

Notes for SUSSP Editors

Taylor & Francis

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1 Introduction

Taylor & Francis are proud to be the co-publishers of the Scottish Universities Summer Schools in Physics titles and we want to offer our publishing and editorial experience to the SUSSP editors to help them create the final manuscript.

This document contains some basic guidance on creating and submitting the SUSSP manuscript you are working on and details of publishing procedures. It is not exhaustive in its nature, nor does it cover any structural points in relation to format, as these are provided by SUSSP and taken care of by using the SUSSP L^AT_EX stylefiles.

This document should be read in conjunction with the accompanying files, which include important details including style and copyright. The ‘Style Notes’ provides general guidance and is also provided as a T_EX file so editors can add to them before distributing to the contributors should they so desire..

Though your book will be co-published with Taylor & Francis the production, marketing and distribution will be managed by CRC Press, which manages the publication of books in the physical sciences within the Taylor & Francis Group. CRC Press is based in Boca Raton, Florida.

Contents of editor pack

The *Editor Pack* is provided as a compressed ZIP file and contains the following documents:

SUSSP Editor Guide.pdf* This document.

SUSSP BOOK FORM.doc* Form that provides T&F with an overview of the project. Must be completed and returned by the volume editors at the earliest opportunity.

StyleNotes.pdf General style notes for authors and editors.

StyleNotes.tex The above file provided as a .tex file so volume editors can edit them to suit their specific volume needs.

Author-Produced Guide.pdf Detailed guide for authors provided by Taylor & Francis.

Author-Produced Common Problems.pdf Common problems with author produced files for camera-ready books.

Taylor and Francis Author Checklist CR.pdf Author checklist for camera-ready books.

Indexing Instructions.pdf Detailed guidelines on generating and organizing an index.

P.V..doc ‘Permissions Verification’ form. Includes forms for securing copyright permissions and other copyright issues.

permissions help.doc Notes on securing permission and what needs permission.

PYB.rtf* ‘Promote Your Book’ questionnaire, used for marketing purposes.

You will need to share all these files, with the exception of those marked with an asterisk, with the contributors to this volume, though they will also be provided by Taylor & Francis when the book is approved and contracted. However, given the way that at SUSSP titles are created, this might be sometime after the authors have started their contribution.

2 The Books

Though SUSSP meetings are directed at students and postdocs and provide a thorough introduction to the topic under discussion, the resulting books tend not to sell as textbooks. The material they contain often does not follow closely enough the structure of taught courses. We find that though lecturers will often recommend SUSSP titles as additional reading they often do not adopt them as the standard course text. We do make the books available to lecturers to review as part of our adoption programme, but generally sell and promote the books as monographs or supplementary texts.

We carefully evaluate the market for each title to measure the likelihood of a title being adopted as a course text, and in such cases will price and market them as such.

Another important consideration is that some markets can perceive the SUSSP titles as conference proceedings. Taylor & Francis believe that this is not the case and the books are excellent introductory monographs and textbooks. It is important that the editors help ensure that the material is not written in a proceedings style and are not branded as such.

This can best be done by simply not referring to the work as proceedings, but as lecture notes. Library suppliers and academics will be more likely to appraise a title if the book refers to itself as say, 'lecture notes from the SUSSP Summer School' than 'proceedings of the SUSSP Summer School', and we ask this is borne in mind when preparing the preliminary material and any introductory text. Such a simple change in emphasis can have a significant impact on the subsequent sales and use of a book.

3 Procedures

The primary point of contact with T&F will be the Physics Editor, John Navas (Tel: 020 7017 6343, email: john.navas@informa.com). SUSSP inform Taylor & Francis of the date and topic of the next meeting as they are set, and whether the school is also a NATO ASI meeting.

The volume editor will then provide details such as expected extent, delivery date, bulk order size and any other issues specific to the volume. This data will be used to define specific terms in the contract; to provide key advance material to the editorial and marketing departments and to help production start to allocate production time and editors to the project. T&F have created the document *SUSSP BOOK FORM.doc* to help the editors provide this key advance information.

The physics editor will liaise with our production, sales and marketing departments on various aspects of the project, so please keep him informed of any changes in the specifications or schedule as this impacts on our ability to produce the book rapidly and to ensure the market knows about the title.

Slippage is a key factor in confusing the market; and reps, sales agents and bookstores need to know firm publication dates, just as important our internal production editors and external printers work to set schedules and a late submission without adequate warning can delay the publication further. It is therefore important to adhere to set to the agreed submission date and to forewarn your editor at T&F of any anticipated changes to this as soon as possible.

Once a formal contract is signed for the book T&F will assign a development editor to the project. The development editor acts as intermediary between the author and editorial departments, and later on with production. He or she will be there to help with any questions relating to the manuscript, and will be a key point of contact with Taylor & Francis once

the book is contracted. They will collect sample material to ascertain the production work required and provide feedback on the manuscript format and files.

4 Submission Method

As SUSSP books are produced as camera ready copy by the editors, we are expecting delivery of the final page formatted postscript or PDF file. In addition a hard copy of these files should be submitted as a check.

The manuscript file should be created using the SUSSP stylefiles or other guidance from the SUSSP Governing Committee but should be in final page format, the correct running order with prelim pages and any index. The PDF/PS file should have all graphics and fonts included. The development editor will provide feedback on the sample material you send in and also review the submitted manuscript prior to submitting to production to ensure the manuscript is in a format that can be used.

Once the final manuscript is submitted, it will be professionally proofread and copyedited, the marked up copy will be returned to you to make these final corrections before submitting the final print ready files.

Remember to include an electronic list with full names and addresses for those who will be receiving a copy of the book upon publication.

5 Instructions for Authors

When briefing the contributors please remember to ensure the following points are covered:

- **Stylefile:** Ensure the contributor has the correct \LaTeX style file and knows how to use it. This includes points relating to figure size and format, and the inclusion and other non textual material.
- **Extent:** Ensure each contributor knows the expected extent for their contribution; and produces their article to this extent ($\pm 10\%$).
- **Chapter title and content:** Obvious, but make sure they know their chapter title and are briefed on what the chapter should cover and at what level. It is advisable to circulate full details of chapter synopses to all contributors so they can be confident in cross-referencing other chapters.
- **Spelling, terminology, hyphenation, units, abbreviations etc.:** Adopt a standard policy for spelling, terminology, hyphenation, units systems, abbreviations, acronyms, listings and capitalization etc. Distribute these as a file or a document. This helps maintain high standards and consistency and helps the reader by improving clarity and avoiding ambiguity.
- **References:** Ensure standard way for referencing journal articles, websites, books etc. Also accepted abbreviations for journals.
- **Copyright and permissions:** These are covered in detail in the notes from Taylor & Francis. Ensure the contributors understand their obligations in securing permissions and submitting necessary paperwork as well as citing the source correctly.

- **Notes for authors:** Ensure the contributors have the various notes for authors files and understand the points they cover. Often it is issues relating to fonts and figure quality that cause problems.
- **Index:** If you are asking authors to include index commands in their chapter, ensure they know this. You will still need to check the index carefully once all chapters are together.
- **Submission date:** Ensure the authors know when their drafts are expected to be delivered to you, and they deliver on time. Part of the editor's role is to ensure timely delivery of the final manuscript. Also let authors know at the start if the editors will be making changes to their files or marking up hard copy and expecting them to make the amendments. If the latter ensure they make the changes and submit the final files on time.
- **Submission date:** No, this not repeated in error, Remind everyone of expected dates often and let your commissioning or development editor know of any changes to date or extent as soon as possible.

Remember to make sure these instructions are both received and understood by *all* contributors. Briefing contributors fully at the start of the project will mean much less trivial and frustrating work for yourself as editor. One contribution that uses different terminology or style can seriously affect the publication of the volume, and provide much extra work for the author and yourself.

6 Elements of a Book

The purpose of this section is to list and describe the component parts of a typical book, and to illustrate good practice in preparing these in order to enable you to produce a good quality manuscript.

Preliminary pages ('Prelims')

In SUSSP books these include the following:

1. Half-title page—the title of the book on the first page of the book.
2. Half-title verso—this is the reverse side of the half-title page. It is often left blank but can be used for details such as books of related interest or other books in a series or a frontispiece. In SUSSP books this is left blank.
3. Title page—book title, subtitle, meeting details, editor's name and affiliation and SUSSP series editor name and affiliation.
4. Copyright page (verso to title page)—contains copyright information, British Library and Library of Congress data, address of publisher, name and location of printer.
5. List of previous SUSSP meetings.
6. List of lecturers and affiliations for this meeting and book.
7. SUSSP executive committee and any International Advisory Committee.

8. Preface, if included.

9. Contents list.

These pages are usually numbered in Roman numerals, and SUSSP provide a style file that will create them and T&F will provide relevant information such as ISBN.

Main text

The main part of the book is usually divided into chapters or parts and chapters. The SUSSP stylefile takes care of the formatting and layout of the text, including formatting and numbering of tables, figures, equations etc.

Appendices

You may wish to include ‘subsidiary’ matter as an appendix/appendices. Please make sure that this intention is clear and that appendices are listed as such in the contents list.

Glossaries

A glossary can often be very helpful and can be included at the beginning or end of the book as necessary.

Index

An index is an invaluable part of a technical book and one should be created. See the accompanying documents on creating and developing an index for further details. As the SUSSP titles are prepared in \LaTeX the native \LaTeX ’s indexing commands can be easily used to create an index.

7 Cover Design and Blurb

Early in the production schedule, the book cover design will be planned; this will usually involve input from the editors.

Regardless of whether your book appears as hardback or paperback, all SUSSP books have a cover image. We are pleased to accept ideas or images from editors, though we need to be aware of any potential copyright issues related to these images and please consider potential images for your book and submit these with your manuscript. You will be presented with the proposed cover design for approval during the production stage.

The cover text—the ‘blurb’—will normally be written by the in-house copyeditor team at CRC Press, and will be sent to the editors for approval.

8 Copyright and Permissions

Copyright in SUSSP titles is held by SUSSP, and the books are co-published by Taylor & Francis and SUSSP. As copyright is held by SUSSP it is important that editors understand

the implications of copyright and possible exposure of SUSSP. Copyright in the individual articles must be assigned to SUSSP or a license to reproduce them in this book granted by the contributor.

Copyright

As an author or editor, copyright affects your work in two ways, as the generator of copyrighted material and the user of material whose copyright is held by others. Your work is protected by copyright from the time of its creation, there is no need to formally register copyright through any agency or publisher.¹ Normally authors assign copyright to the publisher, or in this case to SUSSP, as this enables the publisher to maximize income through licensing of subsidiary rights to other publishers. Also we may pursue any infringement of this copyright if abused by third parties.

Likewise, if you or the contributors wish to include material in your manuscript where the copyright is held by others, you must seek permission to do so. This is usually for the right to reproduce artwork, but it can include substantial quotations or the inclusion of reports.

Permissions

Locating owners of works can be a time-consuming operation, but with some forward planning should not be difficult.

For material in print, it's usual to assume in the first place that copyright is owned by the publisher, but check the copyright page in any book or journal. In the case where copyright has reverted to the author (which sometimes happens when books go out of print), the publisher will know how to contact the author.

Remember that the copyright in works of deceased authors will pass to their heirs (for a period of years following the author's death). Also remember that *all* that material on the web is owned by someone. This material should be the easiest to locate owners for, and email will be the best way of contacting them, usually to the webmaster for the website.

In edited books where chapters are contributed by differing authors, it is the responsibility of the individual chapter authors to secure permissions for material in their contribution. The volume editor must ensure that permissions have been secured.

The other documents in the Author and Editor packs provide additional information concerning permissions

It is advisable to request permission as early as possible. It can take several weeks for copyright owners to respond and this can delay production of the book, especially where permission is not granted and alternative images must be sourced or created.

When sending permission requests, carefully check the credit given in the source material. the copyright owner may not be the publisher of the book or journal where you found the material. Many publishers now have links on their web-sites with contact details and procedures for securing permission to reproduce their material. If the publisher does not own the copyright, they will refer you to the relevant party. It is advisable to follow up any unanswered requests after 3–4 weeks.

¹Copyright registration in the US: Although a copyright registration is not legally required, Taylor & Francis will formally register the book with the US Copyright Office. Taylor & Francis will also provide copies of the work required by the US Library of Congress and other Legal Deposit Libraries.

9 Sales and Marketing

The sales and marketing activities for your book will start long before the book is published. As soon as we know of the book we will enter the details in our editorial and marketing databases. As the book is developed we update these with new copy, contents lists, extent and publication date. This information is used to generate content for our web sites, other promotional material and informing the bibliographic databases such as Bookdata and Whitakers. These latter databases are used by the trade and bookshops, including on-line retailers such as Amazon.com. We also update the reps monthly on new titles and changes to the specifications of books they are promoting. It is therefore key that we are updated on any change to the specification or schedule as soon as possible.

Each book receives its own flier before publication for direct marketing purposes, and we can provide copies of this to the editor and contributors if they wish to distribute them.

We market and promote all our titles through a range of mechanisms:

- **Direct Mail:** Direct mail is a key force that drives all sales and marketing efforts. Taylor & Francis sends millions of pieces of mail to customers and potential customers every year. Some customers order directly. For others, direct mail serves to foster bookstore sales and library orders. Rather than mixing books together in brochures or catalogues, every title enjoys a promotional launch in which it is featured. Fliers are mailed to targeted customers, journal subscribers, professional society members, and convention attendees. After at least one year of promoting the book in this fashion, titles continue to be advertised in multi-book brochures long after their publication. Limited copies of fliers are also made available to each author for personal promotions.
- **Telemarketing:** Ten years ago, CRC Press started a revolutionary customer service program that suggests related titles to call-in customers and telemarkets them prospectively to past customers. Many new editions are announced to buyers of older editions this way and customers are pleased to be informed of titles similar to the ones they have already purchased.
- **Bookstores:** Taylor & Francis titles are presented to retail bookstores (when appropriate), college bookstores, and wholesalers on a regular basis by our field representatives. New title information sheets are sent to all wholesalers, in addition to our catalogue. Copies of publicity materials are sent to our trade field representatives to aid their sales efforts.
- **Libraries:** Taylor & Francis titles are presented to library suppliers. Promotional arrangements with key library jobbers are entered by mutual consent. The arrangements include providing fliers and advertising in jobbers' catalogs. Promotional pieces are mailed to more than 12,000 libraries on a regular basis.
- **Colleges:** Taylor & Francis titles are presented to the college adoption market by our college sales representatives and via direct mail. Not every book is appropriate as a primary text, but may be promoted as a secondary text or supplement.
- **Professional Market Resellers:** These volume customers market our books to their members, subscribers, clients, or rented lists in exchange for volume discounts and are managed by our inside sales department and editorial staff. They include catalogers, associations, magazines, newsletter publishers, consultants, authors' companies, seminar

groups, Internet bookshops, corporate universities, and continuing education institutes connected with universities. Each book is marketed to those resellers that are appropriate. We are constantly adding clients to this list via authors, convention leads, and other sources.

- **Corporate Volume Sales:** Sales to this channel are primarily a result of telemarketing and direct mail efforts. All other sales channel efforts serve as a catalyst to this kind of sale, including the up-selling and cross-selling efforts of our customer service department.

To aid the marketing department in reaching the widest audience we ask editors to complete and return the Promote Your Book questionnaire, at the latest when the book is submitted, but ideally a few months prior to this.

Around six months before publication a formal marketing launch meeting for your book will be held. This brings together staff from editorial, sales and marketing to review the advance information and refine the specific marketing plans for your book. The more specific information we have about the title and market at this stage the better we can refine the marketing plans e.g. interdisciplinary titles will be cross marketed, specific societies or mailing lists can be discussed; display at conferences can be noted etc. So please remember to submit your PYB as early and as complete as possible.

10 Summary

This document only provide some basic notes on commonly asked questions by SUSSP editors. Please consult your SUSSP notes and editor at Taylor & Francis should you require additional information on any aspect of creating this work.