

## Book Prospectus

Submitting a prospectus along with your manuscript will facilitate marketing the book and applying for cataloging information.

Title: \_\_\_\_\_

Authors' names and date of birth, including year: \_\_\_\_\_

Complete work and home address, email address, area code and phone number:  
\_\_\_\_\_

Author bio and 2x3 photo (300 dots per inch):

Target audience. What is the age range and education level of the intended readers?

Objective and focus. Why is this book important? Why will it sell well? What is the objective and focus of the manuscript? Relationship to existing literature. If there are competing books, please list them along with the unique attractions of your book.

Intended market/audience: List the names of professional organizations, local or private societies, or industry groups with members interested in your book. Do you know of any forthcoming conferences or exhibitions at which participants will be interested in your book? Names and addresses of media reviewers or newspapers:

Other suggestions for market/audience? Please draft a 150-word abstract or marketing blurb "selling" the book to readers:

Sound/news bite (30-second ad teasing the content).

If this is a collectively written work, please note that a collective work may be considered only if *it is the result of a collaborative effort and there is substantive integration of chapters*. Describe how the work meets these criteria.

If the publication is the result of a conference, describe the selection process used for the acceptance of papers to be included in the publication. What percentage of the papers submitted were accepted for presentation? What percentage of the papers accepted for presentation will be published?

Proposed completion date, if the manuscript is not complete.

Projected number of pages in the manuscript (typed, double-spaced).

Number and type of illustrations you want to include. Please specify color and/or black-and-white photographs, line drawings, maps, charts, graphs, and tables.

## **Permissions policy**

Proper citation of *all* previously published material is imperative.

It is the responsibility of the author, editor or (in the case of collections) the contributor to pay for permissions.

Permission is required for the following resources:

*Books.* Required for excerpts that are more than 150 words from a single source whether the words appear as one excerpt or are interspersed throughout the work.

*Short publications including websites, journal articles, policy documents.* Required for excerpts that are more than 150 words from a single source whether the words appear as one excerpt or are interspersed throughout the work.

*Poetry and song lyrics.*

*Diagrams, charts, illustrations, photos\*, cartoons and other visuals.*

*Verbal and written interviews.* A signed permission form from the source person is required.

Permission is not required for the following resources:

*Paraphrased or adapted material.* Permission not required; however, the source must be acknowledged.