Getting Started

with CoverPage™

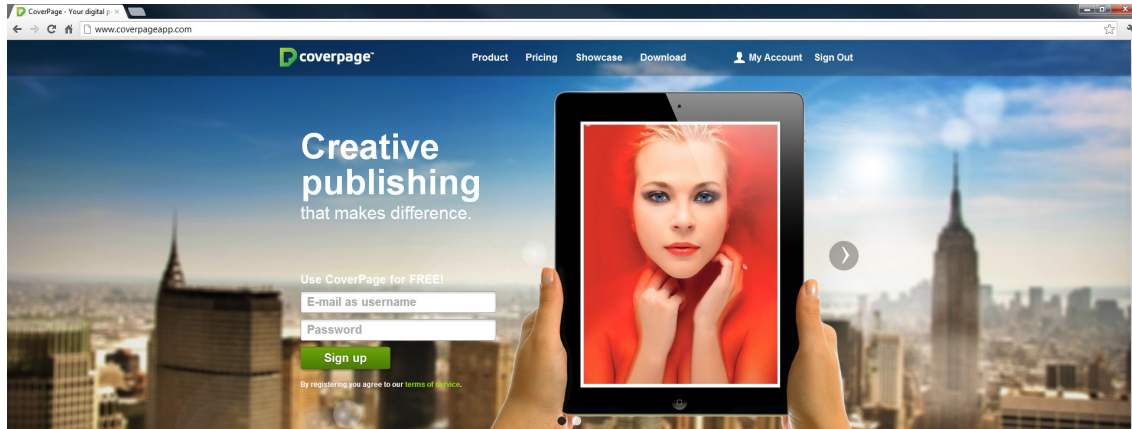Digital publishing tools for creative professionals.

coverpage

How it all started

CoverPage grew out of an internal need to develop compelling content-rich Apps. Boom about tablets was just about to explode. We thought it would be great if there were a tool that allowed us to create Projects by simply dragging and dropping content onto a canvas rather than custom-coding each individual App with full content from scratch. CoverPage is the result of this. We're very proud and excited to be releasing version two of our product.

Starting a project with CoverPage

What do I need to start?

Content for your digital project, including
- ◦ video, sound effects, music, photos, image sequences, web content and such as if you want to have your project with multimedia and interaction.

Sign up for a CoverPage Account
- ◦ Go to: www.CoverPageApp.com

CoverPage Publisher
- ◦ CoverPage Publisher is used to assemble all of your content into an interactive publication.

CoverPage Viewer
- ◦ Allows you to view your publications on the iPad and iPhone.
- ◦ http://itunes.apple.com/us/app/coverpage-viewer/id418537323?mt=8

Think about the type of publication you want to create and the experience you want to provide your readers. Think about how you can use multimedia content to enhance your publication.
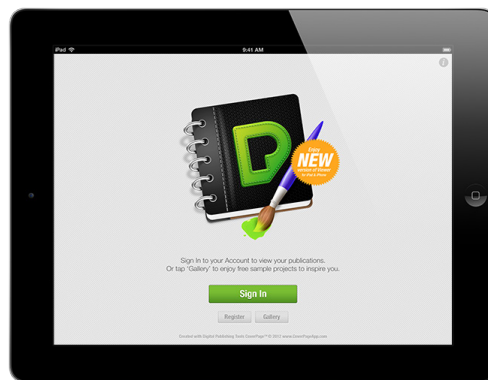
Main CoverPage production tools

CoverPage Publisher
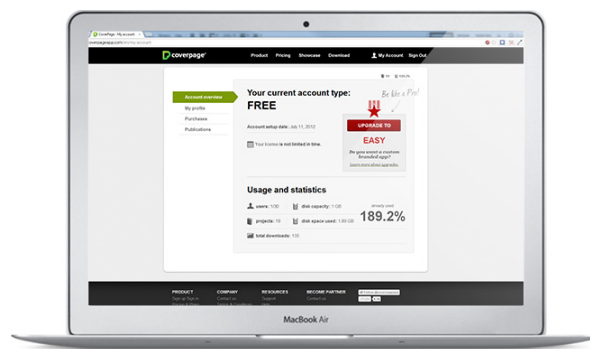for creating your digital
projects. Available for
Mac & PC.

CoverPage Viewer
to preview your digital
projects.

**CoverPage Web
Account**
to manage your account
settings and your digital
publications.

Preparing your content

Begin your publication by creating your page layouts in InDesign, Photoshop or any graphic/ page layout application. Export your pages as PDF, JPEG or PNG to import directly into CoverPage. If you're using InDesign you can export straight to CoverPage Publisher with our InDesign Export Plugin.

Page Layout

You can work with **InDesign, Photoshop** or whatever you like even PowerPoint pages for example. By saving it as **PDF, JPEG or PNG** it's ready to be used. For InDesign projects you don't even need to save it, just simply export straight to Publisher with our **InDesign Export Plugin**. Other files just drag and drop or import to CoverPage Publisher Authoring software.

CoverPage Publisher
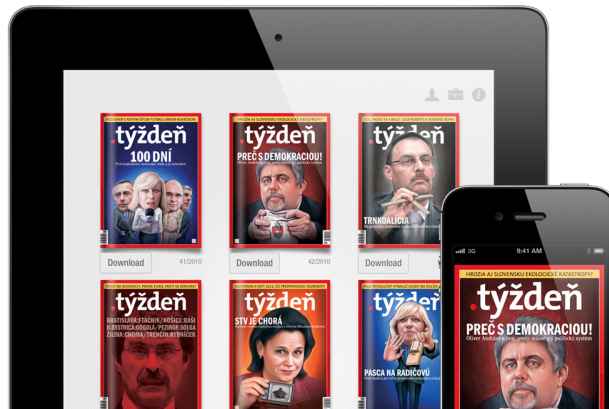
CoverPage Publisher is a **desktop Authoring tool** you can use to create your digital publication. Add user **navigation, multimedia and interactive elements** such as photo galleries, sound, video, rotating objects, page scrolls, hyperlinks, animations, Facebook plugins, Twitter feeds and more.

The results are a CoverPage project ready for delivery to your iPad/ iPhone or to the App Store. All projects are published into your secure content publishing account.

CoverPage Viewer

CoverPage Viewer allows you to **preview and test** your publication before releasing it to the public. Login using your account and preview your publication.
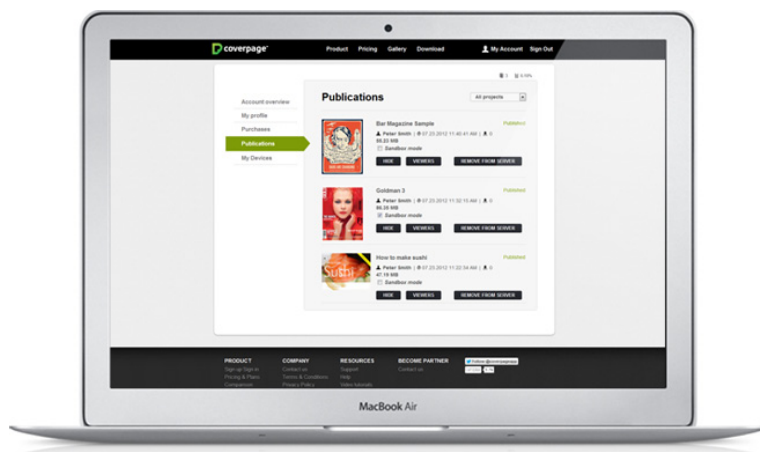
You can also **share your publications with colleagues and clients** anywhere in the world by setting up a "Viewer" account for them through your web account. Once you've created an account for someone simply choose the projects you want them to access.

CoverPage Web Account

Using your CoverPage Web Account you can **manage your projects**, create accounts for viewers and check statistics on downloads and other relevant information.

Distribution options for your projects

Free

Publish to CoverPage Viewer. Unlimited projects, 1GB storage on Cloud server with 100 projects downloads. **Only free content. No time limit**. This is a great option for first time users. Quickly and easily distribute your project at no cost! You can upgrade to any of our plans anytime you want.

Easy

Publish to CoverPage Viewer. Unlimited projects. For free content only. **Best for content distribution**. It's the instant way how to deliver your projects to iPad/ iPhone. Projects available instantly after publishing. Great for your creative professionals, small design studios, agencies or educational institutions looking to create and distribute free content. Customize the viewer by using our White Labeling feature and change CoverPage Mobile Viewer into your **ultimate presentation tool**. Reach your clients around the globe instantly.

Using your CoverPage web login, you can create user names and passwords for your clients and users and assign specific projects to them. Once they login, they can download and preview your projects.

Single App

Start selling your content! Turn your CoverPage project into a Single App and publish it to the App Store. Best for small projects, portfolios or product presentations. This option is well **suited to digital/advertising agencies** to promote client brands and products. **No monthly fees** or commitments, easy to deploy, one payment per App.

Premium

Custom-branded reader for one title with unlimited issues. **Best for magazine publishers**. Sell content with In-App Purchase. Best for periodical or magazine publishers. Publish to your custom-branded kiosk reader. **Sell it in the Apple Newsstand or App Store**.

Publish your Projects

How do I build my App?

To create your App you must complete all of the App resources written in the Resources Guidelines. Many of these items are required by Apple when submitting an App to the App Store. Preview your App with an Ad-Hoc license installation and then upload the final binary to the App Store. In order to submit an App to the App Store you must create an Apple Developer Account (https://developer.apple.com/programs/start/standard/).

Apple Developer Account Preparation

With an Apple Developer Account you'll have **full control over your Apps in the App Store** as well as analytics relating to revenue, sales trends, downloads, availability, price, coupons, updates etc.

Steps for submitting:

• Create an Apple Developer Account
• Set up your Apple iTunes Connect Account
• Create an iOS Certificate
• Create an App ID

App Submission Materials

App resources needed for submission to Apple:

• Graphics for the App
• Info texts for the App
• Published Content for your App
• Submitting all resources together
• Once you have submitted all of the necessary information and content we will build your App and native application binary for you. You are now ready to submit your App to the App Store for Apple approval.

Thank you for choosing CoverPage for your digital publishing.