
Our focus is metadata. Our professional catalogers create, maintain and review your **SuperbMeta™** for quality. Save money & staff time on data entry, problem resolution and the need to monitor & maintain metadata for your current or back catalog.

Faster distribution cycle
Speed to market counts. Online, accurate **SuperbMeta™** is always up to date, always ready to go, so your materials spend less time in the warehouse, waiting for someone else to create metadata for your products.

Wholesalers

Warehouses & Distributors

Save on overhead costs
On-demand access to **SuperbMeta™** from TQPN publishers, costs less money than you spend to create metadata in-house.

No more books taking up space on your warehouse floor while you rush to create metadata or MARC records for _your_ customers. Download accurate, up-to-date metadata when you need it and send your orders out faster.

Increased customer satisfaction
SuperbMeta™ is high quality, content-rich metadata that adds value to your products without adding extra cost. SuperbMeta™ is also compatible with library automation systems, reducing potential library processing problems as well.