



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. Principal author or volume editor:

Name _____

Affiliation _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____ E-mail: _____

3. Other authors or volume editors and affiliations:

Author/Editor

Affiliation

4. Type of product (check one):

___ General Reference Book

___ Proceedings

___ Electronic Product

___ Handbook

___ Laboratory Manual

___ Other

5. Describe briefly the subject and scope of the 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 photographs:

illustrations:

line drawings:

tables:

12. Book format: _____ Copyedited and typeset

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 (for edited books only)

___ The 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 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? _____

15. Author(s) or editor(s) _____ requests or _____

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 ASBCI in maintaining the most reasonable selling prices possible.

List those organizations, if any, which 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. 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 or products 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:

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 regions or countries, list them:

6. List a few specific benefits your book or product 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:

Greg Grahek, ASBC Publications Director, ASBC, 3340 Pilot Knob Road, St. Paul, MN 55121

USA or send via e-mail: asbcpublications@scisoc.org