

TitlePage Bookseller's **Guide** www.titlepage.com 2010



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1. Introduction

This document provides an overview and helpful tips to booksellers in using TitlePage.

Please take the time to read and understand it prior to using TitlePage. If you have any questions, do not hesitate to contact the TitlePage support group at titlepage@publishers.asn.au.

2. Getting Set Up

2.1. Registering Online

The first step in setting up a TitlePage Bookseller account is to register online:

- 1. Go to http://www.titlepage.com.
- 2. Click on the 'Register' button under 'Bookseller/Supplier Registration.'
- 3. Read and accept the TitlePage Terms of Use.
- 4. Fill out the online registration form, then click 'Submit.'
- 5. Confirm your details and then click 'Submit' again.

An e-mail will be sent to the TitlePage Administrator who will verify your account details and activate your account. You will be notified by e-mail when your account has been activated; this process normally takes up to 2 business days.

IMPORTANT:

- Cookies: The TitlePage system uses **cookies** to remember that users are logged in. Provided that you do not log out, you only need to log in to the system once per day. However, users must have both cookies and JavaScript enabled in browsers. If you clear your cookies, you will have to log in again.
- Computer Time and Date Settings: Make sure that the time and date settings (including time-zone) on any computer you will use to access TitlePage are correct. Incorrect settings will prevent you from logging in to TitlePage.

2.2. Setting up API Access

If you use a book management system such as e-Bility, BookNet or BookMine you may require API access to be enabled in your account. If you require this feature, please e-mail your request to titlepage@publishers.asn.au. Be sure to include the username of your account in your e-mail.

The TitlePage Administrator will respond to your request within 2 business days.

2.3. Maintaining Your TitlePage Account

Account Information

It is extremely important that the contact details listed in your TitlePage account are current, because this is the information we use to contact you should any problems arise with your account or with TitlePage. We recommend reviewing these details at least every 6 months to ensure they are correct.

You can update your details at any time as follows:

- 1. Log in to the TitlePage website.
- 2. Click on 'My Details' in the navigation menu at the top of the page.
- 3. Review the content of each field, making changes as required.
- 4. Click the 'Submit' button at the bottom of the page.

Passwords

We recommend that passwords on all accounts be changed on a regular basis, at least every 6 months. This is an important security action that will ensure any employees who have left your organisation do not retain access to TitlePage through your account.

3. Using TitlePage

When you receive notification that your TitlePage account has been activated you can log in and start using the system. This section provides a step-by-step explanation of all the screens available for your use to ensure you get the most out of the system.

3.1. Common Features



There are several useful features that appear at the top of every TitlePage screen; they are shown in the screenshot above. The following sections explain each in detail, including what they are for and how to use them.

Help, About the Service, Contact Us



At the top right-hand side of every page you will find three links, *Help, About the Service* and *Contact Us*. These links will help you find answers to questions you may have about using TitlePage. Clicking the *Help* link will take you to a page that answers some common questions about using TitlePage. This should be your first port of call if you require more information about using the system. The *About the Service* link takes you to an information page that explains what TitlePage is, what it does, and who is eligible for an account.

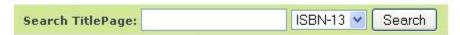
If neither of these pages answers your question, you can use the *Contact Us* link to send an e-mail to TitlePage support. Please make sure your contact details, particularly your e-mail address, are entered correctly, as this is what we will use to get back to you. Most queries are resolved within 2 business days.

Navigation Menu



Immediately beneath the TitlePage logo you will find the TitlePage navigation menu. This menu provides tabs for each of the screens available to you in TitlePage. You use this to move between pages. The page currently displayed is highlighted in green. For example, in the screenshot above, the user is on the *Home* page.

Search Bar



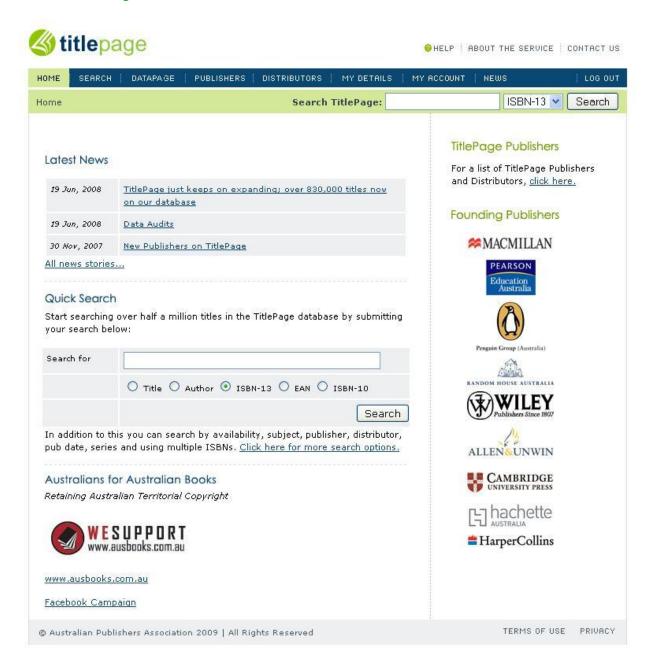
To the right underneath the navigation menu there is a convenient search bar that allows you to search for titles directly from any page on TitlePage, without having to first navigate to the *Search* page. You can search by Title, Author, ISBN-13, EAN or ISBN-10 by selecting from the drop-down menu. Then all you need to do is enter your search term and click 'Search'. You will be taken to a page displaying the titles matching your search criteria.

Navigation Path (Breadcrumbs)

To the left of the search bar TitlePage displays the list of pages you had to click through to get to where you are at any given time. This feature is often referred to as *breadcrumbs*, because it helps you find your way back to pages you were on previously.

For example, in the screenshot above, the user is currently viewing the *Results* page, but to get there they first had to visit the *Search* page. Each page along the path (except the one you are currently viewing) is clickable, so you can return directly to it quickly and easily.

3.2. The Home Page



When you first log in to TitlePage at www.titlepage.com, you will be taken directly to your account Home page. This is shown in the screenshot above. Each feature of the Home page will be discussed in the following sections.

Latest News

Latest News

19 Jun, 2008	TitlePage just keeps on expanding; over 830,000 titles now on our database
19 Jun, 2008	Data Audits
30 Nov, 2007	New Publishers on TitlePage

The *Latest News* section of the *Home* page, shown above, displays news articles about TitlePage. They are listed in reverse-chronological order, so the most recent article is always at the top. Any interesting or important information about TitlePage or its features will be posted here as a news story. To view the details of a news story, simply click on its title. To view older news stories, click the *All news stories...* link at the bottom. This will take you to the *News* page (refer to <u>3.11. News</u>).

Quick Search

Quick Search

Start searching over half a million titles in the TitlePage database by submitting your search below:



In addition to this you can search by availability, subject, publisher, distributor, pub date, series and using multiple ISBNs. Click here for more search options.

The TitlePage *Home* page provides a *Quick Search* field, where you can search for a title by Title, Author, ISBN-13, EAN or ISBN-10 without having to navigate to the *Search* page. Just select a search criterion, enter your search term and click the 'Search' button.

Clicking the *Click here for more search options* link will take you directly to the *Search* page, where you can specify more details to refine your search (refer to <u>3.3. The Search Page</u> for more information).

TitlePage Publishers

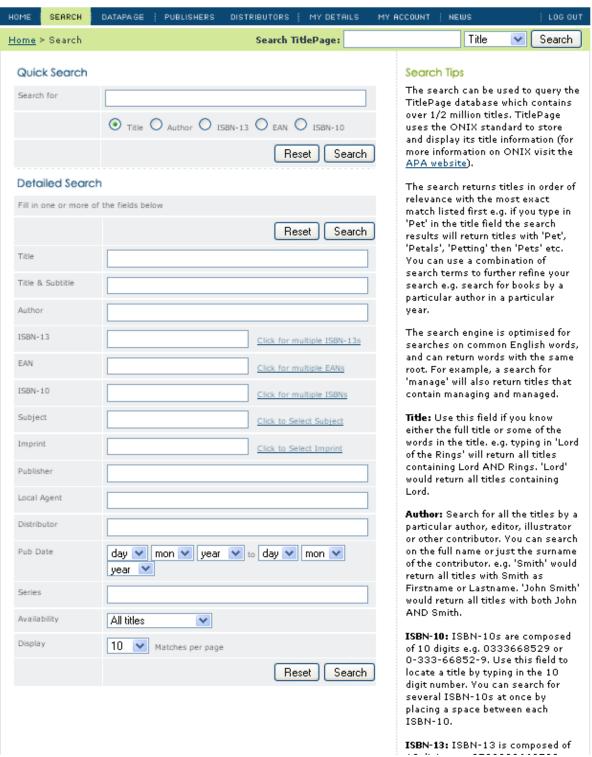
TitlePage Publishers

For a list of TitlePage Publishers and Distributors, <u>click here.</u>

Clicking on the *click here* link under *TitlePage Publishers* will display a file containing the list of current TitlePage Publishers in PDF format.

3.3. The Search Page





PHELP ABOUT THE SERVICE CONTACT US

The second tab from the left on the navigation bar will take you to the *Search* page. This is likely to be the page you use the most, as it allows you to search the system for titles by specifying various criteria.

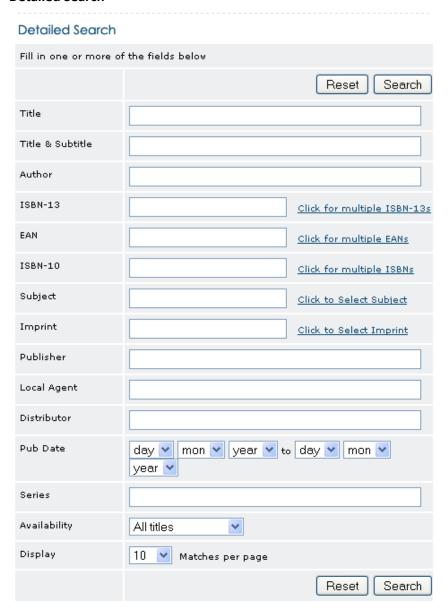
Quick Search

Quick Search



The Quick Search feature is useful if you want to search for a title based on only one property. Rather than scrolling down the page, all you need to do is select what you want to search by (for example, the screenshot above has ISBN-13 selected), enter your search term, and click 'Search'. Clicking the 'Reset' button clears the search field so you can type a new search term.

Detailed Search



The *Detailed Search* allows you to refine your search using several different properties at once. Simply insert the desired value into one or more fields and click 'Search'. The column on the right side of the page provides a number of tips for effective searching, including explanations of some of the possible search criteria. These *Search Tips* have been reproduced in the following section for your reference.

Clicking the 'Reset' button clears all the search fields.

IMPORTANT: Note that if you enter text into both the Quick Search and Detailed Search, the Quick Search value will be used.

Search Tips

The search function can be used to query the TitlePage database which contains over 950,000 titles. TitlePage uses the ONIX standard to store and display its title information (for more information on ONIX visit the APA's website).

A search returns titles in order of relevance with the most exact match listed first, e.g. if you type in 'Pet' in the title field the search results will return titles that include the words 'Pet', 'Petals', 'Petting', then 'Pets', etc. You can use a combination of search terms to further refine your search, e.g. search for books by a particular author published in a particular year.

The search engine is optimised for searches on common English words, and can return words with the same root. For example, a search for 'manage' will also return titles that contain 'managing' and 'managed.'

Title: Use this field if you know either the full title or some of the words in the title, e.g. typing in 'Lord of the Rings' will return all titles containing 'Lord' AND 'Rings.' 'Lord' would return all titles containing 'Lord.'

Author: Search for all the titles by a particular author, editor, illustrator or other contributor. You can search on the full name or just the surname of the contributor, e.g. 'Smith' would return all titles with 'Smith' as Firstname or Lastname. 'John Smith' would return all titles with both 'John' AND 'Smith.'

ISBN-10: ISBN-10s are composed of 10 digits, e.g. 0333668529 or 0-333-66852-9. Use this field to locate a title by typing in the 10 digit number. You can search for several ISBN-10s at once by placing a space between each ISBN-10.

ISBN-13: ISBN-13 is composed of 13 digits, e.g. 9780333668529. Use this field to locate a title by typing in the 13 digit number. You can search for several ISBN-13s at once by placing a space between each ISBN-13.

Subject: Use this field to search for all titles found under one or more subject areas. TitlePage uses the BIC subject standard to classify its titles (for more information on BIC visit the <u>APA website</u>). You can either type free text or select the relevant BIC subject code description, e.g. searching for 'Computer' returns titles with BIC codes of Computer Programming (UP), Computer Certification (UC) and Computer Communications (UT).

Imprint: Search on the title imprint which is found on the spine of a book. You can either type free text or select the relevant imprint from those stored in our database.

Publisher: Find all titles for sale within Australia from a particular publisher, e.g. 'Wiley' would return all titles with Wiley UK, Wiley US and John Wiley & Sons as publisher. 'HarperCollins' or 'Harper' or 'Collins' will return all HarperCollins Publishers titles. You can also access the contact details for a publisher directly from the *Title Detail Page* (refer to <u>3.5. Title Detail Page</u>).

Distributor: Search for all titles for sale within Australia handled by a particular distributor, e.g. 'Macmillan Distribution' would return all titles with 'Macmillan' AND 'Distribution.' You can also access the contact details for a distributor directly from the *Title Detail Page* (refer to 3.5. *Title Detail Page*).

Pub Date: Select the day, month and/or year you wish to search on. You can also search on a pub date range. If you do not specify a year then all publication years will be included in your search.

Series: Locate all the books published within a series by using this field, e.g. 'Palgrave Study Guides' would return titles that include 'Palgrave' AND 'Study' AND 'Guides.' 'Study Guides' would return just 'Study' AND 'Guides.'

Availability: Having entered another search term you can also narrow your search to find only those titles in stock.

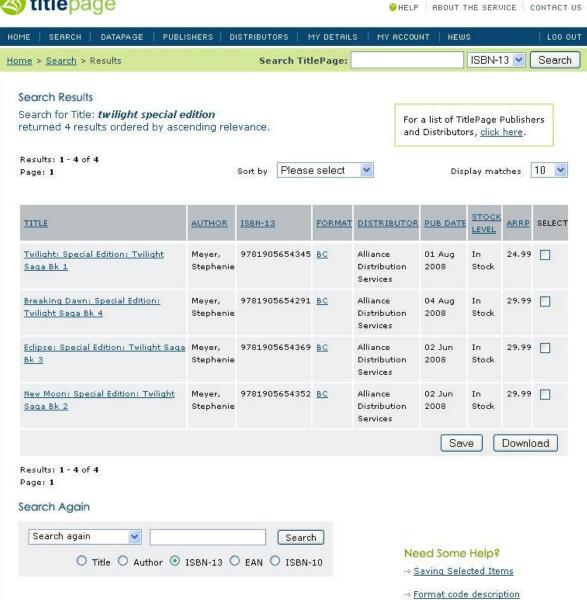
3.4. The Search Results Page

After you click 'Search' on the *Search* page (refer to <u>3.3. The Search Page</u> for more detailed information about searching on TitlePage) you will be taken to a *Search Results* page, which lists all the titles matching the search criteria you provided.

The screenshot on the following page shows the *Search Results* page generated when you run a *Quick Search* based on title with the search term 'twilight special edition'. In this case, there are 4 matching books, which are initially presented in order of relevance (i.e. how closely they matched your search criteria). The key details of the books are displayed on the *Search Results* page, but you can obtain more details about a specific book by clicking on its title. This will take you to the *Title Detail Page* (refer to *3.5. Title Detail Page*).

The Search Results page provides a number of features to make finding the right book and obtaining all the information you require about it faster and more convenient. These features are described in detail in the following sections.





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TERMS OF USE PRIVACY

Sorting Results

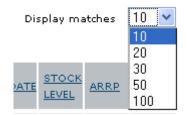


Depending on how specific your search was, you could get a large number of results. TitlePage allows you to sort these results by Title, Author, ISBN-10, ISBN13, Format, Distributor, Publication Date, Stock Level or Price to help you find what you are looking for.

As soon as you select one of these categories from the menu provided, the list of titles on the *Search Results* page will change order to match the criteria you selected. The text at the top of the page will also change to reflect what the results are ordered by, as shown in the screenshot below.



Number of Results Displayed on Each Page



When you run a search on TitlePage, the system's default behaviour is to list 10 titles per page, regardless of how many results there are to your query. This is to minimise the need for scrolling. If your search has a large number of results, you may want to display more than 10 titles on each page. To do this, simply select the number of titles you would like to see (10, 20, 30, 50 or 100), and the corresponding number of titles will be displayed on each page of your results.

The Results Table

TITLE	AUTHOR	ISBN-13	FORMAT	DISTRIBUTOR	PUB DATE	STOCK LEVEL	ARRP	SELECT
Twilight: Special Edition: Twilight Saga Bk 1	Meyer, Stephenie	9781905654345	<u>BC</u>	Alliance Distribution Services	01 Aug 2008	In Stock	24.99	
Eclipse: Special Edition: Twilight Saga Bk 3	Meyer, Stephenie	9781905654369	<u>BC</u>	Alliance Distribution Services	02 Jun 2008	In Stock	29.99	
New Moon: Special Edition: Twilight Saga Bk 2	Meyer, Stephenie	9781905654352	<u>BC</u>	Alliance Distribution Services	02 Jun 2008	In Stock	29.99	
Breaking Dawn: Special Edition: Twilight Saga Bk 4	Meyer, Stephenie	9781905654291	<u>BC</u>	Alliance Distribution Services	04 Aug 2008	In Stock	29.99	
					Sav	e [Downlo	pad

The most important feature of the *Search Results* page is of course **the results table**. This displays the key information about titles matching your search criteria, including title, author, ISBN-13, format, distributor, publication date, stock level and Australian recommended retail price.

You will notice immediately that most of the **table's headings** are actually links. This provides an alternative to the drop-down menu described earlier (refer to <u>Sorting Results</u>) to change the order in which your results are displayed. To sort by a particular field, simply click the corresponding heading in the table.

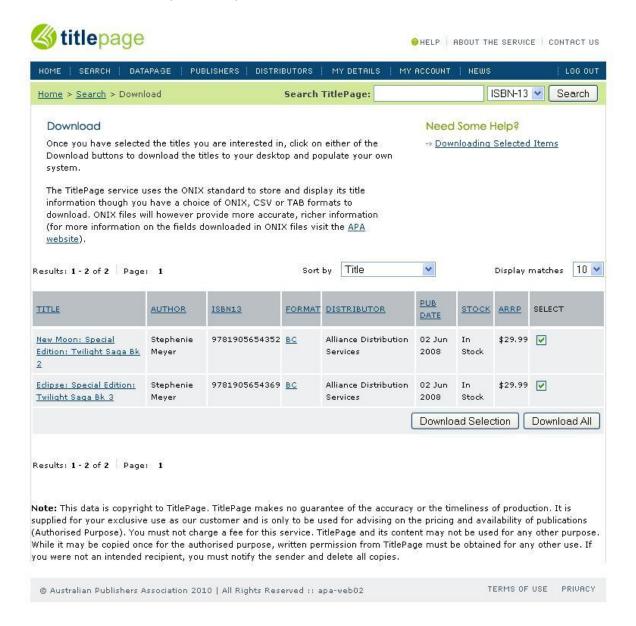
The next important thing to note is that the **book titles** are also links. The results table only displays a small subset of the information available for each book. If you click on a book's title, a pop-up window will open displaying all the information available about the book (refer to <u>3.5. Title Detail Page</u>).

Similarly, the format code for each title is a link. Clicking on a format code opens a pop-up window that provides definitions for all the codes available on TitlePage. The code you clicked on will be the first one visible at the top of the window.

The last column in the results table allows you to select the titles for which you would like to download information in the file format you nominated at registration (i.e. ONIX, CSV or TAB), and is specified in your account details (refer to <u>3.9. My Details</u>). This can be done in one of two ways. If all the books for which you wish to download information are displayed on the same page, simply select the checkboxes next to those books and click 'Download'.

However, if the books you want to download information for are split across several pages, you will need to use the 'Save' button. Select your choice of books from the first page, click 'Save' so the system remembers your choices, then move to the next page. Repeat the process until you have selected all the books you wish to download information about. Finally, click 'Download.'

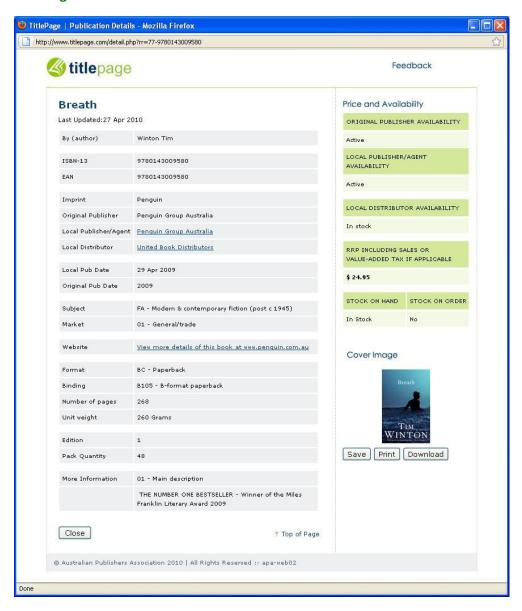
After you click 'Download' you will be taken to the *Download* page, as shown in the screenshot below. Here you are given the opportunity to review the titles you have selected. Clicking 'Download All' will download information about all the titles shown; clicking 'Download Selection' will only download those that have the checkbox next to them marked. This allows you to modify your choices if you initially selected more titles than you actually need.



IMPORTANT:

- Saving Titles: Note that any titles you 'Save' for download will **not** be retained after you have logged out of TitlePage. This functionality is only intended to queue titles for download when you need to select titles that extend over several search result pages.
- Download Format: Title information can be downloaded in ONIX, TAB or CSV format. To change
 your format option, go to the My Details page (refer to section 3.9. My Details).

3.5. Title Detail Page



When you click on a title's name in the system, a pop-up window opens displaying all the information about the title available on TitlePage (refer to the screenshot above). Much of this information is self-explanatory, but there are a few elements which are worth mentioning.

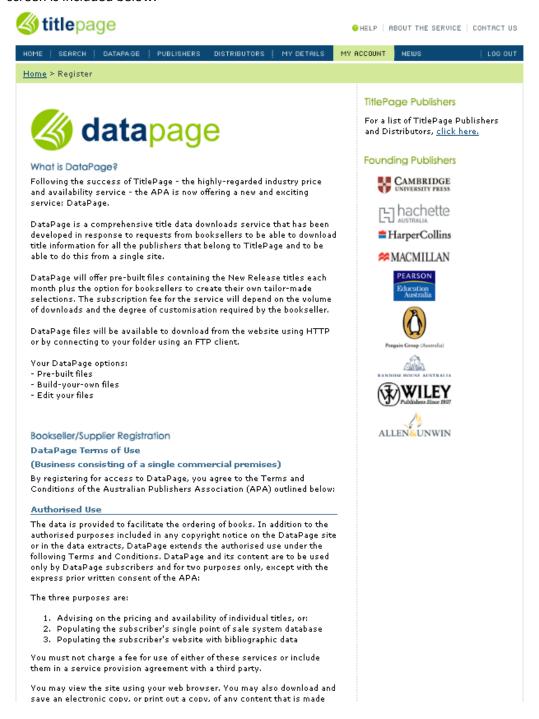
Firstly, you may sometimes see more or fewer fields visible for different titles. This is normal, and depends on how much information the publisher has provided. Although the most important fields are mandatory (for example, title, author, ISBN), there are many optional fields available to help describe a book in more detail, which not all publishers choose to fill.

You will also notice that both the 'Local Publisher/Agent' and the 'Local Distributor' fields are actually links. If you click on these, it will take you to the corresponding entry in the Publisher or Distributor lists respectively (refer to <u>3.7. Publishers</u> and <u>3.8. Distributors</u>), where you will find the contact details for that publisher/distributor.

3.6. DataPage

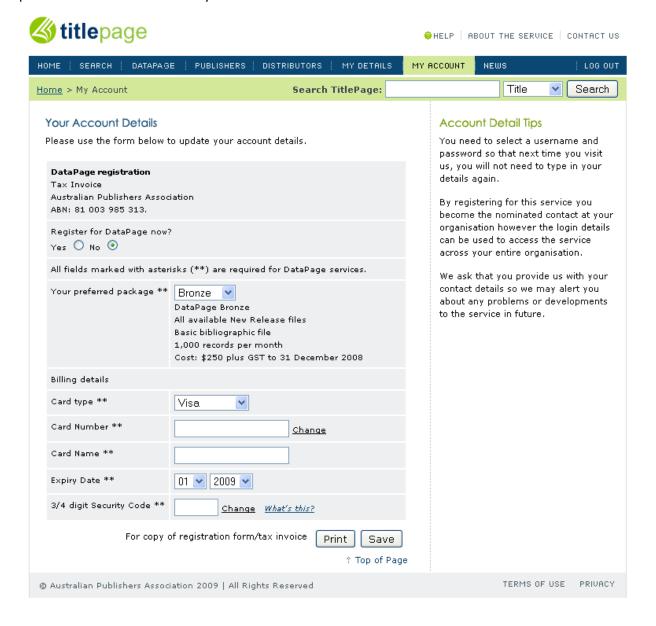
The third tab from the left on the navigation bar is labelled *DataPage*. DataPage is a fee-based service offered by the APA which provides booksellers with bulk downloads of ONIX data (for more information about DataPage, please visit the <u>APA's website</u>).

If you do not have a DataPage account, clicking on the *DataPage* tab will take you to a screen that describes DataPage and outlines the *Terms of Use* of the service. A screenshot of the top portion of this screen is included below.



If you wish to sign up for the DataPage service, read this information carefully, then click the 'Accept' button at the bottom of the screen. After you click 'Accept' you will be taken to a page where you can select the DataPage package you wish to purchase and enter your credit card details.

An e-mail will be sent automatically to TitlePage support when you submit this form notifying them of your request for an account. The TitlePage Administrator will contact you by e-mail to complete the process within two business days.



3.7. Publishers



The fourth tab from the left on the navigation bar is titled *Publishers*. Clicking this tab will take you to a page that lists all the publishers who currently have titles on TitlePage, and provides their contact details, including name, address, phone, fax and e-mail and web addresses.

Alphabetic Browsing

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A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |

Along the top of the table listing publishers by name, there is a horizontal menu displaying links associated with each letter of the alphabet. You can click on any of these links to view the page of publisher entries starting with that letter.

E-mail and Web Addresses

Email: sales@allenandunwin.com
Web: www.allenandunwin.com

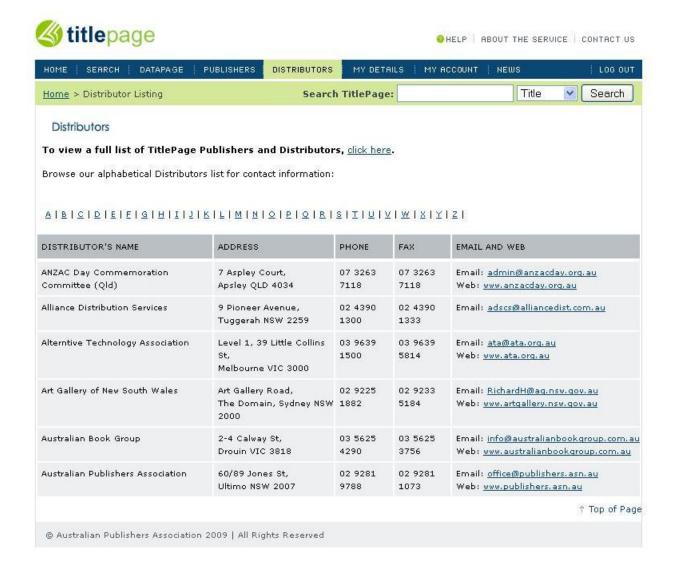
The right-most column of the results table lists the customer service e-mail address and website for each publisher (provided they have supplied this information to the APA). These are both listed as links, so you can click on them to send an e-mail or visit the publisher's website respectively.

TitlePage Publishers

To view a full list of TitlePage Publishers and Distributors, click here.

Clicking on the *click here* link where it says *To view a full list of TitlePage Publishers and Distributors, click here* will display a file containing the list of current TitlePage Publishers in PDF format. Note that this file is also available from the *Home* page (refer to 3.2. The Home Page).

3.8. Distributors



Similarly to the *Publishers* tab, the fifth tab from the left on the navigation bar, titled *Distributors*, links to a page that lists all distributors who currently have titles on TitlePage. As with publishers, the list provides the distributors' contact details, including name, address, phone, fax and e-mail and web addresses.

Alphabetic Browsing

$A \mid B \mid C \mid D \mid E \mid E \mid G \mid H \mid I \mid J \mid K \mid L \mid M \mid N \mid O \mid P \mid Q \mid R \mid S \mid T \mid U \mid V \mid W \mid X \mid Y \mid Z \mid$

Along the top of the table listing publishers by name, there is a horizontal menu displaying links associated with each letter of the alphabet. You can click on any of these links to view the page of distributor entries starting with that letter.

E-mail and Web Addresses

Email: orders@unitedbookdistributors.com.au Web: www.unitedbookdistributors.com.au

The right-most column of the results table lists the customer service e-mail address and website for each distributor (provided they have supplied this information to the APA). These are both listed as links, so you can click on them to send an e-mail or visit the distributor's website respectively.

TitlePage Publishers

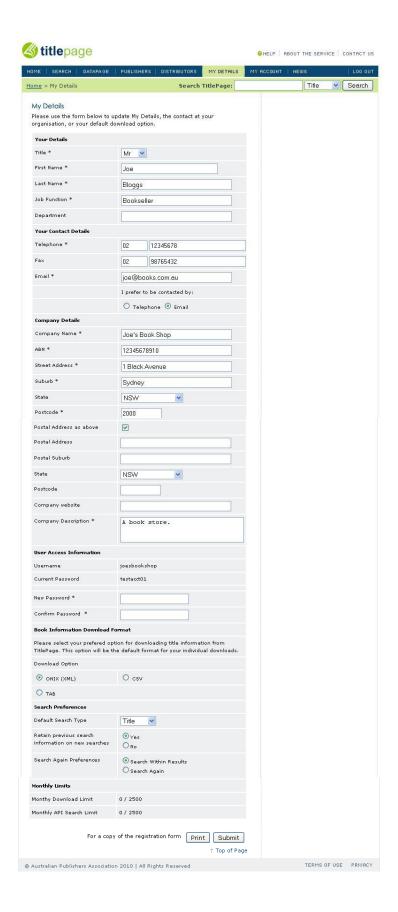
To view a full list of TitlePage Publishers and Distributors, click here.

Clicking on the *click here* link where it says *To view a full list of TitlePage Publishers and Distributors, click here* will display a file containing the list of current TitlePage Publishers in PDF format. Note that this file is also available from the *Home* page (refer to <u>3.2. The Home Page</u>).

3.9. My Details

The sixth tab from the left on the navigation bar is titled *My Details*. As the name implies, this is where you can edit your account details, including your personal details (name, job function, department), your contact details (phone, fax, e-mail), company details (name, address, website, description), password and search/download preferences. The screenshot on the following page displays the fields available for editing. Each part of the page is then described in detail in the following sections.

IMPORTANT: Your contact details, especially e-mail address, must be kept up-to-date, as this is the information we use to contact you should any problems arise with the system or with your account. If you need to close your account, please e-mail TitlePage support at titlepage@publishers.asn.au for assistance.



Your Details



The Your Details section of the My Details page stores the name, job function and department of the primary TitlePage contact for your organisation. This is the person responsible for managing the TitlePage account, and is the person we will contact with any queries about your account and its usage, notifications of issues with the system or any other information about TitlePage, such as system changes or new features.

If there are staff changes within your organisation, please ensure the TitlePage contact is updated accordingly, to prevent TitlePage support attempting to contact a previous incumbent of the role. If there is a change in ownership (for example, you sell your business), please contact TitlePage support at titlepage@publishers.asn.au so we can take the appropriate steps to close your TitlePage account and assist the new owners to set up an account.

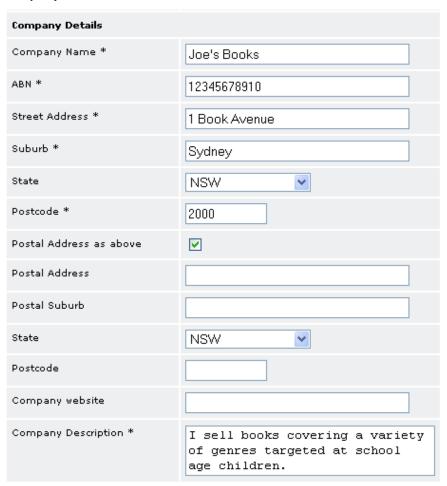
NOTE: We cannot transfer existing accounts to new owners as we require contractual agreement with the correct legal entity.

Your Contact Details



The Your Contact Details section, as the name implies, stores the contact details you would like TitlePage support to use if we need to get in touch with you. This may be necessary for various reasons relating either to your specific account or the TitlePage system as a whole. In particular, please ensure that your e-mail address is accurate, as this is the primary means of communication used by TitlePage support.

Company Details



The *Company Details* section stores information about your company. You must supply both your Company Name and ABN so we can verify that you are a valid Australian company. We also require that you provide a brief description of your business, as this will help speed up the verification process.

User Access Information



The *User Access Information* section displays the username of your TitlePage account and your current password. You can change your password at any time; we recommend updating your password at least once every 6 months, as discussed in <u>2.3. Maintaining Your TitlePage Account</u>. If you wish to change your username, please contact TitlePage Support for assistance using the *Contact Us* facility on the TitlePage website.

Book Information Download Format

Book Information Down	oad Format
	ed option for downloading title information from I be the default format for your individual downloads.
Download Option	
ONIX (XML)	O csv
О тав	

The *Book Information Download Format* section allows you to choose what format TitlePage uses when you download title information (refer to *The Results Table* for details about downloading information). There are three options available: ONIX, CSV or TAB. You can change this setting at any time.

Search Preferences



The Search Preferences section allows you to specify your default search preferences. Whenever you open the Search page (refer to 3.3. The Search Page), the search criterion that is automatically selected is based on the Default Search Type setting. This is also used to set the default criterion for the Search Bar that appears at the top of most screens (refer to Search Bar).

The Retain previous search information on new searches and Search Again Preferences settings are used in the Search Again bar that appears at the bottom of every Search Results page (refer to <u>3.4. The Search Results Page</u>).

Monthly Limits

Monthly Limits	
Monthy Download Limit	0 / 2500
Monthly API Search Limit	0 / 2500

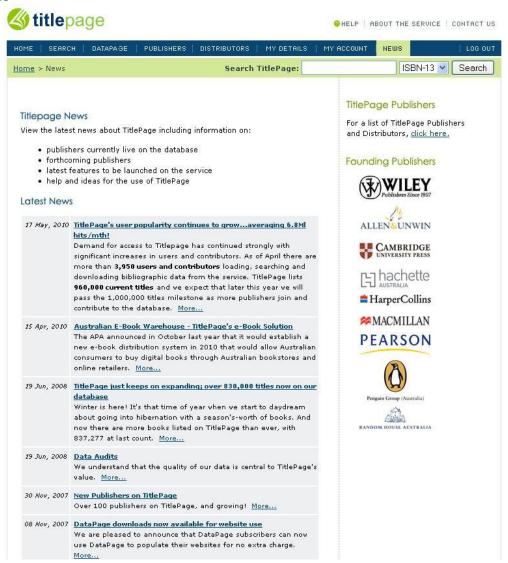
The *Monthly Limits* section allows you to keep track of the number of records you have downloaded from TitlePage in the current calendar month. Each bookseller account has the following limits:

- 2,500 records per month downloaded through the TitlePage website. This is when you click 'Download' either on the <u>Search Results Page</u> or the <u>Title Detail Page</u>. This limit is titled 'Monthly Download Limit' in the screenshot above.
- 2. 2,500 records per month accessed via the API. This will include any titles you look up using TitlePage through third party products such as e-Bility, BookNet and DataMine. This limit is titled 'Monthly API Search Limit' in the screenshot above.

3.10. My Account

The seventh tab from the left on the navigation bar is titled *My Account*. If you are a DataPage subscriber, clicking on this tab will take you to your DataPage account details, and provide links to access your DataPage files (detailed information about using DataPage will be provided in a separate DataPage User Guide). If you are not a current DataPage subscriber, clicking on this tab will display a page that allows you to register for DataPage (refer to <u>3.6. DataPage</u>).

3.11. News



The final tab on the navigation bar is titled *News*. This displays a page that lists the TitlePage news stories available, in reverse-chronological order (i.e. most recent stories are at the top). You can click on the title of any news item, or on the *More...* link at the end of the preview, to view the entire news story.

3.12. Log Out

The *Log Out* button on the far right-hand side of the navigation bar allows you to end your TitlePage session and log out of the system. It is especially important to log out if you are using a public computer to access TitlePage, because this will prevent anyone else from using your account.

3.13. Further Assistance/Support

This guide will provide answers to many of the questions that may arise from your use of TitlePage. However, if you require additional assistance at any time, please use the *Contact Us* link provided at the top of every TitlePage screen (refer to *Help, About the Service, Contact Us*).

If you have any suggestions for further enhancement of this guide, please e-mail titlepage@publishers.asn.au with your comments. Should we change this guide at any time we will notify all booksellers and provide a link to a copy for download.

We hope you enjoy many benefits from using TitlePage.

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