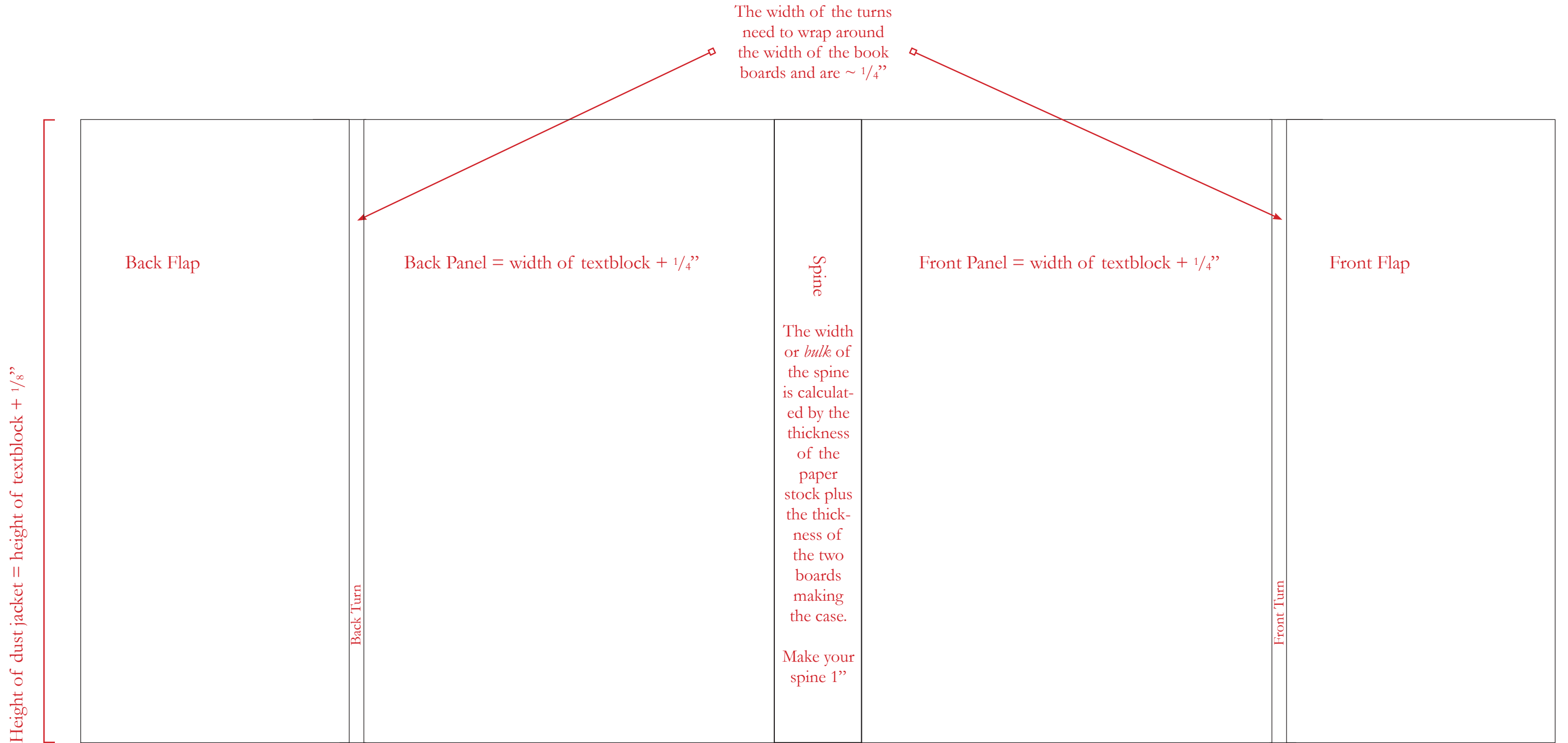


# COVER COMPONENTS FOR A DUST JACKET



## COVER COMPONENTS FOR A DUST JACKET

**Front and Back Flap:** The layout of the back flap should be consistent with the front flap in text measure and position.

**Back Panel:** Used as a marketing aid.  
**The Spine:** Title reads from head to tail of book.

**Back Panel:** The barcode/ISBN must be placed on the back panel, set against a light background.

**Front Panel:** In addition to the title, sub-title, author, etc there may be “Shoutlines” and/or “Straplines” added to the cover.

**Shoutline** = emphasized or shorted review quote

**Strapline** = publisher’s short announcement, for example: ‘Short-listed for the Booker Prize’

<p>Back Flap</p> <p><i>Author portrait</i></p> <p><i>Author’s biography</i></p> <p><i>Author’s authority</i></p> <p><i>Cover artist/ photographer’s credit</i></p> <p><i>Publisher’s name and city (website address)</i></p> <p><i>If necessary the back flap can be used for a continuation of the book’s synopsis from the front flap.</i></p>	<p>Back Panel</p> <p><i>Possibly another author photograph</i></p> <p><i>Reviews</i></p> <p><i>ISBN number</i></p> <p><i>Barcode</i></p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Back Turn</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Spine</p> <p><i>Author</i></p> <p><i>Title</i></p> <p><i>Publisher’s name</i></p> <p><i>Publisher’s logo</i></p>	<p>Front Panel</p> <p><i>Title</i></p> <p><i>Sub-title</i></p> <p><i>Author</i></p> <p><i>Review quotations</i></p> <p><i>Publisher or series title</i></p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Front Turn</p>	<p>Front Flap</p> <p><i>Synopsis of the book’s content</i></p> <p><i>Price</i></p>
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