## NEW CUstomer Direct Market questionnaire | Physical

### Direct market Onboarding at PRH

Thank you for your interest in receiving a Direct Market CSV feed from **Penguin Random House**! We are excited to begin the onboarding process with you and get your profile set up in our automated distribution system. To begin, please fill out the following Onboarding Questionnaire, save, and send back to our Physical Customer Operations team.

### Direct market onboarding questionnaire (please fill out all fields to the best of your ability; asterisks (\*) fields are required)

1. **What feed type are you interested in?** COMET CSV  
    MetaCSV (PRH’s proprietary format)
2. **Please provide the following information:  
   Company Name: \***  **Contact Name: \***
3. **How do you plan to use PRH’s feeds? \***

*(Please explain)*

1. **Are you interested in receiving both Adult and Children titles, or Adult/Children only? \***  
    Both Adult and Children titles  
    Adult titles only  
    Children titles only
2. **Are you interested in receiving data for only specific divisions and imprints, or all? \*** Only specific PRH divisions and/or imprints  All PRH divisions and corresponding imprints

*(If only specific division and/or imprints, please list here)*

1. **Are you interested in receiving data for only specific formats, or all applicable? \***   
   *(applicable formats: Board, Boxed Set, Comic Book, Digest, Display/Promo, Hardcover, Mass Market/Rack, Multi Media, Non-traditional Book, and Trade Paperback)*   
    Only specific formats  All formats

*(If only specific formats, please list here)*

1. **Are you interested in receiving BISAC-specific titles?** *(i.e. only Science Fiction genres, only Romance genres, etc.)*  
    Yes  No

*(If yes, please list specific BISAC codes here)*

1. **Is there a limit to the file size and/or ISBN count per file?**  *(Please note, our files will not exceed 2MB)*  
    Yes, we have a file size limit of \_\_\_\_\_\_\_   
    Yes, we have an ISBN count limit of \_\_\_\_\_\_\_\_  
    No, there is no limit

**Monthly Catalogs:** These CSV files will typically capture Monthly Announcement Catalogs that span 2 months back & 1 month forward.

1. **Are you interested in receiving a Monthly Catalog feed?** \*  
    Yes  
    No
2. **How often would you like to receive our Monthly Catalog feed?** *(You may select more than one)*  
    Daily, delta  
    Daily, full  
    Weekly, full  
    Weekly, delta
3. **When a product becomes postponed or canceled, it will trigger a withdraw in our data files.** **How would you like to receive Withdraw files?***(Withdraws will be sent with the same parameters chosen for question 10)* In a separate file  
    Can combine Active and Withdraw in one file
4. **Would you like to receive the Monthly Catalog files separated by month, or combined?** *(If separated by month, then you would receive 4 active files, one for each month spanning 2 months back & 1 month forward; if combined, then you would receive 1 active file. Withdraws will be sent as indicated above.)* Keep the Monthly Catalog files separated by month  
    Combine the Monthly Catalogs into one file
5. **Would you like your files zipped or unzipped?** *(By default, all files are zipped unless otherwise specified)*  
    Zipped  
    Unzipped

**FOC Weekly Files**: We typically push out FOC files representing FOC two weeks in the future from today’s date, as well as 2 weeks in the past.

1. **Are you interested in receiving FOC Weekly Files?** \*  
    Yes  
    No
2. **Our FOC files are always sent with the following cadence:**  
    Weekly, full
3. **When a product becomes postponed or canceled, it will trigger a withdraw in our data files.** **How would you like to receive Withdraw files?** *(Withdraws will be sent with the same parameters listed for question 15)* In a separate file  
    Can combine Active and Withdraw in one file
4. **Would you like to receive the Weekly FOC files separated by week, or combined?** *(If separated by week, then you would receive multiple active files, one for each week spanning 2 weeks in the future & 2 weeks in the past; if combined, then you would receive 1 active file. Withdraws will be sent as indicated above.)* Keep the Weekly FOC files separated by week  
    Combine the Weekly FOC into one file
5. **Would you like your FOC files zipped or unzipped?** *(By default, all files are zipped unless otherwise specified)*  
    Zipped  
    Unzipped

**Backlist Catalogs:** There are 3 backlist catalogs that you can choose from: US Market Backlist, Canadian Market Backlist, and/or International Market Backlist. These Backlist files will include all currently available titles appropriate for Direct Market sales.

1. **Which of these backlist catalogs would you prefer to receive?** \* *(Please note that a title may appear in all 3 backlist catalog files if the title has world rights, for example)* US Market  
    Canadian Market  
    International Market  
    None
2. **How often would you like to receive our Backlist Catalog feed(s)?** *(You may select more than one)*  
    Daily, delta  
    Daily, full  
    Weekly, full  
    Weekly, delta
3. **When a product becomes postponed or canceled, it will trigger a withdraw in our data files.** **How would you like to receive Withdraw files?** *(Withdraws will be sent with the same parameters chosen for question 20)*  
    In a separate file  
    Can combine Active and Withdraw in one file
4. **Would you like your Backlist files zipped or unzipped?** *(By default, all files are zipped unless otherwise specified)*  
    Zipped  
    Unzipped

**Cover Image Data**: Similar to our data files, we can provide cover image .jpg’s to you in a separate feed. Please note that our metadata file includes a persistent link to cover images if they are available as well as a last changed date, so if you prefer not to receive .jpg’s directly from us you can still retrieve them from the CSV files.

1. **Are you able to utilize the cover image URL embedded in the CSV file?** *\**  
    Yes   
    No  
    I do not need covers. We currently receive marketing covers from:
2. **Would you like to receive a separate feed for marketing covers?**   
    Yes, zipped  
    Yes, unzipped  
    No
3. **How often would you like to receive our cover feeds?** *(Leave blank if you answered No for question 24)*  
    Daily

Weekly

1. **Does your server have enough space to receive our full cover distribution, which includes approximately 100-140K jpg images?** *(Leave blank if you answered No for question 24)*  
    Yes, zipped  
    Yes, unzipped  
    No
2. **Would you like an initial full feed of all options selected above, or would you like to backfill your catalogs and only receive delta feeds to start?** *\**  
    Yes, I would like an initial full feed  
    No, deltas to begin are fine
3. **Please include your File Transfer Protocol (FTP) credentials here.**\*  
    FTP  
    FTPS  
    SFTP

**Host Server:** *(domain name preferred)*

**Port:**

**Username:**   
**Password:**

**Path Folder:**

1. **If there are separate credentials and/or paths for metadata feeds and covers, please specify below.**

*(Please explain)*

1. **Weekly distribution digests will be emailed to your team with details about the status of each distribution, down to the ISBN-level. Please list the email addresses of the team members who should be receiving this weekly manifest.**

*(Please list emails here and separate with a comma)*

1. **Our metadata files do not include inventory stock levels. Would you like to receive a separate stock feed from our EDI team?** *(Our stock feeds provide a binary availability indicator where ‘1’ means yes; ‘0’ means no. If you are interested, we require an SFTP location to which we can send the file.)*

**Host Server:** *(domain name preferred)*

**Port:** *(typically 22)*

**Username:**   
**Password:**

**Path Folder:**