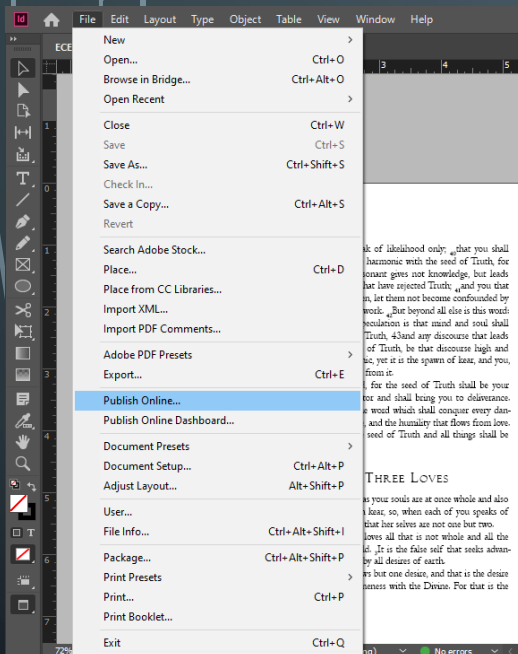


# HOW TO “PUBLISH ONLINE...”

WEB-BASED OUTPUTS BEYOND PDF & EPUB

## What is it?

“Publish Online” is more than just a link to a PDF or



EPUB; it is a Web-based, responsive version of your document rendered in HTML/CSS/JS.

This document lives on Adobe’s servers with its own persistent link. It can also be embedded in another site using the provided code.\*

\* Non-embedded self-hosting is also possible, but requires the use of a third-party script, like those available from [Gilbert](#) or [Putney](#).

## Why do it?

Convenience = Outreach

- Browsers don’t need a PDF plugin, Flash (for interactive elements), etc.
- No downloads to prompt security warnings or to create space concerns on mobile devices.
- One Turkish NGO estimated that the use of “Publish Online” [doubled readership](#) of their publications.

Interactivity

- Reader support for interactive PDFs and EPUBs is inconsistent.
- “Publish Online” guarantees that animations, forms, etc. work across devices.

Analytics

- Track views/readers, average read time, access devices/formats, and more.
- PDF downloads can be offered from the online-published version, making it an easy analytics-enhancing gateway to existing offerings.

