



Author and Editor Guidelines

CONTENTS

<hr/> SECTION 1 <hr/>		Figure Numbering, Captions, and Credits 8
GUIDELINES FOR ELECTRONIC TEXT FILES		Permissions 8
File handling 3		
File subject matter 3		
<hr/> SECTION 2 <hr/>		
SAMPLE CODED FILE		
<hr/> SECTION 3 <hr/>		
ART PREPARATION		
Digital Artwork Submission 7		
Drawn (vector) artwork 7		
Graphs 7		
Digital-camera images 7		
Scanned line art 7		
Scanned black & white (grayscale) images 7		
Scanned color images 7		
Laser proofs of artwork 7		
Nondigital Artwork Submission 7		
Art to be scanned 7		
Line art 8		
Screens, tints, and grays 8		
Photographs: black & white or color 8		
		<hr/> SECTION 4 <hr/>
		TYPESTYLE GUIDELINES
		General guidelines 9
		Italics 9
		Book Parts 9
		Punctuation 9
		Commas in numbers 9
		Single and double quote marks 9
		Quotation marks 9
		Commas 9
		Abbreviations 9
		Capitalization 9
		Acronyms 9
		Introducing statements, quotations, or lists 10
		Who, whom 10
		Percentages 10
		Numbers and units 10
		INDEX 12

SECTION 1

GUIDELINES FOR ELECTRONIC TEXT FILES

The advantage of electronic manuscripts is that they can be edited and made into a book without having to retype anything. Please keep in mind, however, that whatever software you use to prepare your manuscript, the compositor will convert your manuscript into a different software. So please keep it simple—if you spend a lot of time using your software to format your manuscript and customize the way it looks, we, in turn, must spend time paring your manuscript back down to its basic elements to ensure that the whole process goes smoothly.

Summary

- **Do not attempt to format your manuscript to make it look like the final product or to “assemble” these pieces into a single book like manuscript. This takes a lot of extra effort on your part, and actually increases the time it takes to prepare your book, because your formatting must first be removed.**
-

Use the following guidelines to ensure that the electronic manuscript and printout you submit to us will be ready to edit.

FILE HANDLING

- All the elements in your manuscript should be easy to identify. Save each chapter as a separate file. Each additional part of your manuscript—front matter, introduction, references, appendixes, figures, etc., should also be saved as separate files. Endnotes need not be in a separate file, they can be at the end of the chapter in which they are to appear.
- Copy your final, completed manuscript onto disk, then print your final manuscript from this same disk. The electronic files and the printouts that the press receives must match exactly. Do not make any changes to the disk after you have printed out the final manuscript. If you must make changes after you have prepared the final printout, do so on the printout (hard copy) in colored pencil. Supply a list of page numbers with changes.

- Finally, label your disks, and include the name of the software you used to produce your manuscript (i.e., “Corel WordPerfect version 10” or “Word 2002 for Windows XP”).
- Do not use any “fast save” feature in Windows; the fast save is known to corrupt files in importing into pagination software.

Summary

- **Each part of your manuscript should be saved as separate files.**
 - **Send a printed copy of your final files to us. Don’t make any additional changes to the files (unless marked on the printed copy).**
-

FILE SUBJECT MATTER

- A Contents page is mandatory—your first draft is not considered complete without it. Prepare your Contents and Preface and/or Introduction; these sell more books than any other individual component. The Contents should list many, if not all, headings and subheadings and must be double-spaced. Although the final Contents will be generated from the laid-out pages, your Contents will be used for developmental editing and promotional purposes. It also serves as a working guide throughout the production process. Use indents or tabs to indicate head levels, with the head level 1 having no indentation, and the smallest head level you used having the greatest indentation. Page numbering is not required, although you do not need to remove it if your program includes it automatically.
- Refer to the latest edition of the *University of Chicago’s Manual of Style* for guidance on style, and *Merriam-Webster’s Collegiate Dictionary* for proper spellings and divisions of words. All writers, whether novice or veteran, should read *Strunk and White’s Elements of Style*.

- Type all headers as cap/lower case; do not type full caps, small caps, or all lower case. Do not style in manuscript.
- Words that should be bold, italic, underscore, strikethrough, subscript, superscript, all caps, or small caps should be created in the word-processing program using the type style buttons or the character palette. These will be replaced during typesetting with the real fonts.
- Make sure that there are no comments, annotations, or hidden text whatsoever in the final version of the manuscript that you submit to the press. In addition, make sure that all “tracked changes” or other revision marks have been accepted as final (i.e., there should be no revision marks, hidden or otherwise, in the final manuscript).
- Do not use the space bar to achieve tabs or indents or to align text.
- Do not use the automatic hyphenation feature. There should be no “optional” hyphens in your manuscript.
- Use the same typeface, or font, throughout the entire manuscript. If a second font containing special characters is needed please alert the production manager.
- If a chapter has more than one level of subheads, differentiate them by typing [H1], [H2], or [H3] at the beginning of each subhead, as appropriate.
- To insert footnotes, use superscript to indicate note numbers in text. Insert the actual footnotes at the end of the chapter, marked as “Footnotes.” All formatting (of number size and style, placement of the notes relative to the book as a whole, and even conversion of endnotes to footnotes and vice versa) will be performed by the typesetter.
- Obtain permission to use all material garnered from outside sources. Request the permission as soon as you can.
- Do not assign “styles” to achieve different formats for subheads, block quotes, paragraph indents, etc. The default, or “normal,” style should be the only style in your manuscript.
- Produce any special characters by spelling out in brackets (example: [alpha] or [times sign]). Do not “make” a character by combining more than one character or using graphics or field codes—these will not convert for the typesetter. Do not use your word-processing characters for fractions. Simply type them as 1/2 or 3/8.
- Do not insert an additional hard return to create extra space between paragraphs. Where you wish a space break in the book to indicate a change of subject, type [space] on a line by itself.
- Make notes at the beginning and ending of elements that are not obvious. Do not use the automatic bullets or automatic numbering in the word-processing program. Bulleted lists, numbered lists, unnumbered lists, sidebars, examples, extracts, quotes, etc. should be marked as follows:
 - [BL BEGIN]
 - *(1 tab)This is the first entry in a bulleted list.
 - *(1 tab)This is the last entry in a bulleted list.
 - [BL END]
- For each table, illustration, photograph, or figure of any kind, place a bracketed, sequentially numbered callout in the manuscript that indicates placement. Also include a separate, sequentially numbered list that matches the callouts in the manuscript and contains a caption and credit line (or source), if any, for each figure. Regardless of whether you submit the figures in electronic form, you must include a printout or photocopy of each figure with the printout of your manuscript.
- No two pages of your manuscript should have the same number, and no page should be submitted unnumbered. Either number the pages according to section (i.e., “chap. 1, p. 57”) or consecutively throughout the manuscript.
- Monitor your progress and keep your editor apprised. Remember that meeting your contracted delivery date is important to the successful and timely publication of your book.
- Keep a copy of everything you submit (not just the text manuscript).

Summary

- Do not assign “styles” to achieve different formats.
 - Do not use the space bar to achieve tabs or indents or to align text.
 - Do not insert an additional hard return to create extra space between paragraphs.
 - Mark heads by typing [H1], [H2], etc. at the beginning of the head.
 - Mark where each figure and table should appear.
-

SECTION 2

SAMPLE CODED FILE

[PN]Part One

[PT]Planning Your Manuscript

[CN]Chapter 2

[CT]Example of Chapter Title

In this sample chapter opening paragraph we will introduce the manuscript subject, and describe how to use the styles available. In this sample chapter opening paragraph we will introduce the manuscript subject, and describe how to use the styles available. In this sample chapter opening paragraph we will introduce the manuscript subject, and describe how to use the styles available.

[H1]Levels of Headers

After each heading, you should have at least two or three sentences of body text. Take the opportunity to introduce the topic described by your header. After each heading, you should have at least two or three sentences of body text. Take the opportunity to introduce the topic described by your header. After each heading, you should have at least two or three sentences of body text. Take the opportunity to introduce the topic described by your header.

[H2]How Many Headings Should I Have?

H1 and H2 are the two most common heading levels you will be using. Occasionally you will need to use H3 and on rare occasions H4. Remember, the more descriptive your headings are, the easier it will be for your reader to find information. Choose descriptive over catchy.

[H3]Using Third Level Headers

H3 should be used when you have a further subdivision of a second level heading. Third level headings are useful for further clarifying subject matter, and making topics easier for readers to find.

[H2]Bulleted Lists

BL should be used for bulleted lists, and should be preceded by some lead-in text. Please use an asterisk to make the actual bullet. In the example you will see a list of other list styles available for your use:

[BL BEGIN]

- *(1 tab)Desserts--in the BL style
- *(2 tab)Fudge cake--in the BLSUB style
- *(2 tab)Key Lime pie--in the BLSUB style
- *(1 tab)Main Dishes--in the BL style
- *(2 tab)Beef Stroganoff--in the BLSUB style
- *(2 tab)Chicken Vindaloo--in the BLSUB style
- *(1 tab)Salads--in the BL style
- *(2 tab)Greek salad--in the BLSUB style
- *(2 tab)Caesar salad--in the BLSUB style

[BL END]

[H2]Numbered Lists

Tag the paragraph following the number as NL. Tag the paragraph following the number as NL. Tag the paragraph following the number as NL.

[NL BEGIN]

1.(1 tab)Numbered list. This is the first paragraph of my numbered list. I may be describing complex steps that require two or more paragraphs of explanation. The first paragraph is styled using NL.

2.(1 tab)Numbered list continued. This is the second paragraph of my numbered list. I may be describing complex steps that require two or more paragraphs of explanation.

[NL END]

[H2]Figures and Tables

Figures files should be separate from text, and not linked or bookmarked in any way. We will place figures where the figure caption appears in the text. Figure captions should be chapter dot figure number, space, initial capital letter for the first word in the sentence or phrase, remaining words lower case, except for proper nouns. Figure captions should end in a period. Figure 2.1 shows an example of a figure caption.

Table captions go above the table, while table source credits follow a table. Table Titles should be formatted with a dot between chapter and table number, and with a space between number and caption text (similar to figure captions). Table Titles should appear in caps/lowercase, and have no closing period.

[FC]Figure 2.1 A sample screen shot.

[FS]Courtesy of Mhendrey's Screenshots, Inc. (If this figure was taken from another source, say someone's web page, which it is not).

SECTION 3

ART PREPARATION

DIGITAL ARTWORK SUBMISSION

Drawn (vector) artwork

Artwork created in Adobe Illustrator and saved in EPS format is preferred. Lines in vector art must be at least 0.25 points thick. Thinner lines, especially hairline rules, will not print reliably.

Other file formats (including Microsoft Word, Microsoft Draw, Microsoft Excel, Microsoft PowerPoint, Microsoft Paint, and CorelDraw) are rarely acceptable. Such files will, whenever possible, be converted to TIFF or EPS format. If conversion or scanning of the original isn't possible, the artwork will have to be redrawn, the costs for which may be charged against your royalty account. For some disciplines, you may be able to save Microsoft artwork files as PDFs; check with the production manager.

Use Adobe Type 1 PostScript fonts; nonstandard fonts will not be accepted. Embed fonts in all PDF and EPS files that use them.

Graphs

Our preference is that graphs be created in Adobe Illustrator. If Microsoft Excel is used, you must submit laser proofs and the original Excel files.

Digital-camera images

Use the highest-quality setting when capturing images. This is essential to ensure quality reproduction and sufficient image size.

Do not do any sizing of your digital images. Simply send us the files. If your software gives you a choice, use the highest-quality/greatest-file-size setting when saving the files. Do not embed your images into a word-processing file.

You must provide laser printouts of all the art, clearly labeled.

Scanned line art

Line art should be scanned at a minimum resolution of 600 pixels per inch and saved as TIFF (preferred) or EPS files.

Scanned black & white (grayscale) images

Continuous-tone images (including photographs and drawings with shading) should be scanned at a minimum resolution of 300 pixels per inch. When scanned at this resolution the image can only be used at 100 percent (or smaller) of its actual size. Files should be saved in either TIFF (preferred) or EPS file formats. Do not save your files in JPEG format; doing so will result in a loss of quality, even if the files are later converted to TIFF or EPS.

Scanned color images

Color images should be scanned at a minimum resolution of 300 pixels per inch. When scanned at this resolution the image can only be used at 100 percent (or smaller) of its actual size. If an image needs to be used at twice its actual size, for example, scan at 600 pixels per inch. Files should be saved as either TIFF (preferred) or EPS files in CMYK color format (never RGB). Do not save your files in JPEG format; doing so will result in a loss of quality, even if the files are later converted to TIFF or EPS.

Laser proofs of artwork

Any digital art you submit must be accompanied by laser or high-quality inkjet printouts. Artwork should be printed at 100 percent of its actual size and accompany the files. Deselect all print options (e.g., fit to page, stretch to fit page, enlarge to fill page, etc.) that would cause printing at anything other than 100 percent, misrepresenting the usable size of the art.

Summary

- **Electronic art copied from the web cannot be used for print. Files need to be at least 300 dpi for grayscale and 600 dpi for line art.**
 - **Do not insert the art into the word-processing program.**
 - **If you have any questions, contact the production manager before you prepare the art.**
-

NONDIGITAL ARTWORK SUBMISSION

Art to be scanned

Furnish the highest-quality originals possible. Do not submit art that is damaged, scratched, or torn. Do not place tape over any part of the image to be scanned. Identify all original art (including photographs) by figure number, author, book title, and, if known, ISBN on the back or on the mount on a self-sticking, removable label. (Make sure your writing implement does not smear.) Ship art flat and in protective packaging designed to hold it. If there are deletions, additions, or corrections to be made on any original art, note these on a photocopy, not on the original. Also use a photocopy to indicate, with an arrow, the proper orientation of the figure if it is not obvious. Do not use nonrepro blue pen or pencil on images to be scanned; the scanner can pick it up.

Line art

Line art to be scanned preferably high-resolution laser prints must be supplied on clean and bright white paper. Do not use textured paper, as this will produce a pattern that will be picked up in scanning. Line weights should be a minimum of 0.5 point. If text is to be scanned, make sure the type is clean and uniformly inked. If line art is to be picked up from a previously published book, submit single pages from the publication.

Screens, tints, and grays

Screens or gray tints often do not reproduce well after being scanned and should be avoided. Where possible, use cross-hatching instead. If you must use a tint, please provide an additional copy of your art without the tint applied. Grays should be kept in the 20 to 50 percent range. Be aware that tints will appear darker in the printed book than they do in your original because of the way ink spreads on the page. To ensure legibility, you should keep type outside of tinted areas.

Photographs: black & white or color

The photographs you provide should be uniform in contrast. A glossy finish scans better than a matte or textured finish. The scanning process results in an image nearly identical to the original photograph, so do not submit any that are over- or underexposed, out of focus, water-damaged, or bent. If a halftone is to be picked up from a previously published book or periodical, you must provide either printer's film or a duplicate of the original photograph (or a version on disk) obtained from the publisher or manufacturer. We cannot scan a photograph from an original page of a publication because such illustrations have been screened; the resulting dot pattern turns into an unattractive moire when reproduced for a second time.

If you are providing photographs as slides, negatives, or transparencies, check for dust or fading.

FIGURE NUMBERING, CAPTIONS, AND CREDITS

All figures must be double-numbered by chapter and order of appearance. If you find it necessary at some point to insert a new figure in the middle of a chapter, please renumber all succeeding figures in that chapter rather than numbering the new figure Figure 1.21B. In addition, every figure must be mentioned at least once in the text.

Figure captions or legends make up a distinct manuscript package element. They should be relevant but should not repeat the text. Submit one list containing the legends for all figures in your book. Double-space the legends and identify each by its figure number (e.g., Figure 2.5). Follow the figure number with a sentence-style description of the figure. If necessary, the legend should end with a credit line, which is required for art that is not your original work. Enclose the credit in parentheses. Word each credit line exactly as the figure's source requests on the permission form or in a consistent fashion. If one source has provided most of your book's figures, you may give credit in the preface or acknowledgments or on the copyright page instead of repeating the credit throughout the captions.

PERMISSIONS

The author is responsible for obtaining permission from the copyright holder/source to use any photos, figures, text, etc. If the art was used in a previous edition of the book, you do not need new permission.

Summary

- Supply original artwork, not photocopies.
 - Clearly label all the art with the chapter number and figure number.
-

SECTION 4

TYPESTYLE GUIDELINES

GENERAL GUIDELINES

Follow the current edition of the Chicago Manual of Style, with the following exceptions:

Capitalize the words Chapter, Table and Figure when used in text naming a particular item, such as: Chapter 2, Table 2.2, Figure 2.2, Appendix A. Do not capitalize when used as “several figures in this chapter explain . . .”

Italics

Book titles: *Marketing with E-mail*

Internet addresses: *www.maxpress.com*

BOOK PARTS

Chapter 2, Figure 1.23A, (Figure 1.12)

Appendix A

(This is an exception to the Chicago Manual of Style)

PUNCTUATION

Commas in Numbers

In most numbers of one thousand or more, commas should be used between groups of three digits, counting from the right:

32,987 11,512 1,000,000

Exceptions are page numbers, addresses, numbers of chapters of fraternal organizations and the like, decimal fractions of less than one, and year numbers of four digits, which are written in numerals without commas. (Years with five or more digits use the comma).

Single and Double Quote Marks

Commas and periods go inside the quote marks in all cases.

The witness said, “I distinctly heard him say, ‘Don’t be late,’ and then heard the door close.”

That is, Namely, i.e., and e.g.,

A comma is used after such expressions.

Quotation Marks

Screen items: click on “Configuration Files”; choose the “Upload” option, the keyword “Upload,” (really a location on a site page); clicking on “Add URL”; a link reading “Learn more about hay and oats.”

Internal publications: the “IBM Network Station Manager Installation and Use” manual

Questions: such as “Are mainframe computers still needed?” and “Should I go?”

Answers: today’s answer is “nothing.”

Quotes for items on screen: Presentation software formats, such as “Slide Sorter” view or “Notes” printout; “What’s New” listings

Keyboard Items: the “t” key

Commas

Serial comma is used (a, b, and c).

Before quote (the question, “Should we be doing business on the Internet?”)

Not used before Jr. (Louis V. Gerstner Jr.)

Abbreviations

Units of Measure: The quantity is always expressed by a numeral and the unit of measure *does not* end with a period:

3 mi 12 V 50 lbs 8 oz 35 mm

55 mph 7 hr 13g 137 km

Exceptions: The abbreviation for foot or feet always ends with a period. ft.

Use periods after U.S. and vs.

i.e., and e.g., e.g. means “for example” and i.e. means “that is.” Both are acceptable abbreviations in writing, and both should be followed by a comma.

CAPITALIZATION

Acronyms

Advanced Function Printer (AFP);

First word of complete sentence after colon is capitalized.

Exact product names, trademarked names

INTRODUCING STATEMENTS, QUOTATIONS, OR LISTS

A colon is used to introduce a formal statement, an extract, or a speech in dialogue:

The rule may be stated thus: Always...

We quote from the address: "It now seems appropriate..."

MICHAEL: The incident has already been reported.

TIMOTHY: Then, sir, all is lost.

A colon is commonly used to introduce a list or a series:

Binghampton's study included the three most critical areas: McBurney Point, Rockland, and Effingham.

If the list or series is introduced by an expression such as *namely*, for instance, for example, or that is, a colon should not be used unless the series consists of one or more grammatically complete clauses.

Binghampton's study included the three most critical areas, namely, McBurney Point, Rockland, and Effingham.

For example: Morton had raised French poodles for many years; Gilbert disliked French poodles intensely; Gilbert and Morton seldom looked at each other in the eye.

A colon should not be used to introduce a list that is the complement or object of an element in the introductory statement:

Madame Mirceau had taken care to (1) make facsimiles of all the documents, (2) deliver them to the foreign ministers office, and (3) leave the country.

The metals excluded were
molybdenum
mercury
magnesium

Dr. Brandeis had requested wine, books, bricks, and mortar.

The terms *as follows* and *the following* require a colon if followed directly by the illustrating or enumerated items or if the introducing clause is incomplete without such items:

The steps are as follows:

1. Tie the string to the green pole and ...

If the introducing statement is complete, however, and is followed by one or more other complete sentences, a period may be used:

An outline of the procedure follows. Note that care was taken to eliminate the effect of temperature variation.

1. Identical amounts of the compound were placed ...

A colon should follow a speaker's introductory remark addressed to the chair or the audience:

Ladies and Gentlemen:

If the material introduced by a colon consists of more than one sentence, or if it is a formal statement, a quotation, or a speech in dialogue, it should begin with a capital letter. Otherwise it may begin with a lowercase letter:

To Henrietta, there seemed no possibility of waking from her nightmare: If she were to reveal what was in the letter, her reputation would be ruined and her marriage at an end. On the other hand, if she were to remain silent, her husband would be in mortal danger.

Henrietta's distress seemed insupportable: not only had her lover abandoned her at the last moment, but she had already sent a note to her husband announcing her intention of leaving him.

I wish only to state the following: Anyone found in possession of forged papers will immediately be arrested.

The colon should be placed outside quotation marks or parentheses.

Kego had three objections to "Filmore's Summer": it was contrived; the characters were flat; the dialogue was unrealistic.

WHO, WHOM

Use *who* and *whom* for reference to human beings and to animals with a name. Use *that* and *which* for inanimate objects and animals without a name.

Who is the word when someone is the subject of a sentence, clause or phrase:

The woman who rented the room left the window open. Who is there?

Whom is the word when someone is the object of a verb or preposition:

The woman to whom the room was rented left the window open. Whom do you wish to see?

PERCENTAGES

In both text and tables, use numerals.

In tables, use the symbol: %

In text, spell out: percent

30 percent

25 to 40 percent

NUMBERS AND UNITS

The following are spelled out: whole numbers from one through nine.

10-100 use numeric values; 64, 14

Any whole number that is the first word of a sentence should be spelled out.

Any of the whole numbers followed by hundred, thousand, hundred thousand, million and so on.

If a number between one thousand and ten thousand can be expressed in terms of hundreds, that style is preferred to numerals:

In response to the question, he wrote an essay of fifteen hundred words.

When spelled-out numbers would cluster thickly in a sentence or paragraph, however, it is often better to use numerals:

The ages of the eight members of the city council are 69, 64, 58, 54 (two members), 47, 45, and 35.

INDEX

B

Book Parts 9

C

Capitalization 9

Acronyms 9

Contents 2

D

Digital Artwork Submission 7

Digital-camera images 7

Drawn (vector) artwork 7

Graphs 7

Laser proofs of artwork 7

Scanned black & white
(grayscale) images 7

Scanned color images 7

Scanned line art 7

F

Figure Numbering, Captions,
and Credits 8

File handling 3

File subject matter 3

G

General Guidelines 9

Italics 9

Guidelines for electronic text
files 3

I

Introducing Statements, Quota-
tions, or Lists 10

N

Nondigital Artwork Submis-
sion 7

Art to be scanned 7

Line art 8

Photographs: black & white
or color 8

Screens, tints, and grays 8

Numbers and Units 10

P

Percentages 10

Permissions 8

Punctuation 9

Abbreviations 9

Commas 9

Commas in Numbers 9

Quotation Marks 9

Single and Double Quote
Marks 9

S

Sample coded file 5

W

Who, whom 10