Version 2.0

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penguin random house, llc



CSV Implementation Guide

for direct Market use

# CSV Implementation Guide

Revisions to the Implementation Guide are as follows:

**Revision 1.0: 5-21-2021**

* Created implementation guide in order to outline data values that will be used by our proprietary distribution system in addition to new delivery timelines

**Revision 2.0: 7-19-2021**

1. Addition of “MaxOrderQuantity” field to the CSV file, and associated definitions
2. Creation and implementation of Weekly Catalog Change files (“Delta” files) in addition to Monthly Catalog Full files
3. Addition of inactive title data (“Withdraw” data) to both Monthly and Weekly CSV files
4. Adjustment of timeline for available data in the General Information schedule section, from 10:00pm EST to 12:05am EST
5. Addition of Sample CSV files for testing purposes
6. New “How To” Helpful Tips section added, including step-by-step instructions for safely importing and opening a CSV file in Excel
7. Updated Direct Market specific email address for CSV and data issues added ([dmdistrosupport@penguinrandomhouse.com](mailto:dmdistrosupport@penguinrandomhouse.com))

# CSV Data Files Overview

## General Information

This implementation guide includes the specific data elements and corresponding values that Penguin Random House provides in CSV files intended for use by the Direct Market. The CSV data files can be accessed via the Catalog page once you log in to your selfservice.penguinrandomhouse.biz account. There will be a separate full CSV file posted per Catalog Month, in addition to weekly delta CSV files posted each week

### Schedule

Penguin Random House provides metadata feeds according to the following schedule:

* **Monthly Catalog CSV files** are updated at 12:05 a.m. EST each night, with the most up-to-date data elements for all items in that month’s solicitation catalog.
  + Penguin Random House will continue to update data for catalogs dated 2 months prior to the current calendar month, in addition to the current month and newest future month’s solicitation catalog data.
  + *For example, as of July 23, 2021, PRH will update the August, July, June, and May 2021 catalogs each night.*
* **Weekly Catalog Delta CSV files** are updated at 12:05am EST on Fridays each week. These files are identical in structure to the Monthly Catalog CSV file but only include items in that month’s solicitation catalog that have experienced a data change since the prior Friday. A separate Weekly Catalog Delta CSV file will be created for each solicitation catalog month.
  + *For example, as of July 23, 2021, PRH will create separate weekly catalog delta csv files for the August, July, June, and May 2021 catalogs every Friday at midnight.*

On occasion, off-cycle immediate updates may be transmitted by Penguin Random House and will be present within the catalog data file.

### CSV DATA FILE

* The CSV file is UTF-8 encoded.
* The file will contain blanks and will not contain any “0” placeholder values. If there is no value for a data field, an empty (null/blank) string will be present and not a “0” value. If a “0” is present in a data field, it is an intentional value.
* The header row will always be present in each CSV file; each column header will not contain any spaces (for example, Cover Available will be represented in the header row as CoverAvailable).
* Note that if attempting to use Excel in order to review the CSV data file, proper steps must be taken to import the file into Excel in order to preserve key data fields (Main Identifier, UPC, ISBN, Order Requirement, Order Requirement UPC). PRH strongly suggests loading and transforming these fields as text within Excel in order to ensure data integrity.
* Any descriptive data fields (Description, Contributor Bio) are stripped of HTML, and double quotes have been escaped to preserve data integrity.
* All dates within the file should be displayed as MM/DD/YYYY. Note that if attempting to use Excel in order to review the CSV data file, leading zeroes before a date (for example, 05/01/2021) may be omitted by Excel formatting (5/1/2021).
* **Withdraw Notifications** occur when an item may become postponed, canceled, or otherwise made inactive and withdrawn from active solicitation. In these cases, the Monthly Catalog CSV file and the appropriate Delta Catalog CSV file will include the relevant information (Sales Status Code and Sales Status fields will reflect the appropriate inactive status, e.g. PP – Postponed).

### Technical Support

For technical assistance with the Penguin Random House CSV data file, please email [dmdistrosupport@penguinrandomhouse.com](mailto:dmdistrosupport@penguinrandomhouse.com).

# CSV Data File Elements

## Data Elements and Values Included

### Main Identifier

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 1 | MainIdentifier |

The **MainIdentifier** field will always be the item's UPC or ISBN. A title may only have a UPC-17 or an ISBN. Always refer to this identifier when making product updates or placing orders.

#### *Example*

75960608857704611

### UPC

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 2 | UPC |

The **UPC** field provides the 12-digit Universal Product Code and 5-digit supplements for all items which carry a UPC.

#### *Example*

75960608857704611

### ISBN

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 3 | ISBN |

The **ISBN** field provides the 13-digit International Standard Book Number for all items which carry an ISBN.

#### *Example*

9781302920494

### Title

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 4 | Title |

The **Title** field encompasses the full title of an item. This field may contain relevant information such as series number and variant information, where applicable.

#### *Example*

AVENGERS 46 MOMOKO MARVEL ANIME VARIANT

### Subtitle

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 5 | Subtitle |

The **Subtitle** field is a secondary or explanatory title, often printed on the cover of an item.

#### *Example*

The Encyclopedia of Starfleet Ships

### Publisher name

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 6 | PublisherName |

The **PublisherName** field displays the name of the publisher or division that is publishing the item.

#### *Example*

Marvel

### imprint name

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 7 | ImprintName |

The **ImprintName** field displays the name of the imprint or brand that is publishing the item.

#### *Example*

Marvel Universe

### Format Code, Format Description

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 8 | FormatCode |
| 9 | FormatDescription |

The **FormatCode** field is a proprietary alpha code that corresponds to the specific format of the item. The **FormatName** field is a descriptive translation of the proprietary FormatCode field.

***Possible Values.*** FormatCode values and corresponding FormatDescription values provided by Penguin Random House are below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Format Code** | **Format Description** |  | **Format Code** | **Format Description** |
| CB | Comic Book |  | SK | Stickers |
| TR | Trade Paperback |  | TA | Tattoos |
| MM | Mass Market Paperback |  | TC | Trading Cards |
| MX | Mass Max Paperback |  | PS | Poster |
| PR | Mass Premium Paperback |  | GC | Graphic Comic Box |
| HC | Hardcover |  | NO | Novelty Item |
| HCSL | Hardcover Slip Cased |  | NT | Non-Traditional |
| BX | Boxed Set |  | BE | Spiral Bound |
| BXBR | Board Boxed Set |  | BF | Pamphlet |
| BXDG | Digest Boxed Set |  | BI | Rag Book |
| BXHC | Hardcover Boxed Set |  | BJ | Bath Book |
| BXMM | Mass Market Boxed Set |  | BK | Novelty Book |
| BXMX | Mass Max Boxed Set |  | CC | Sheet map, flat |
| BXPF | Diary Boxed Set |  | CG | General Merchandise |
| BXPR | Mass Premium Boxed Set |  | DE | Game Cartridge |
| BXTR | Trade Paper Boxed Set |  | DW | Tableware |
| CL | Coloring Book |  | FM | Other apparel |
| BR | Board Book |  | FZ | Novelty Book |
| LF | Lift-the-Flap |  | JW | Jewelry |
| PU | Pop-up Book |  | LB | Tote bag |
| SM | Scented Book |  | PA | Notebook |
| TF | Touch & Feel |  | PC | Calendar |
| CD | Audio CD |  | PD | Cards |
| CS | Audio Cassette |  | PF | Diary |
| DG | Digest Paperback |  | PK | Poster |
| MG | Mixed Media |  | ST | Sticker Book |
| XA | Trade-only Material |  | WW | Mixed Media |
| BM | Bookmark |  | ZA | General Merchandise |
| CA | Calendar |  | ZC | Soft Toy |
| CT | Catalog |  | ZD | Toy |
| CV | Cover |  | ZE | Board Game |
| LG | Lithograph |  | VI | Video |
| PT | Postcard |  |  |  |

### Sales Status Code, Sales Status

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 10 | SalesStatusCode |
| 11 | SalesStatus |

The **SalesStatusCode** field includes 2-character codes indicating the publication status of the item. The **SalesStatus** field includes the descriptive translation of the publication status of the item.

***Possible Values.*** SalesStatusCode values and corresponding SalesStatus values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **Sales Status Code** | **Sales Status** |
| IP | Active |
| CA | Cancelled |
| OP | Out of Print |
| OS | Inactive |
| PP | Postponed |
| RM | Remaindered |
| XD | Not Our Product |

### Series Name

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 12 | SeriesName |

The **SeriesName** field provides the name of a series, if the item is a part of a series.

#### *Example*

AVENGERS

### Series Code

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 13 | SeriesCode |

The **SeriesCode** field is an alphanumeric code associated with a series, if the item is part of a series. Note that this field will match previous numeric Diamond Series Codes for any Marvel series exclusively distributed by Diamond previously, however any new series distributed by Penguin Random House will carry PRH-proprietary alphanumeric series codes.

#### *Example*

PRH Example Series Code: Q1C

Diamond Example Series Code: 145197

### Series Number

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 14 | SeriesNumber |

The **SeriesNumber** field displays the issue or volume number of the item, if it is part of a numbered series.

#### *Example*

46

### Comic Type

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 15 | ComicType |

The **ComicType** field discloses information specific to the publication cadence or type of the item.

***Possible Values.*** ComicType values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **Comic Type** | **Description** |
| ONGOING | Ongoing comic book series (not part of a limited series or crossover event, for example). This could be on a weekly or monthly cadence. |
| TWICE MONTHLY | Twice Monthly comic book series (not part of a limited series or crossover event, for example). |
| LIMITED | Limited comic book series with a maximum number of planned issues in the series. |
| ONE-SHOT | One-Shot comic book (could be part of a limited event, but not part of the sequential numbered series). |

### Price USD and Price CAD

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 16 | PriceUSD |
| 17 | PriceCAD |

The **PriceUSD** field includes the suggested retail price in US dollars. The **PriceCAD** field includes the suggested retail price in Canadian dollars. Note that this field will not include a dollar sign ($).

#### *Example*

4.99

### BISAC and BISAC Description

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 18 | BISAC1 |
| 19 | BISAC1Description |
| 20 | BISAC2 |
| 21 | BISAC2Description |
| 22 | BISAC3 |
| 23 | BISAC3Description |

The **BISAC1** field denotes the first 9-character alphanumeric BISAC code associated with the item. The [Book Industry Standards and Communications (BISAC) Subject Heading list](https://bisg.org/page/BISACEdition) is an industry-approved list of subject descriptors, intended to help retailers and data providers standardize genre and subject classification.

The **BISAC1Description** field provides the descriptive translation of the corresponding BISAC1 subject code.

Up to 3 BISAC subject codes and BISAC descriptions may be provided for any Penguin Random House distributed item and are ordered in terms of importance from 1-3.

#### *Example*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **BISAC1** | **BISAC1Description** | **BISAC2** | **BISAC2Description** | **BISAC3** | **BISAC3Description** |
| CGN004290 | Comics & Graphic Novels - Manga - Supernatural | CGN004280 | Comics & Graphic Novels - Manga - School Life | CGN004160 | Comics & Graphic Novels - Manga - Media Tie-In |

### Language

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 24 | Language |

The **Language** field provides a 3-character code that provides information about the language of the item.

***Possible Values.*** Language values provided by Penguin Random House are below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| grc | Ancient Greek |  | ita | Italian |
| ara | Arabic |  | jpn | Japanese |
| baq | Basque |  | kor | Korean |
| ben | Bengali |  | lat | Latin |
| cat | Catalan |  | mul | Multiple |
| chr | Cherokee |  | qls | Neutral Latin American Spanish |
| chi | Chinese |  | nor | Norwegian |
| hrv | Croatian |  | arc | Imperial Aramaic (700-300 BCE) |
| cze | Czech |  | ang | Old English |
| dan | Danish |  | per | Persian (Farsi) |
| dut | Dutch; Flemish |  | pol | Polish |
| dum | Dutch; Middle |  | por | Portuguese |
| eng | English |  | rus | Russian |
| est | Estonian |  | sam | Samaritan Aramaic |
| fre | French |  | san | Sanskrit |
| ger | German |  | slv | Slovenian |
| gre | Greek, Modern (1453-) |  | spa | Spanish |
| heb | Hebrew |  | swe | Swedish |
| hin | Hindi |  | tam | Tamil |
| hun | Hungarian |  | tur | Turkish |
| ind | Indonesian |  | yid | Yiddish |
| gle | Irish |  |  |  |

### Age Range

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 25 | AgeRange |

The **AgeRange** field is a four-character alphanumeric range of ages that apply to the target audience of the item.

***Possible Values.*** AgeRange values and the corresponding descriptions provided by Penguin Random House are below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **AgeRange** | **Description** |  | **AgeRange** | **Description** |
| 0002 | 0-2 years |  | 0709 | 7-9 years |
| 0003 | 0-3 years |  | 0710 | 7-10 years |
| 0103 | 1-3 years |  | 0711 | 7-11 years |
| 0204 | 2-4 years |  | 07UP | 7 and up |
| 0205 | 2-5 years |  | 0809 | 8-9 years |
| 0305 | 3-5 years |  | 0810 | 8-10 years |
| 0306 | 3-6 years |  | 0811 | 8-11 years |
| 0307 | 3-7 years |  | 0812 | 8-12 years |
| 0406 | 4-6 years |  | 0912 | 9-12 years |
| 0407 | 4-7 years |  | 1014 | 10-14 years |
| 0408 | 4-8 years |  | 1017 | 10-17 years |
| 0506 | 5-6 years |  | 10UP | 10 and up |
| 0507 | 5-7 years |  | 1214 | 12-14 years |
| 0508 | 5-8 years |  | 12UP | 12 and up |
| 0509 | 5-9 years |  | 1317 | 13-17 years |
| 0607 | 6-7 years |  | 13UP | 13 and up |
| 0608 | 6-8 years |  | 14UP | 14 and up |
| 0609 | 6-9 years |  | 16UP | 16 and up |
| 0708 | 7-8 years |  | 18UP | 18 and up |

### Media Rating

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 26 | MediaRating |

The **MediaRating** field discloses the actual media rating value for the item.

***Possible Values.*** MediaRating values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **Media Rating** | **Description** |
| Explicit Content | Appropriate for readers age 18 and older. |
| Mature | Appropriate for readers age 17 and older. May contain intense violence, extensive profanity, nudity, sexual themes and other content suitable only for older readers. |
| Parental Advisory | Appropriate for 15 and up. Similar to T+, but featuring more mature themes and/or more graphic imagery. Recommended for teen and adult readers. |
| Parental AdvisorySLC | Same as Parental Advisory, but contains Strong Language Content. |
| Rated T+ | Appropriate for readers age 15 and older. May contain moderate violence, mild profanity, graphic imagery and/or suggestive themes. |
| Rated T | Appropriate for readers age 12 and older. May contain mild violence, language and/or suggestive themes. |
| No Rating | No media rating for this item. |
| [null/blank] | No media rating for this item. |

### FOC Date

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 27 | FOCDate |

The **FOCDate** field provides the Final Order Cutoff date for the item, expressed in MM/DD/YYYY.

#### *Example*

06/14/2021

### On Sale Date

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 28 | OnSaleDate |

The **OnSaleDate** field provides the expected On Sale Date/In-Store Date for the item, expressed in MM/DD/YYYY.

#### *Example*

07/07/2021

### Catalog Date

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 29 | CatalogDate |

The CatalogDate field corresponds to the applicable solicitation catalog in which the item appears, expressed in MM/DD/YYYY.

#### *Example*

05/01/2021

### Relisted

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 30 | Relisted |

The **Relisted** field is a single value field. If a Y is present, it denotes that the item has appeared in a previous catalog and is available to be ordered again. (All other instances will display a null.) Please note that Relisted items are different from Reissued items (that were solicited in a previous catalog but were canceled before shipping).

#### *Example*

Y

### Recatalog date

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 31 | RecatalogDate |

The **RecatalogDate** field corresponds to the date when the item was relisted, expressed in MM/DD/YYYY.

#### *Example*

05/01/2021

### Reissue catalog date

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 32 | ReissueCatalogDate |

The ReissueCatalogDate field corresponds to the date when the item was reissued, expressed in MM/DD/YYYY.

#### *Example*

05/01/2021

### Reissue

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 33 | Relisted |

The **Reiussue** field is a single value field. If a Y is present, it denotes that the item was solicited in a previous catalog but was canceled before shipping, but now is available as a reissue. (All other instances will display a null.)

#### *Example*

Y

### Variant Type

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 34 | VariantType |

The **VariantType** field is a text field that denotes the type of variant the item is, if applicable.

***Possible Values.*** VariantType values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **Item Type** | **Description** |
| Primary Title | This could be either the primary copy of an issue OR the primary reprint of an issue, which will have a separate UPC but could still be in the title family. |
| Variant Title | Any title with a variant cover. |
| Party Variant | Promotional opportunity offered by some publishers several times a year to have a launch party for particular issues. The Party Variant has its own cover and will be linked to a number of promotional items, some of which are provided for free upon ordering the Party Variant and some of which are available for purchase once you have ordered the party variant. |
| Party Sketch Variant | A version of the party variant that uses the black and white sketch of the party variant cover for its cover. |
| Promotional Item | Marvel has a variety of promotional items.  Most of these are provided to retailers on a monthly schedule with quantities determined by the size of the retailer.  They will often also be available for sale to any retailer who wants to purchase more than their usual allotment. |
| Retailer Variant | Variant available exclusively at a certain retailer. |
| Non-Book Item | *To Be Confirmed* |

### Order Requirement and Order Requirement UPC

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 35 | OrderRequirement |
| 36 | OrderRequirementUPC |

The **OrderRequirement** field is a text field that denotes the ordering requirement, if any, to purchase the item. The **OrderRequirementUPC** field is a numeric field that should be used in conjunction with OrderRequirement.

If a UPC is present in this field, it represents the UPC that must be ordered in order to meet the corresponding OrderRequirement for the item.

***Possible Values.*** OrderRequirement values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **OrderRequirement** | **Description** |
| Order All | You may order as many copies of this cover as you want |
| 1:**n** | You may order 1 variant for every **n** copies you purchase between the combined total of the item’s covers, excluding ratio variants |

#### *Example*

|  |  |
| --- | --- |
| **OrderRequirement** | **OrderRequirementUPC** |
| 1:50 | 75960608857704611 |

*In the example above, you may order 1 variant for every 50 copies you purchase of the listed OrderRequirementUPC*

|  |  |
| --- | --- |
| **OrderRequirement** | **OrderRequirementUPC** |
| 1:25 |  |

*In the example above, you may order 1 variant for every 25 copies you purchase between the combined total of the item’s covers, excluding ratio variants.*

### Writer

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 37 | Writer |

The **Writer** field identifies the primary creator responsible for authoring/writing the item. Please note that only 1 contributor will appear in this field, displayed as FIRST LAST name.

#### *Example*

Jason Aaron

### Artist

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 38 | Artist |

The **Artist** field identifies the primary creator responsible for illustrating the item. Please note that only 1 contributor will appear in this field, displayed as FIRST LAST name.

#### *Example*

Javier Garron

### Cover Artist

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 39 | CoverArtist |

The **CoverArtist** field identifies the primary creator responsible for illustrating the cover of the item. Please note that only 1 contributor will appear in this field, displayed as FIRST LAST name.

#### *Example*

Peach Momoko

### Colorist

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 40 | Colorist |

The **Colorist** field identifies the primary creator responsible for coloring the item. Please note that only 1 contributor will appear in this field, displayed as FIRST LAST name.

#### *Example*

Espen Grundetjern

### Inker

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 41 | Inker |

The **Inker** field identifies the primary creator responsible for inking the item. Please note that only 1 contributor will appear in this field, displayed as FIRST LAST name.

#### *Example*

Ariana Maher

### Colorist or Inker

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 42 | ColoristOrInker |

The **ColoristOrInker** field identifies the primary creator responsible for either coloring or inking the item. Please note that only 1 contributor will appear in this field, displayed as FIRST LAST name.

#### *Example*

Heather Breckel

### Contributor

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 43 | Contributor |

The **Contributor** field identifies the any other primary creator responsible for some other contribution to the item. Please note that only 1 contributor will appear in this field, displayed as FIRST LAST name.

#### *Example*

Valeria Lopez

### All Contributors

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 44 | AllContributors |

The **AllContributors** field is a descriptive, concatenated field that lists all Writers (W), Artists (A), CoverArtists (CA), Colorists (C), Inkers (I), ColoristorInkers (CI), and Contributors (CT) associated with the item. If there is more than one contributor per role, all contributors will be displayed as FIRST LAST name and separated by a semicolon.

#### *Example*

(W) Jason Aaron; Kieron Gillen (A) Javier Garron (CA) Peach Momoko (CT) Heather Breckel

### Page Count

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 45 | PageCount |

The **PageCount** field displays the page count of the publication.

#### *Example*

40

### Carton Quantity

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 46 | CartonQuantity |

The CartonQuantity field displays the number of individual units contained in a single carton.

#### *Example*

180

### Width and Height

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 47 | Width |
| 48 | Height |

The **Width** field displays the width of the item in inches, rounded to the fourth decimal place. The **Height** field displays the height of the item in inches, rounded to the fourth decimal place.

#### *Example*

|  |  |
| --- | --- |
| **Width** | **Height** |
| 6.625 | 10.1875 |

### Description

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 49 | Description |

The **Description** field displays the full description associated with the item. Note that this text will not contain any HTML formatting, and double quotes will be escaped to maintain file integrity.

#### *Example*

WORLD WAR SHE-HULK! After the shocking events of Enter the Phoenix, the Earth has become more fractured and volatile than ever, especially for the Avengers. Once She-Hulk is declared a global menace, Russia's mightiest heroes, the Winter Guard, are tasked with bringing Jen to justice, to face a fate no Hulk could hope to endure. Rated T+

### Contributor Bio

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 50 | ContributorBio |

The ContributorBio field displays the full biography associated with the contributor(s) of the item. Note that this text will not contain any HTML formatting, and double quotes will be properly escaped to maintain file integrity.

#### *Example*

Born in 1981, NISIOISIN dropped out of Ritsumeikan University in Kyoto, to pursue a career in story-telling. Initially he had ambitions to be a comic artist, but he began to focus on his writing, eventually winning the 23rd Mephisto Prize, for Kubikiri Cycle (Del Rey) recognizing his talents as a mystery writer, at the age of 20. Since his debut in 2002 Nisio has penned more than 50 novels and a number of comics. And he has quickly become one of Japan's top selling author's in recent memory with more than 5 million units sold since 2009.

### Sales Restrictions

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 51 | SalesRestrictions |

The **SalesRestrictions** field displays the geographic territories where the item may be sold.

***Possible Values.*** SalesRestrictions values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **SalesRestrictions** | **Description** |
| World | The item may be sold throughout the world. |
| US/CAN (No Open Mkt) | The item may be sold in the US and Canada only. |
| US Only | The item may be sold in the US only. |
| World except Canada | The item may be sold throughout the world, except Canada. |
| Canada Only | The item may be sold in Canada only |
| Canada and Open Mkt | The item may be sold in Canada and Open Market territories only |
| US, Canada, Open Mkt | The item may be sold in the Us, Canada and any Open Market territories only. |
| US, CAN, OpnMkt (No EU) | The item may be sold in the US, Canada, and any Open Market territories aside from countries belonging to the European Union |
| World except UK | The item may be sold throughout the world except for the UK. |
| World except AU/NZ | The item may be sold throughout the world except for Australia and New Zealand |
| World except Opn Mkt | The item may be sold throughout the world except for any Open Market territories |

### Title Family

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 52 | TitleFamilyID |

The **TitleFamilyID** field is a numeric code assigned to all related items for a given Title/Issue. While having unique UPCs or ISBNs, all primary covers, variant covers, and promotional items for a given title will have the same Title Family ID.

#### *Example*

702976

### Cover Available

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 53 | CoverAvailable |

The **CoverAvailable** field is a single-value field. If a Y is present, it denotes that the item has an available cover image. All other instances will display a blank, which means a cover image is not yet available.

#### *Example*

Y

### Cover Color

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 54 | CoverColor |

The **CoverColor** field denotes whether the front cover of the item is in color or black and white. If any color other than black, white, or gray appears on the cover, it will be considered a color cover. If the field is blank, it means a cover image is not yet available.

***Possible Values.*** CoverColor values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **CoverColor** | **Description** |
| black and white | Front cover of item only contains black, white, or gray colors |
| color | Front cover of item contains any color other than black, white, or gray |

### Cover Link

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 55 | CoverLink |

The **CoverLink** field is a persistent URL that points to a high-resolution cover image for the item. If the field is blank, it means that a cover image is not yet available.

**URL naming structure:**

http://images.randomhouse.com/cover/d/MainIdentifier

Where MainIdentifier is the UPC or ISBN for the item

#### *Example*

http://images.randomhouse.com/cover/d/75960609508700111

### Cover Update Date

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 56 | CoverUpdateDate |

The **CoverUpdateDate** field indicates the last date the cover of the item was changed, expressed as MM/DD/YYYY. If the field is blank, it means that a cover image is not yet available.

#### *Example*

3/24/2021

### Max Order Quantity

|  |  |
| --- | --- |
| **Column Position** | **Data Element** |
| 57 | MaxOrderQuantity |

The **MaxOrderQuantity** field indicates the maximum orderable quantity, if any, of that item.

***Possible Values.*** MaxOrderQuantity values provided by Penguin Random House are below.

|  |  |
| --- | --- |
| **MaxOrderQuantity** | **Description** |
| No Limit | You may order as many copies of this item as you want |
| n | You may order up to a maximum of **n** copies of this item |

#### *Example*

50

*In the example above, you may order a maximum of 50 copies of this item.*

No Limit

*In the example above, you may order as many copies of this item as you want.*

## Diamond/Lunar Decoder

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Position** | **Data Element** | **Corresponding Diamond Field** | **Corresonding Lunar Field** |
| 1 | MainIdentifier | UPC\_NO; SHORT\_ISBN | UPC; ISBN |
| 2 | UPC | UPC\_NO | UPC |
| 3 | ISBN | SHORT\_ISBN | ISBN |
| 4 | Title | FULL\_TITLE | Title |
| 5 | Subtitle |  |  |
| 6 | PublisherName | PUBLISHER | Publisher |
| 7 | ImprintName |  | ImprintCode |
| 8 | FormatCode |  | FormatCode |
| 9 | FormatName | CATEGORY | ItemCategory; ProductCategory; CoverType |
| 10 | SalesStatusCode |  |  |
| 11 | SalesStatus |  |  |
| 12 | SeriesName | MAIN\_DESC | MainDesc |
| 13 | SeriesCode | SERIES\_CODE | SeriesCode |
| 14 | SeriesNumber | ISSUE\_NO ; VOLUME\_TAG | IssueNumber |
| 15 | ComicType | MAX\_ISSUE | MaxIssue |
| 16 | PriceUSD | PRICE | Retail |
| 17 | PriceCAD |  |  |
| 18 | BISAC1 | GENRE |  |
| 19 | BISAC1Description | GENRE |  |
| 20 | BISAC2 | GENRE |  |
| 21 | BISAC2Description | GENRE |  |
| 22 | BISAC3 | GENRE |  |
| 23 | BISAC3Description | GENRE |  |
| 24 | Language |  |  |
| 25 | AgeRange |  |  |
| 26 | MediaRating | MATURE, ADULT | Adult; Mature; Rating; T-Number |
| 27 | FOCDate | PRNT\_DATE | FOCDate |
| 28 | OnSaleDate |  | InStoreDate |
| 29 | CatalogDate | OFFERED\_DATE |  |
| 30 | Relisted | OA | O/A |
| 31 | RecatalogDate |  |  |
| 32 | ReissueCatalogDate |  |  |
| 33 | Reissue | RESOL |  |
| 34 | VariantType | VARIANT\_DESC | VariantType |
| 35 | OrderRequirement | ORDER\_FORM\_NOTES | OrderFormNotes |
| 36 | OrderRequirementUPC | ORDER\_FORM\_NOTES |  |
| 37 | Writer | WRITER | Writer |
| 38 | Artist | ARTIST | Artist |
| 39 | CoverArtist | COVER\_ARTIST | CoverArtist |
| 40 | Colorist | COLORIST | Color |
| 41 | Inker |  |  |
| 42 | Colorist or Inker |  |  |
| 43 | Contributor |  |  |
| 44 | AllContributors | CONTRIBUTORS [In Previews DB file] |  |
| 45 | PageCount | PAGE | NumberOfPages |
| 46 | CartonQuantity | BOX\_PER\_CASE | CartonCount |
| 47 | Width | UNIT\_WIDTH | TrimSize |
| 48 | Height | UNIT\_HEIGHT | TrimSize |
| 49 | Description | DESCRIPTION [In Previews DB file] | Description |
| 50 | ContributorBio |  |  |
| 51 | SalesRestrictions |  |  |
| 52 | TitleFamilyID |  |  |
| 53 | CoverAvailable |  |  |
| 54 | CoverColor |  |  |
| 55 | CoverLink |  |  |
| 56 | CoverUpdateDate |  |  |
| 57 | MaxOrderQuantity |  |  |

## Sample CSV Files

All CSV files (Monthly Catalog CSV, Weekly Delta CSV) can be accessed on Penguin Random House’s self-service biz site. For sample CSV output data files, please use the links below.

[Sample Monthly Catalog CSV File](https://randomhouse.box.com/s/tub2t14i73tcvlgiehxzrzs4td09nehb)

[Sample Weekly Delta CSV File](https://randomhouse.box.com/s/c54ft7sk6zqg3ikc6b2d74x39f8av6bj)

# “How To” Helpful Tips

Data can be complicated. In order to safely load data into your systems, you may have several questions. Penguin Random House will continue to update this section of our documentation with helpful instructions and tips as they pertain to data.

## How To (Safely) Open a CSV File in Excel

If you are using Microsoft Excel to review and manipulate data from PRH’s CSV Data File, we highly recommend following these import steps in order to prevent loss of information or truncation/rounding issues.

For example: Microsoft Excel cannot handle numbers with more than 15 digits per cell. When UPCs are entered as a number in a cell, Excel will store the first 15 digits but then replace any remaining digits with zeroes.

For example, this UPC…

|  |
| --- |
| **MainIdentifier** |
| 75960609341000049 |

…may translate to the below if the file is not imported correctly.

|  |
| --- |
| **MainIdentifier** |
| 7.59606E+16 |

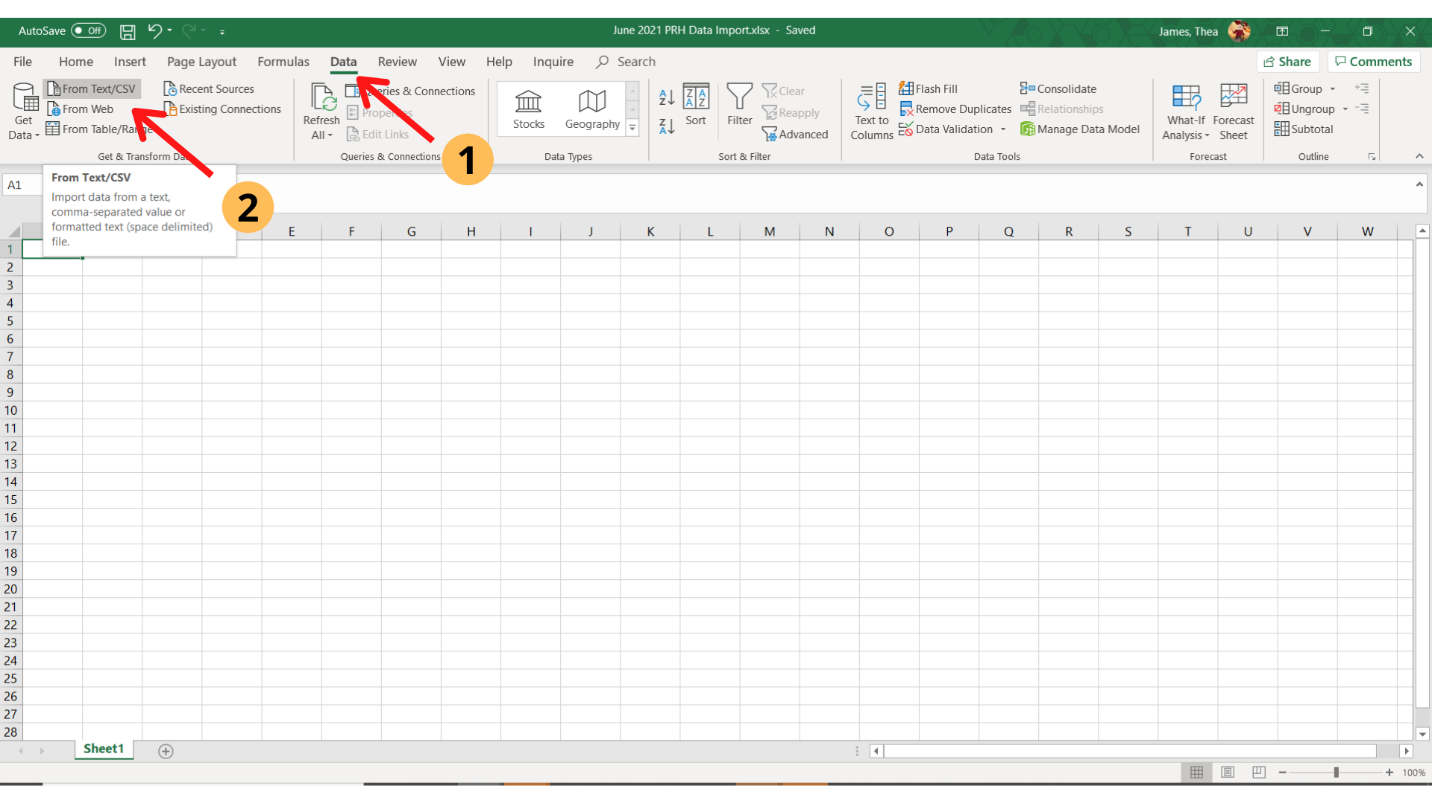
|  |
| --- |
| **MainIdentifier** |
| 75960609341000000 |

Other common issues you might run into if you haven’t imported the CSV safely into excel may include:

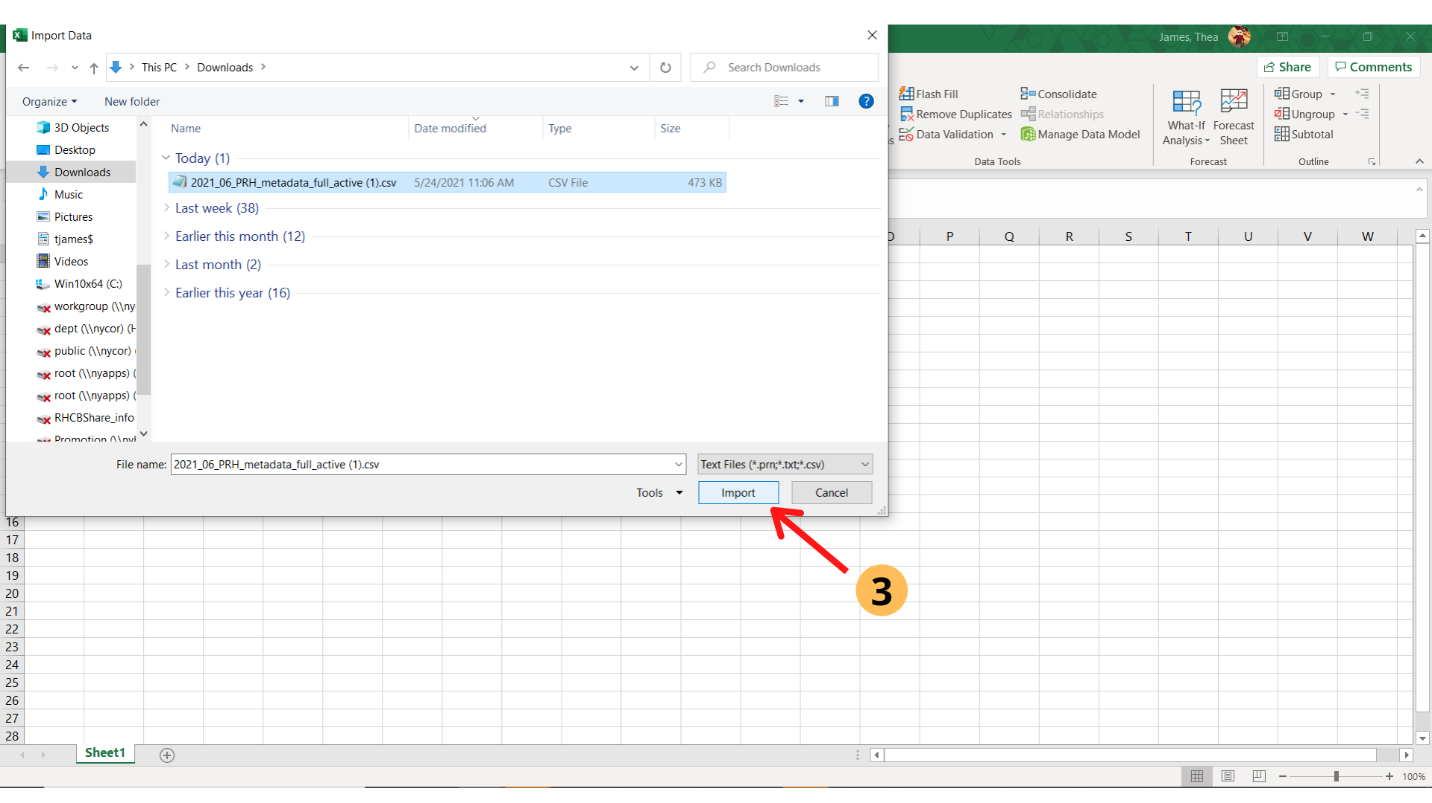
* **OrderRequirement** looks like a timestamp 1:05:01
* **OrderRequirement** looks like a decimal 0.111111111
* **OrderRequirementUPC** looks like 7.59606E+16 or 75960609341000000
* **ISBN** looks like 9.7813E+12
* **Description** or **ContributorBio** contain strange symbols like: *LINKÂ* is a bestselling Japanese writer best known for the *mangaÂ*
* And more…

In order to import the PRH CSV Data file safely into Excel, follow these steps:

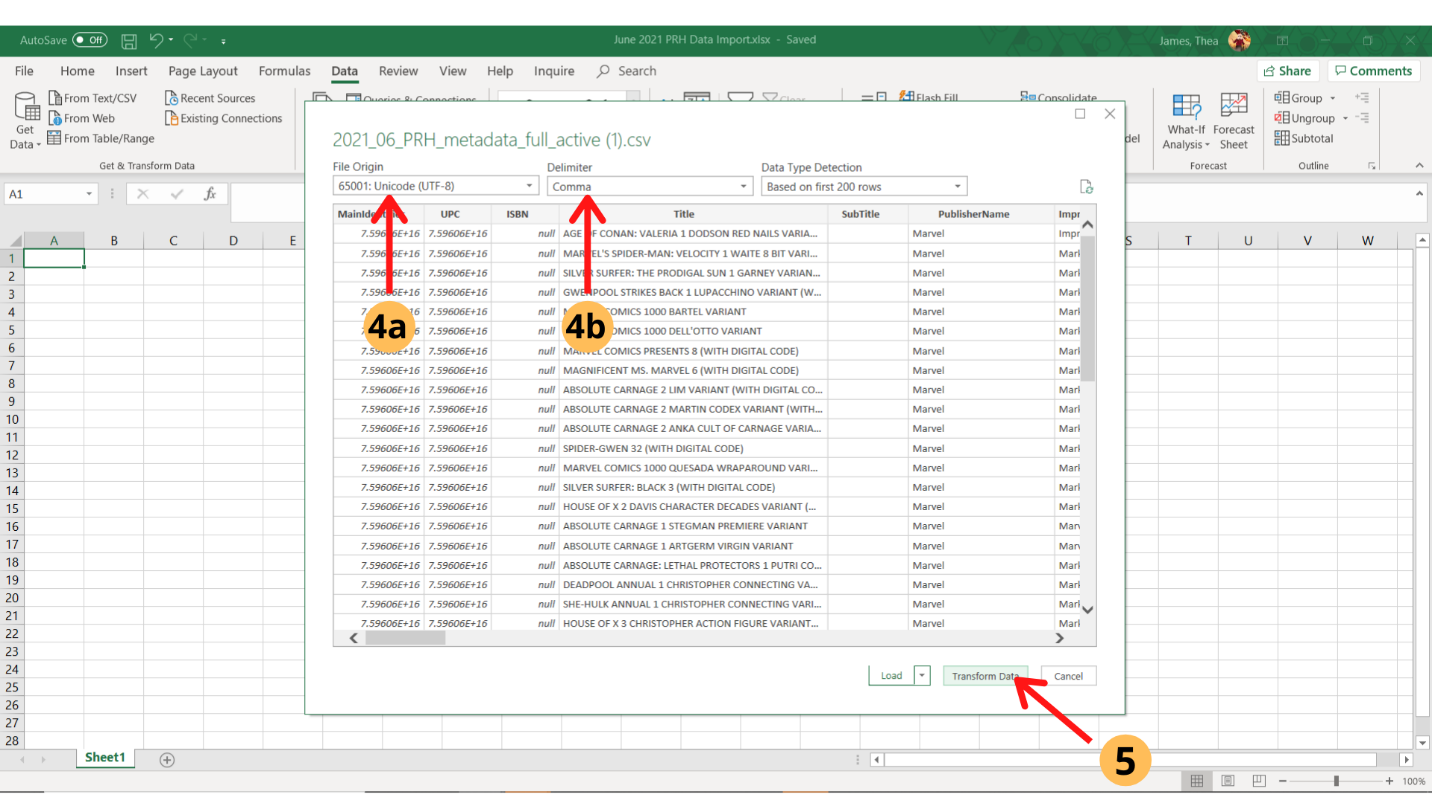
1. Open the Excel spreadsheet where you want to import the CSV data. (This can be a brand new spreadsheet in Excel, or an existing XLSX spreadsheet.) Click the **Data** tab.
2. In the “Get Data” section, select **From Text/CSV**.



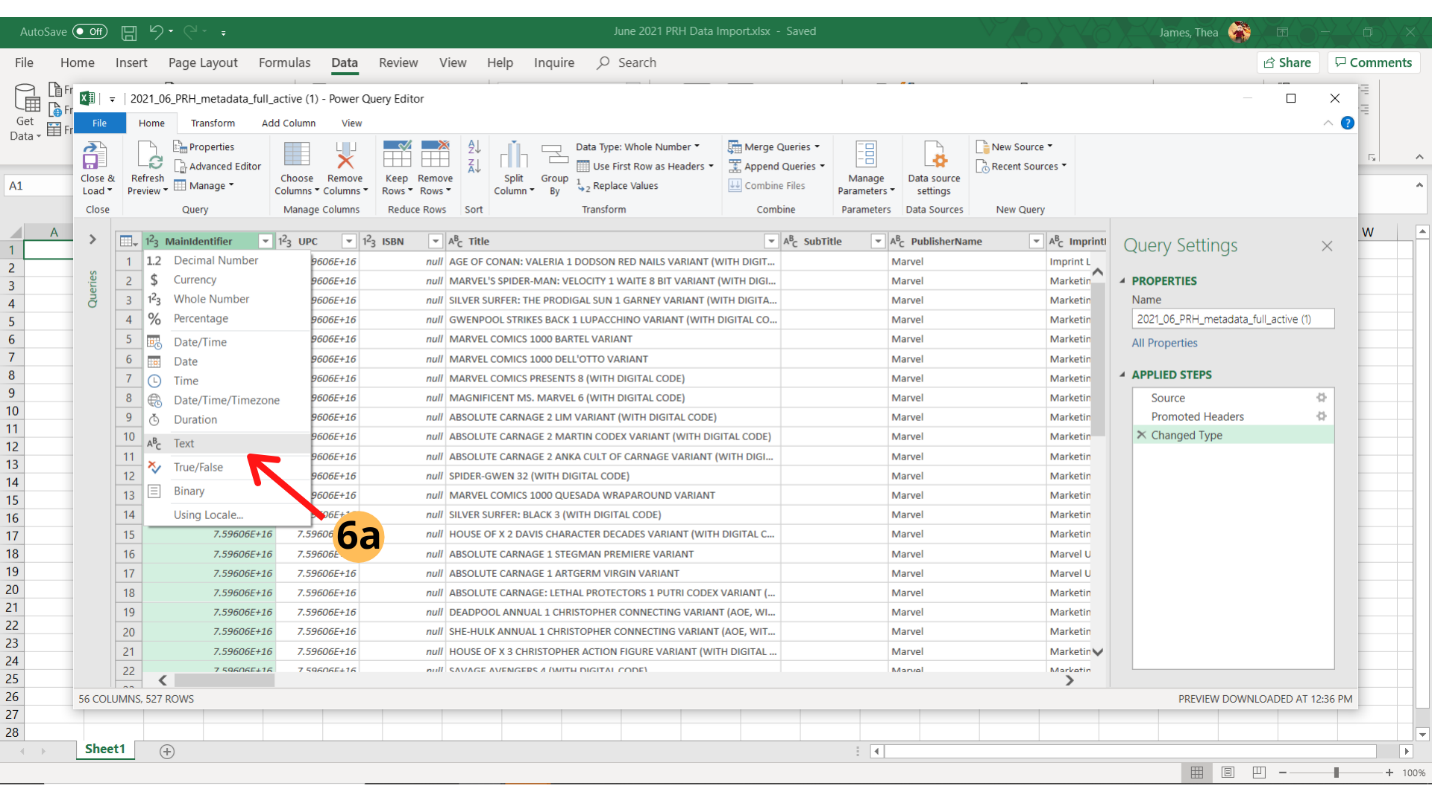
1. Select the CSV file you are trying to import, and click **Import**.

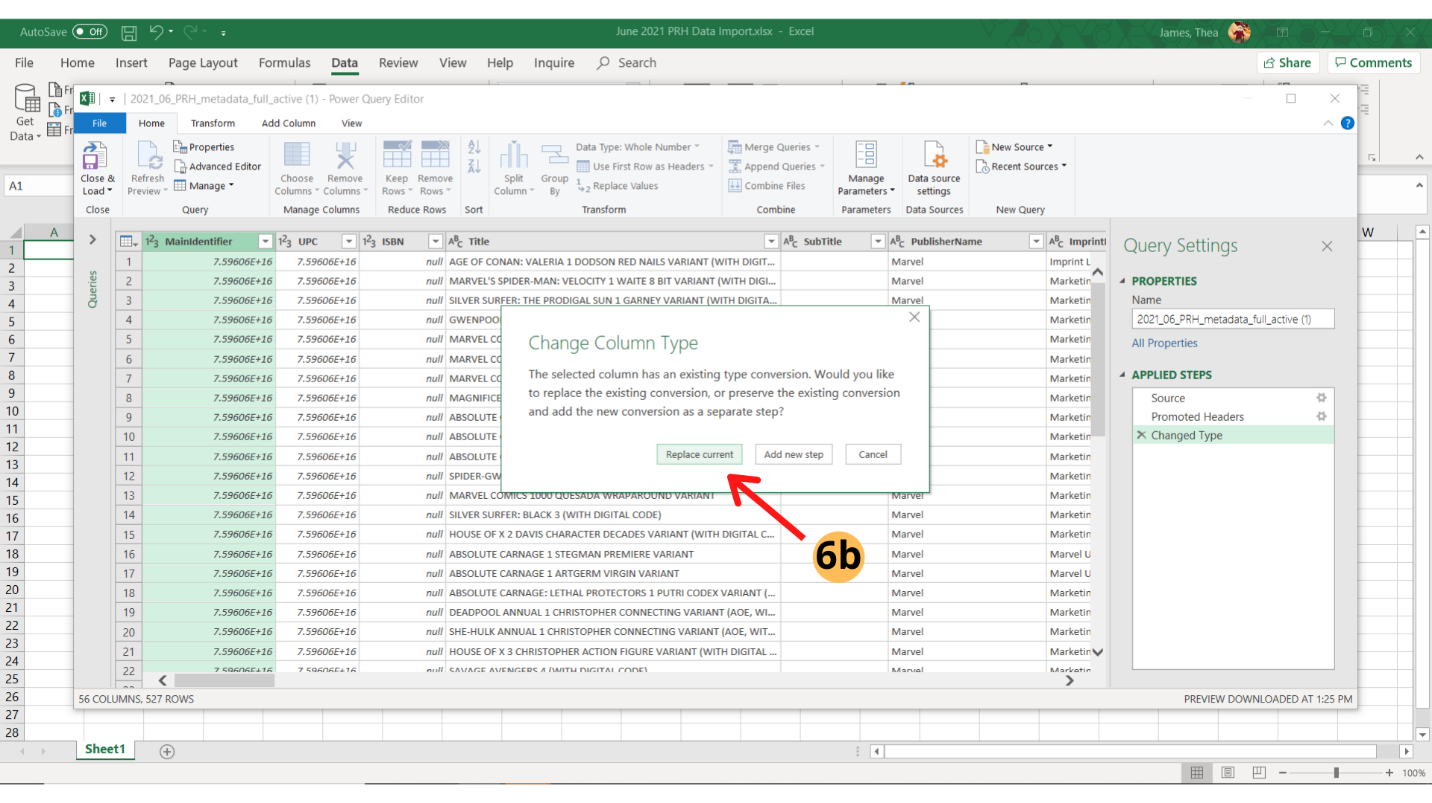


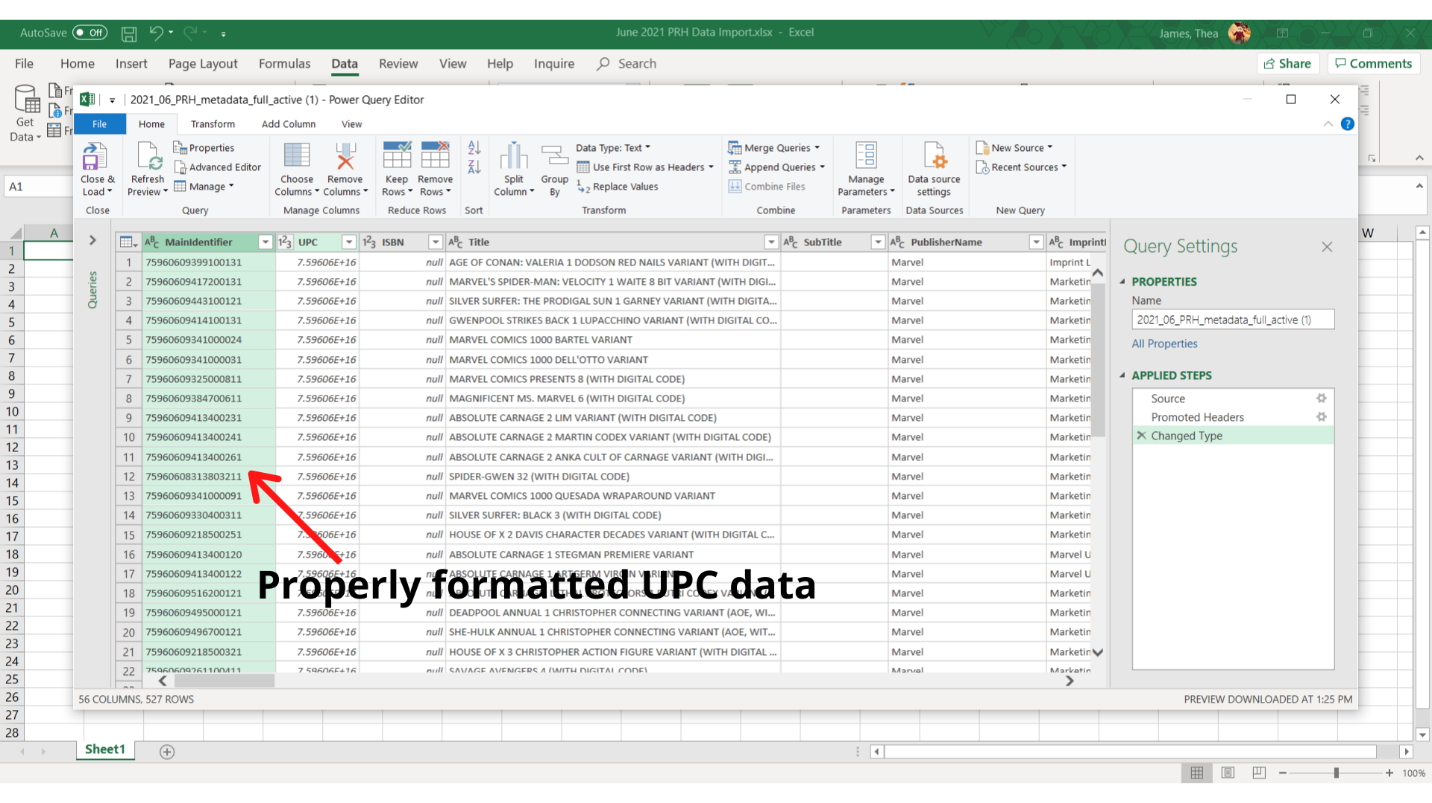
1. You’ll see a screen that previews the CSV data. Make sure to select the following items from each dropdown menu:
   1. File Origin: Unicode (UTF-8)
   2. Delimiter: Comma
2. Then, select **Transform Data**.



1. The following columns will need to be transformed: **MainIdentifier, UPC, ISBN, OrderRequirement, OrderRequirementUPC.**
   1. Starting with **MainIdentifier**, select **Text** from the formatting dropdown menu.
   2. Then, select **Replace Current**. (You will see that all of your scientific notation UPCs now should have real UPC information on your preview.)

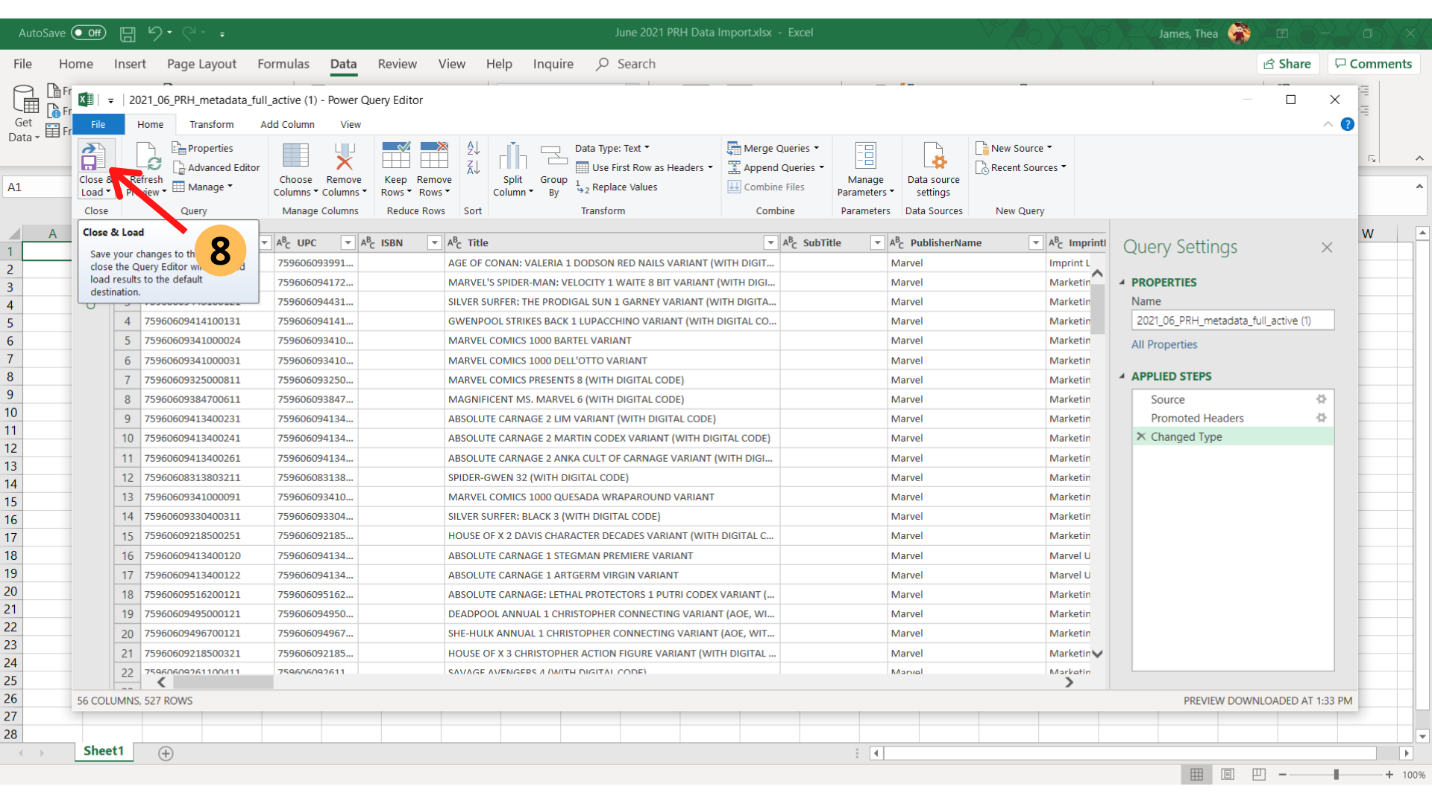






***Pro Tip****: If you’ve tried these steps and still see that your MainIdentifier column contains UPCs that look like scientific notation (****7.59606E+16****) or end in a string of zeroes (****75960609341000000****), you’ll need to close out the import query and try again.*

1. Repeat steps 6a and 6b for the following columns: **UPC, ISBN, OrderRequirement, OrderRequirementUPC**.
2. Under the **File** menu, click **Close and Load**.



You should now have your properly formatted Excel import of the CSV Data File!