



## PUBLICATION PROPOSAL FORM

To be completed by prospective authors or volume editors.

1. Proposed title

2. Please indicate whether you are the principal author or volume editor of the proposed publication, and include a brief (2-page) CV in a separate file.

Author/Editor: Name: Affiliation: Address: Phone: Fax: E-mail:
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3. Other authors or volume editors and affiliations. Please include brief (2-page) CVs in separate files.

Name: Affiliation: Address: Phone: Fax: E-mail:
Name: Affiliation: Address: Phone: Fax: E-mail:

### Part I. Product Information

4. Type of book or product

**Print**

Textbook       Treatise       Field Guide       History  
 Compendium       Symposium       Laboratory Manual       Reference

**Electronic**

CDROM       DVD       PowerPoint with audio  
 Video       Online       Other

**Both Print and Electronic**

5. Describe briefly the subject and scope of the book or project

6. Enclose a detailed outline that includes the names of authors for each chapter or section (required) and, if available, sample chapters or sections.

7. Intended audience

8. When the manuscript or project will be ready for peer review (month and year) \_\_\_\_\_

9. Length of manuscript in 8½ × 11-inch, *double-spaced printed pages*: \_\_\_\_\_

10. Estimated number of

black and white photographs:  
color illustrations:  
line drawings:  
tables:

11. Book format: \_\_\_\_\_ Formatted \_\_\_\_\_ Edited and typeset

**Formatted.** The author[s] or editor[s] does all the copyediting, and Headquarters staff members format the pages and correct obvious errors but do not read or edit the text. The index can be prepared by the editor(s), author(s), or staff.

**Edited and typeset.** Headquarters staff members copyedit the final manuscript for style, consistency, grammar, etc. (with galleys sent to author[s] for approval), format the pages, and prepare the index.

**All books.** Headquarters staff supply detailed author and editor instructions for the preparation of manuscripts and are always available to answer questions. When the final manuscript is submitted, staff members check for certain requirements (e.g., permissions to reprint, figure quality), design a cover, get a Library of Congress number, and send the book to the printer.

12. Royalty \_\_\_\_\_ requested or \_\_\_\_\_ declined (does not apply to compendia or proceedings, for which royalties are not paid)

13. Because of the highly specialized nature of APS PRESS publications, the potential number of copies that can be sold is small compared with that of other, more general publications. Because certain fixed costs for editing, typesetting, printing, marketing, and distribution must be met no matter how many copies are produced, the cost per copy of publishing such books is considerably higher than that of books with a broader audience.

To offset these higher costs, it is sometimes helpful to obtain financial support from related industries or organizations that will especially benefit from the publication of a particular project. When available, such support does assist APS PRESS in maintaining the most reasonable selling prices possible.

List those organizations, if any, that would be likely to make financial contributions toward the publication of this project or to commit to quantity purchases of it before publication

1.  
2.  
3.  
4.

14. Please give any other relevant information describing the proposed book or project

## Part II. Marketing Information

15. List other publications that are similar to or would compete with this publication

Title	Price (if known)	Author(s)

Indicate the advantages of this particular publication

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16. If applicable, list courses for which this book or project may realistically be expected to be used for a text

1. 2. 3.
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17. If this publication is expected to have greater interest in specific areas or countries, list them

1. 2. 3.
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18. List organizations whose members are likely to purchase this publication

Name of Organization	Address (if known)

19. List organizations that are likely to make quantity purchases of this publication

1. 2. 3.
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20. List meetings whose participants are likely to purchase this publication

Meeting Name	Frequency	Attendance Size

**Send this completed proposal form to:** Greg Grahek, Director of Publications,  
APS PRESS, 3352 Sherman Ct, Suite 202, St. Paul, MN 55121 USA; fax to +1.651.454.0766; or send via e-mail:  
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