

What is a FlashPoint?

FlashPoints are new interactive, online “tabbed walkthroughs” of a particular title or series using PDF pages from the book and/or screenshots of available technology products. Samples are captioned to give the viewer a short tour of the hottest features and benefits of the book or series. FlashPoints reside on product pages within the online Web catalog. “Zoom” and “Highlight” features allow viewers to focus on any element of a page, ensuring readable content. The FlashPoint’s pointing hand (the cursor) allows viewers to move the page and content around for viewing a specific area. FlashPoints can link out to any site or asset, as well as integrate video and audio for a more effective user experience.

What are FlashPoints good for?

- Giving someone a sense of looking through the actual book
- Visualizing new features
- Highlighting pedagogical features
- Providing links to technology resources
- Replacing the need to distribute exam copies of the text

What information do I need before contacting MC²?

All FlashPoint candidates must have:

- A complete and final SMP
- A live page on the Web catalog
- A final cover
- Final high-res printer PDFs that Production provides
- Approval from the Director of Marketing
- Five weeks of available time from the point of the initial planning meeting
- Ideas of how the FlashPoint will be laid out

Important notes

- Each FlashPoint is limited to six tabs and four boxes within each tab (for a total of twenty-four boxes). The final tab is required and includes adoption information, exam copy request options, and links to contact the respective marketing department and local sales representative.
- If the FlashPoint URL will be featured in a print piece, the URL must be live before the piece is printed.
- If the author(s) will be reviewing the FlashPoint, allow additional time in the review schedule.
- Once a storyboard is final and assets are delivered, the final FlashPoint will be complete in two weeks.
- Once submitted, only technical changes (such as moving the placement of a box) can be accommodated. Changes to copy will result in increased cost and time.

preview online! **Look inside...**
take an interactive walk through this book!
www.pearsonhighered.com/showtell/timberlake_0136019706

If a print piece is created for the text, this banner will be displayed with a call to action that will send readers to the FlashPoint URL.

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Jeffrey M. Perloff, University of California-Berkeley
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ISBN-13: 9780321277947
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A call-to-action banner is displayed on the book's online Web catalog page to invite viewers to explore a text using its FlashPoint.

AUTHOR	TITLE/EDITION	ISBN-13	DIRECT URL	STATUS
Chemistry				
Brown/LeMay	Chemistry: The Central Science, 1e	9780136006176	www.pearsonhighered.com/showtell/brown_0136006176	✔
Timberlake	Chemistry, 10e	9780136019701	www.pearsonhighered.com/showtell/timberlake_0136019706	✔
Tro	Introductory Chemistry, 3e	9780136003823	In development	
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Bade/Parkin	Foundations of Economics, 1e	9780321622368	In development	
Parkin	Economics, 1e	9780321423009	In development	
Miler	Economics Today, 1e	9780321422347	In development	
Wall	Economic Growth, 1e	9780321416629	www.aw-bc.com/showtell/wall	✔

A comprehensive list of FlashPoint projects, their status, direct links to completed FlashPoints, and (if available) tracking metrics is available at www.pearsonhighered.com/showtell. Please note that the page at this URL is for internal use only.

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Look inside... take an interactive walk through this book!

Audesirk, Life on Earth, 5/e
Concise and Inquiry-Based
Learn more

A different call-to-action banner will be posted in the rotating banner area on the book's course page.

MARKETING MANAGER

MC²

ARGOSY

PLANNING (1 WEEK)

Marketing Manager requests FlashPoint

Anna schedules a launch meeting to discuss details

Copywriter meets with the Marketing Manager to determine outline and content

Marketing Manager approves or sends edits

Copywriter sends follow-up memo to Marketing Manager for approval of outline

DEVELOPMENT (2 WEEKS)

Marketing Manager reviews v1 and returns edits; Marketing Manager supplies page sample and screenshot selections

Copywriter develops the Wizard

Copywriter routes v1 to Marketing Manager

Copywriter applies edits and routes v2 with marked up page samples (tearsheets) to Marketing Manager/team; Copywriter gathers final printer PDFs from production

Marketing Manager approves the Wizard

Copywriter sends final Wizard and all assets to Stephanie

PRODUCTION (2 WEEKS)

Marketing Manager/team review Release Candidate and return edits

Stephanie begins production, submitting all the files to Argosy

Argosy develops the FlashPoint and sends a Release Candidate for review

Stephanie routes the Release Candidate to Marketing Manager/team

Stephanie compiles the edits into a document and submits to Argosy

Argosy develops a final FlashPoint

Marketing Manager/team approve the final FlashPoint

Stephanie routes the final FlashPoint to Marketing Manager/team

FINISHING (1 DAY)

Anna pushes the final FlashPoint live and updates the online FlashPoint library page

Stephanie places banners on product and course pages in Web catalog

Stephanie sends a message to the team with the links and adds FlashPoint to HEPM