



## GUIDELINES FOR SUBMITTING BOOK PROPOSALS

The mission of APHA Press is to provide public health practitioners, scholars, and students with accessible and affordable resources of the highest quality while contributing to the financial health and supporting the mission of its parent organization, APHA. We welcome proposals from authors who hope to write a book that will contribute to our mission and we are eager to discuss your ideas with you.

Our interactions with publishers start with a prospectus. The book prospectus process typically involves *two steps: an informal inquiry and a prospectus*.

### **Step One – An Informal Inquiry**

To help authors get to the prospectus stage a short inquiry about the book (roughly 500 to 1000 words) should be sent to the acquisitions editor, Rich Lampert ([rich.lampert@apha.org](mailto:rich.lampert@apha.org)), or to [bookproposals@apha.org](mailto:bookproposals@apha.org). This inquiry should include a few paragraphs describing the book, the lead authors and their current positions, and why you believe the book will be an important addition to the public health literature. Once received, the inquiry will be reviewed by the APHA Press staff and Publications Board. APHA Press may have questions or recommendations that will help guide authors to develop a successful prospectus. Authors can expect an initial response within a few days, with more detailed responses following promptly.

### **Step Two – the Prospectus**

The prospectus should include the following:

#### **Authors and Contributors**

- Names, affiliations, and addresses of the lead authors/editors.
- The names affiliations and addresses of the proposed chapter contributors if the book will use this approach. It is understood that the contributor list is tentative at this point, but please indicate which of the proposed contributors have agreed to write the chapter as specified in the outline.

## Reason for the book

Provide a clear and precise statement of the public health topic or issue to be addressed and why it is pertinent, timely, and worthy of publication. Please assess how the proposed publication would fit into the existing literature on the same or related topics and what it might add to this literature. Please provide:

- A proposed table of contents or outline of contents including a few sentences under each chapter heading summarizing the main theme of each chapter
- An estimated timetable for the completion of the work
- Short resumes of lead authors/editor
- For the lead author of each chapter provide a 100 word sketch summarizing their qualifications

## Key features

Please describe the key features of your book and explain how they will benefit its readers. Please list at least *three*.

If you believe your book has textbook potential, please describe ancillary materials you intend to provide, for instance:

- A PowerPoint deck
- Test bank with answers
- Instructors guide

## Competing literature

Please list any books in the same topical area as the one you are proposing. If possible, explain how your book will be different/better.

## Marketing your book

*Buyers* : Please identify the audience and provide substantial information on the prospective buyers – for example, associations, institutions, professors, health care professionals, etc.

*Special sales*: Your book may have sales potential outside the traditional bookshop, library, and academic markets. Please list any institutions, training companies, or business organizations that might be interested in making a bulk purchase. In our experience, these sales are most successful when we are given specific contact details. Please append any additional details to this document if required.

*Attach a Resume/CV for Lead Authors /Editors*: For each lead author or editor, a resume or CV is requested. This document should include (1) relevant education, (2) a short description of the most relevant background experiences for the subject area of the prospectus, and (3) citation details of substantial number of relevant publications by the lead authors/editors.

## **Approval process**

- The full prospectus is reviewed by the Acquisitions Editor.
- Once the prospectus is clear and complete, the Acquisitions Editor solicits peer reviews of the prospectus from members of APHA's Publications Board and/or other authorities. The author may be asked to comment on concerns expressed by one or more reviewers, and in some cases will be asked to revise the prospectus to meet these concerns.
- The Acquisitions Editor then discusses the proposal with the full Publications Board. Publications Board comments are incorporated in the internal publishing proposal.
- Based on the reviewed prospectus, sometimes with author revisions, the Acquisitions Editor then prepares an internal publishing proposal incorporating the author's ideas.
- The Marketing manager of APHA Press prepares a marketing analysis that includes a projection of sales potential based on the press's experience with prior titles as well as other industry data available to us.
- A tentative profit and loss analysis is drawn up by the Publications Director based on the physical specifications in the publishing analysis, and on pricing and unit sales estimated by the marketing analysis.
- If appropriate, APHA Press management reaches a decision to publish the proposed book.
- The APHA Press Director then prepares a formal publishing agreement and sends it to the author.

## **The Publication Process**

Once the contract is signed, responsibility for the ongoing development of the book is transferred to a named individual in the production department. As needed, this person will help the author develop internal project deadlines (particularly important for contributed books) and will monitor progress.

When the complete manuscript is submitted, the production manager will coordinate a final peer review of the manuscript. This review is not intended to be a line-by-line analysis. Rather, the review is to ensure that the author(s) largely achieve the aims described in the accepted prospectus. Whenever possible, the final peer review involves one or more members of the Publications Board as well as other experts as needed.

Once the manuscript goes into production, the author will receive detailed instructions regarding procedures, schedule, and key people responsible for the production process. The author will also have the opportunity to provide input to the marketing plan.