##### Content proposal: Guidelines for authors

### Name

Branch/SIG:

|  |
| --- |
| This form is intended to give us a clear idea of your publishing project. Please complete it as fully as possible.  On submission of your proposal, it will be read by the appropriate commissioning editor at APM who will, if necessary, discuss it with colleagues and/or send it for review by one or more external advisers chosen by us for their specialist and/or market expertise.  We are committed to making publishing decisions as swiftly and efficiently as possible. However, obtaining reviews does take time and if there are any circumstances we should bear in mind from the point of view of timing, please do let us know.  **Please do not begin writing the content before you get clear confirmation to go ahead from your publishing contact at APM.**  We ask for sole consideration of the project whilst it is under review – or notification from you should you already have submitted this proposal to another publisher. |

THE PROJECT

1. **Proposed title and subtitle**

**Brief description of project’s scope and content**

Include here a description of the key selling points of your project; what makes it distinctive? What are the particular benefits offered by its content, scope, organisation and/or educational features? What needs does it aim to satisfy?

**Proposed content**

Please attach a detailed synopsis of the project’s planned content and main argument(s). If possible, please include major headings or chapter breakdowns. We appreciate that the content will be provisional at this stage but in order to make a fair assessment of the project’s potential, your initial presentation needs to be as detailed as possible. If you have a sample material available, please submit that also.

**Who is it for?**

1. Please indicate the primary market for your project.

* Who is the intended audience for the work – students, academics or practitioners?
* To which subject areas/fields will your project most appeal?
* What is your best estimate of market size?

1. Please list any secondary markets that may exist for the project (e.g. academic associations, professional bodies, etc).

**Are there any similar publications you know of?**

Please list (including author, title and publisher) those publications that your project will be competing with. These might not be *direct* competitors, but simply what your primary readership is reading at the moment. What are the key benefits of your project over and above these other publications?

**Additional information**

1. What is your predicted extent of your content (in thousands of words)?  
   (Please note the word count on an average A4 page is 500 words.)
2. Please confirm that the works (both words and figures) included in this manuscript are original and haven’t been published previously? We ask this for two main reasons:
3. APM requires the ability to publish and possibly sell the work in print and digital formats and will need to ensure that all relevant permissions are cleared in order to proceed with publication.
4. Seeking permission from copyright holders can be very time consuming and expensive. We therefore recommend that you keep to a minimum the inclusion of third-party material (such as tables, figures, illustrations, photographs, quotations and epigraphs). If you cannot avoid including such material please be aware that, unless otherwise agreed with APM, it will be your responsibility to obtain permission to use the material in print and online.
5. Does the project require any illustration? Please indicate whether you envisage including any of the following and, if so, approximately how many.

Tables [ ]

Graphs/charts [ ]

Line diagrams [ ]

Other [ ]

Please note the preferred format for supplied images is .eps and .ai files, especially if they need to be edited. We can also handle .jpg and .tif, but can’t edit in those formats.

Minimum size should be 300dpi – but some attention should be paid to the dimensions of the image in that resolution as well – nothing postage-stamp sized, as enlarging changes the resolution.

1. When do you expect to deliver the final content? This will help with scheduling publications and allow APM to plan in/market it more effectively. Please note any slip in the proposed delivery date may result in delays and rescheduling of the proposed guide.

**Author information**

Please provide names of authors, including lead authors, below:

Name(s)

Job title(s)

Telephone number(s)

Email address(es)

Please return this completed form to [publishing@apm.org.uk](mailto:publishing@apm.org.uk)