

## **Adding Bookwraps To Your Web Pages and E-Mails**

### ***Bookstream Inc.***

The leader in streaming video for books and creator of Bookwraps.  
We make books come alive!

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## How to Add a Bookwrap to a Web Page

Placing a link on a web page to your Bookwrap can be done in two ways. The method which you choose will depend on whether or not you can or want to add JavaScript code to your web page. The preferred method is to add JavaScript code so that the Bookwrap can be launched without an additional window being opened. If you cannot add or do not want to add JavaScript code to your web page, a standard URL link can be used to launch a Bookwrap.

### Method 1 – Loading a Bookwrap using JavaScript

The JavaScript code that needs to be added to a web page is listed below.

```
<script language="javascript">
<!--//
function launchBookwrap(strISBN)
{
    var strURL = "http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com/5507/bw/bs/"
    + strISBN + "/default_c.htm?<BUY LINK URL>";

    var bStream = window.open(strURL, 'bookwrap', 'height=500,width=760,scrollbars=no,status=no,toolbar=no,
    menubar=no,location=no,resizable=no');

    if (bStream)
        bStream.focus();
}
// -->
</script>
...
<a href="javascript:launchBookwrap('<ISBN>');">Book Title by Author Name</a><br>
```

You will need to replace the <ISBN> and <BUY LINK URL> tags above to reflect your Bookwrap’s ISBN as well as the appropriate “Buy This Book” link. The “Buy This Book” link is the web site that a user should be redirected to when the “Buy This Book” icon is selected. See below for an example:

```
<html>
<head>
<script language="javascript">
<!--//
function launchBookwrap(strISBN)
{
    var strURL = "http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com/5507/bw/bs/"
    + strISBN + "/default_c.htm?www.yourstore.com/exec/obidos/ASIN/" + strISBN
    + "/ref=ase_bookstream-20";

    var bStream = window.open(strURL,'bookwrap', 'height=500,width=760,scrollbars=no,status=no,toolbar=no,
    menubar=no,location=no,resizable=no');

    if (bStream)
        bStream.focus();
}
// -->
</script>
</head>
<body>
...
<a href="javascript:launchBookwrap('1564144852');">The Essential Stephen King by Stephen Spignesi</a><br>
...
</body>
```

As you can see in the example above, the <ISBN> tag must be replaced by the ISBN of the Bookwrap. The <BUY LINK URL> tag can be any valid URL string that you would like your users to be redirected to. In the example above, the code has been modified so that a user who clicks on the Bookwrap’s “Buy This Book” icon will be redirected to page you designate. You should update the code to reflect the e-retailer’s guidelines when linking to their site. If you do not include a <BUY LINK URL>, the user will be directed to a page stating “This title is available from your favorite retailer.”

## Method 2 – Loading a Bookwrap without using JavaScript

The second method that you can use in linking your Bookwrap is to link directly to the Bookwrap's URL. This method, however, will load an additional window that will be used to launch the Bookwrap application. The syntax is as follows:

```
<a href="http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com  
/5507/bw/bs/<ISBN>/default.htm?<BUY LINK URL>" target="_blank">Book Title by Author Name</a>
```

You must replace the <ISBN> and <BUY LINK URL> tags to reflect the appropriate Bookwrap title. See below for an example:

```
<html>  
<body>  
...  
  <a href="http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com  
/5507/bw/bs/1564144852/default.htm?www.yourstore.com/exec/obidos/ASIN/1564144852/ref=ase_bookstream-20" target="_blank">  
    The Essential Stephen King by Stephen Spignesi</a>  
  ...  
</body>
```

## Using the Bookwrap Video Icon

You can use Bookstream's Bookwrap Video Icon on your site or you can create your own linkage to the Bookwrap. A GIF image of the Bookwrap Video Icon is attached to the e-mail containing this document.

The following is an example of how the link might look in your HTML document:

```
<html>  
<body>  
...  
  <a href="http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com  
/5507/bw/bs/1564144852/default.htm?www.yourstore.com/exec/obidos/ASIN/1564144852/ref=ase_bookstream-20" target="_blank">  
      
    The Essential Stephen King by Stephen Spignesi</a>  
  ...  
</body>
```

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## How to Add a Bookwrap without a Buy Button to a Web Page

Placing a link on a web page to your Bookwrap can be done in two ways. The method in which you choose will depend on whether or not you can or want to add JavaScript code to your web page. The preferred method is to add JavaScript code so that the Bookwrap can be launched without an additional window being opened. If you cannot add or do not want to add JavaScript code to your web page, a standard URL link can be used to launch a Bookwrap.

### Method 1 – Loading a Bookwrap without a Buy Button using JavaScript

The JavaScript code that needs to be added to a web page is listed below.

```
<script language="javascript">
<!--//
function launchBookwrap(strISBN)
{
    var strURL = "http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com/5507/bw/bs/"
    + strISBN + "/default_c.htm?buy=none";

    var bStream = window.open(strURL, 'bookwrap', 'height=500,width=760,scrollbars=no,status=no,toolbar=no,
    menubar=no,location=no,resizable=no');

    if (bStream)
        bStream.focus();
}
// -->
</script>
...
<a href="javascript:launchBookwrap('<ISBN>');">Book Title by Author Name</a><br>
```

You will need to replace the <ISBN> tag above to reflect your Bookwrap's ISBN. See below for an example:

```
<html>
<head>
<script language="javascript">
<!--//
function launchBookwrap(strISBN)
{
    var strURL = "http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com/5507/bw/bs/"
    + strISBN + "/default_c.htm?buy=none";

    var bStream = window.open(strURL,'bookwrap', 'height=500,width=760,scrollbars=no,status=no,toolbar=no,
    menubar=no,location=no,resizable=no');

    if (bStream)
        bStream.focus();
}
// -->
</script>
</head>
<body>
...
<a href="javascript:launchBookwrap('1564144852');">The Essential Stephen King by Stephen Spignesi</a><br>
...
</body>
```

## Method 2 – Loading a Bookwrap without a Buy Button without using JavaScript

The second method that you can use in linking your Bookwrap is to link directly to the Bookwrap's URL. This method, however, will load an additional window that will be used to launch the Bookwrap application. The syntax is as follows:

```
<a href="http://a1110.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com  
/5507/bw/bs/<ISBN>/default.htm?buy=none" target="_blank">Book Title by Author Name</a>
```

You must replace the <ISBN> tag to reflect the appropriate Bookwrap title. See below for an example:

```
<html>  
<body>  
...  
  <a href="http://a1110.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com  
/5507/bw/bs/1564144852/default.htm?buy=none" target="_blank">The Essential Stephen King by Stephen Spignesi</a>  
...  
</body>
```

## Using the Bookwrap Video Icon

You can use Bookstream's Bookwrap Video Icon on your site or you can create your own linkage to the Bookwrap. A GIF image of the Bookwrap Video Icon is attached to the e-mail containing this document.

The following is an example of how the link might look in your HTML document:

```
<html>  
<body>  
...  
  <a href="http://a1110.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com  
/5507/bw/bs/1564144852/default.htm?buy=none" target="_blank">  
      
    The Essential Stephen King by Stephen Spignesi</a>  
...  
</body>
```

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## How to Add a Bookwrap on an E-Mail

### Normal E-Mail Message


Since e-mail messages cannot include scripting code, placing a link on an e-mail becomes very straight forward. You will simply have to include the correct URL for the Bookwrap that you would like to include in the email. The syntax is as follows:

```
http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com/5507/bw/bs/<ISBN>/default.htm?<BUY LINK URL>
```

You must replace the <ISBN> and <BUY LINK URL> tags to the Bookwrap's ISBN as well as the appropriate "Buy This Book" link. See below for an e-mail example:

```
The Essential Stephen King by Stephen Spignesi
```

```
Click on the following link to view author video and more!
```

```
http://all10.g.akamai.net/7/1110/5507/v001/bookstream.download.akamai.com/5507/bw/bs/1564144852/default.htm?   
www.yourstore.com/exec/obidos/ASIN/1564144852/ref=ase_bookstream-20
```

As you can see in the example above, the <ISBN> tag must be replaced by the ISBN of the Bookwrap. The <BUY LINK URL> tag can be any valid URL string that you would like your users to be redirected to. In the example above, a user who clicks on the Bookwrap's "Buy This Book" icon will be redirected to the page you designate. If you do not include a <BUY LINK URL>, the user will be directed to a page stating "This title is available from your favorite retailer."

### HTML E-Mail Message

Adding a Bookwrap link to an html e-mail message is the same as adding a Bookwrap to a web page without using JavaScript code. See the section, Method 2- Not Using JavaScript, on Page 2.

## How to Add BookwrapCentral Boutiques to a Web Page

Placing a link on a web page to BookwrapCentral's Boutiques can be done by adding the JavaScript code to your web page.

The JavaScript code that needs to be added to a web page is very similar to the code necessary to load a Bookwrap. The following code will open the BookwrapCentral Boutique in a new window without an address bar. The window *width* and *height* can be adjusted to meet your site needs.

```
<html>
<head>
<script language = "javascript">
<!--//
function launchBoutique()
{
    var wBoutique;

    wBoutique =    window.open("http://www.bookwrapcentral.com", "boutique", "
                    "menubar=no,resizable=no,scrollbars=yes,status=no,toolbar=no,titlebar=no,width=800,height=550");

    if (wBoutique)
        wBoutique.focus();
}
// -->
</script>
</head>

<body>
<a href="javascript:launchBoutique();">Launch Boutique!</a><br>
</body>
</html>
```

To see the above code in action, visit <http://www.bookwrapcentral.com/howto/launch.htm>.