



PUBLICATION PROPOSAL FORM

Part I. Product Information

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

1. Proposed title:

2. Author or volume editor?

Name:

Affiliation:

Address:

Phone:

Fax:

E-mail:

3. Other authors or volume editors and affiliations:

Author/Editor

Affiliation

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

General Reference Book

Proceedings

Electronic Product

Handbook

Laboratory Manual

Textbook

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. Date by which the review copy of 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 _____ Copyedited and typeset

Formatted books. The author[s] or editor[s] does all the copyediting, and Headquarters staff members format the pages but do not read the text. The author[s] or editor [s] prepare the index.

Copyedited and typeset books. 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., copyright transfers, permissions to reprint, figure quality), design a cover, get a Library of Congress number, and send the book to the printer.

13. Review plan

___ The author(s)/editor(s) will have the chapters reviewed as they are received and will send the reviews to ASBC along with the manuscript after authors have made the required revisions.

___ The author(s)/editor(s) want ASBC to conduct the review of the book after the draft manuscript is delivered.

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

15. Royalties increase the price of the book. Author(s) or editors(s) _____ requests or _____ declines royalties

16. Because of the highly specialized nature of ASBC 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 ASBC 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:

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

Part II. Marketing Information

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

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

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

Title	Price (if known)	Author(s)
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Indicate the advantages of this particular publication over those listed above:

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

Estimate the annual enrollment of such courses:

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

5. List a few specific benefits your book will provide to the reader (why would someone use this book?):

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

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

Name of Organization

8. List organizations whose members are likely to purchase this publication:

Name of Organization

9. List meetings whose participants are likely to purchase this publication:

Meeting Name

Frequency

Attendance Size

12. Give any other information that may be helpful in marketing this publication:

Send this completed proposal form to:

Susan Freese

Director of Product Development

American Society of Brewing Chemists

3285 Northwood Circle, Suite 100

St. Paul, MN 55121 USA

Or email to:

sfreese@scisoc.org