



Archangel Ink

Making Publishing A Reality

INCLUDING GRAPHICS AND LINKS IN YOUR MANUSCRIPT

KDP images:

KDP suggests that all images used for the interior of the book be 300 DPI. Images that are less than 200 DPI will be flagged when submitting the interior during the review process. You can still submit and publish a book with images less than 200DPI but the printed image *may* be slightly pixelated.

DPI stands for *Dots Per Inch* and essentially is information to tell the printer how detailed to print within a given inch. So the higher the DPI, the higher the printed quality.

To make sure that your images don't get flagged during the approval process, you should ensure that each image has a resolution set to 200 DPI or above. You may notice that when working with software to change the resolution of an image, it is referred to as PPI (pixels per inch) instead of DPI. Even though the terms DPI and PPI have different technical meanings and uses, we will consider them to be the same thing for achieving a high quality printed image in this context.

Software such as Photoshop, Lightroom and a free program called GIMP can be used to manipulate an image's PPI (resolution).

If all of this seems confusing and you'd like our help with identifying if your images are of sufficient quality for printing, just let us know. We can also provide services to convert your images to the proper DPI, if you are able to provide us with large enough original images.

See KDP Image Guidelines here: <https://kdp.amazon.com/help?topicId=A1B6GKJ79HC7AN>

Keep in mind that many people still read on grey-scale e-ink devices, and images may be disappointing on these. However, images will display in color for those reading the eBook on Kindle Fire.

Also, if your book is image heavy (containing more than 10-15), keep in mind that Amazon charges you for "delivery costs" whenever someone buys your eBook. Delivery costs are determined by the

file size of your eBook, so including images in your book can significantly increase costs and decrease your profit margins. Consider this especially when pricing your book below \$2.99.

If your file exceeds 3mb, you will not be able to price it lower than \$1.99, which means no 99 cent promotions. Lastly, Amazon only allows images under 127kb to be included in Kindle eBooks, and typically image width around 1000 pixels in JPG format is recommended.

Images bring so much to a book and we don't want to discourage you from using them. Just be aware of the nuances—or enlist us to do it and we'll make sure everything is formatting properly. Simply provide the high quality source images and we'll do the rest.

Regarding Affiliate Links and Legal Exposure

See KDP Hyperlink Guidelines

here: https://kdp.amazon.com/en_US/help/topic/GQ6JQ7FM6C72HE4X

In general, you **are** permitted to include a non-affiliate link into your book (whether the body, or a footnote or appendix). No affiliate relationship required.

KDP does seem to permit affiliate links to the Amazon store into your Kindle eBook file; links to other commercial eBook stores are not permitted. We typically advise against embedded affiliate links altogether in an abundance of caution.

If you do want to utilize affiliate links for any products you stand behind and want to recommend, we suggest sending readers to your website and listing your links there. This has several advantages:

1. Allows you to capture user data/email if so desired
2. You maintain control of the site and can update links more easily than updating an eBook file
3. More easily allows you to include the required FTC affiliate disclosure
4. It's a hedge against future changes in Amazon policy

Regarding legal exposure due to criticism or praise for companies or products: Thankfully, we've not seen any issues with any client projects to date.

Generally, product criticism in the United States is protected by the First Amendment. Notably, opinions and "honestly held beliefs" which do not contain factually inaccurate information are typically covered under such protections.

This is no guarantee of course, and frivolous suits may be filed for all sorts of reasons by all sorts of parties. But by and large, if you restrict any criticism to "fair comments" about your experience (and do not make provably false claims), you are protected.

If you have specific concerns, we always advise that you contact a qualified legal expert.

—Archangel Ink Team