

APS PRESS

PUBLICATION PROPOSAL FORM

Part I. Product Information

To be completed by prospective authors or volume editors.
Attach additional sheets if necessary.

Type of publication: Book Electronic Product

1. Proposed title: _____

2. Principal author(s) or volume editor(s):

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

3. Other authors or volume editors and affiliations:

Author/Editor

Affiliation

4. Type of book or product (check one):

____ Textbook

____ Treatise

____ Field Guide

____ Electronic product

____ Compendium

____ Symposium

____ Laboratory Manual

____ Other

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

6. Enclose a detailed outline (required) and, if available, sample chapters or sections.

7. Intended audience: _____

8. Depth or level: _____

9. When the manuscript or project will be completed: _____

10. Length of manuscript in 8½ × 11-inch, double-spaced typewritten pages: _____

11. Number of

black and white photographs: _____

color illustrations: _____

line drawings: _____

tables: _____

12. 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.

13. Do you anticipate that a revision of this book or product will be needed? no _____ yes, in _____ years

14. Author(s) or editors(s) _____ requests or _____ declines royalties

15. 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 also 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:

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

PUBLICATION PROPOSAL FORM

Part II. Marketing Information

To be completed by prospective authors or volume editors.
Attach additional sheets if necessary.

Proposed title: _____

Principal author(s) or volume editor(s): _____

1. Using any available information, give a realistic estimate of the total number of copies of this publication that can be sold within the first two years after publication and over the life of the publication:

_____ copies within two years; _____ total copies over life of publication

2. Given the intended audience and the price of other books in general, estimate a maximum, a minimum, and a recommended purchase price:

\$_____ maximum; \$_____ minimum; \$_____ recommended

3. 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:

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

Estimate the annual U.S. enrollment of such courses: _____

5. If this publication is expected to have greater interest in specific areas or countries, list them:

6. List a few specific benefits your book will provide to the reader:

7. List journals and other publications that publish reviews for publications in this subject area:

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

Name of Organization	Address
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9. List organizations whose members are likely to purchase this publication:

Name of Organization	Address
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10. List meetings whose participants are likely to purchase this publication:

Meeting Name	Frequency	Attendance Size
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11. Give any other information that may be helpful in marketing this publication:

Send this completed proposal form to: Karen Cummings, Director of Publications, Production, APS, 3340 Pilot Knob Road, St. Paul, MN 55121 USA; fax to +1.651.454.0766; or send via e-mail: kcummings@scisoc.org