



**PUBLISHING WITH
SPEARS BOOKS**

SPEARS  **BOOKS**

EASE. REACH. IMPACT



PUBLISHING WITH SPEARS BOOKS

We strive to ensure that our authors' experience of the publication process is a positive one and that the published book repays the effort involved in writing it. With that in mind, this is a brief guide to the publishing process at Spears Books, from signing the contract/choosing your book package to the publication of your book. This guide contains information on what we need from you to make the process as smooth as possible and on what you can expect from us. Do not hesitate to contact us at: info@spearsmedia.com should you require further detail on any point.

Three steps to getting your book published with Spears Books





**STEP ONE:
NEW BOOK PROPOSAL**

Preparing Your Book Proposal

Prospective authors may send us a book proposal at any time. To send us a book proposal, download and fill a copy of the new book proposal and email it to us. At the prompt, choose the Save to Disk option and save the file to your local hard drive. Receipt of a book proposal is not a guarantee that it will be published.



House Style Guidelines

Download/Request a copy of the Manuscript Preparation Guide to help you with the general preparation and formatting of your manuscript. Failure to implement the requirements in the guide from the outset will render the re-editing of your text very laborious.



DELIVERY DATE AND LENGTH

Delivery Date and Length.

The agreed delivery date of your manuscript would be mutually agreed upon when you establish communication with the Press. We need to know of any delays you encounter as soon as possible so that we can agree on a new date. We schedule books for publication up to twelve months in advance and it is imperative that we work from correct schedules to organize the production and promotion of your book.

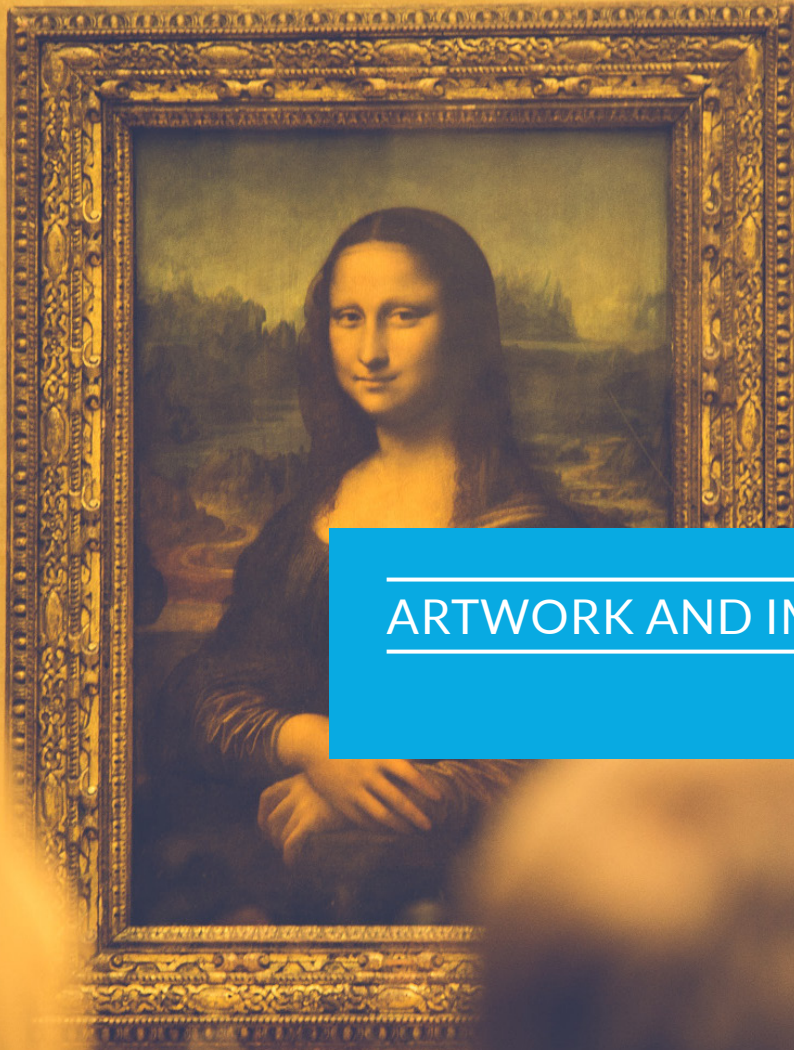
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ARTWORK AND IMAGES

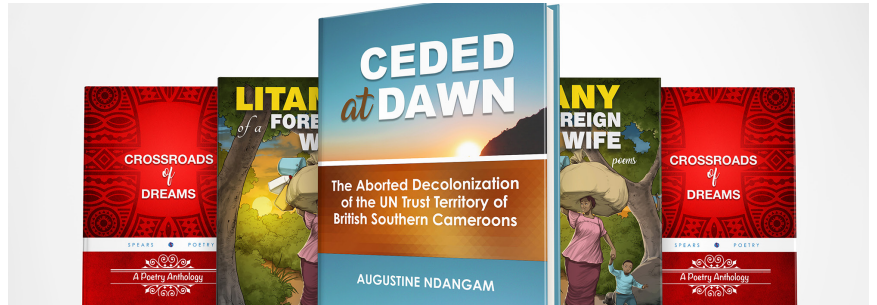
Artwork and Images

The use of images and the number permitted will have been agreed upon with your Commissioning Editor and stated in the agreement. Any changes to these specifications must be approved by your Commissioning Editor in advance of submission of the final manuscript.

Cover Design & Book Titles

The sales cycle for your book may begin before you have completed the manuscript. Our designers will start working on the cover design approximately three months before the scheduled publication date. If you have ideas, or specific images in mind please discuss these with your commissioning editor well in advance. *You should note that a high proportion of images found on internet searches are unlicensed. We require high-resolution images, licensed for commercial use. We would thus prefer that images suggested to us are sourced through reputable agencies such as Corbis, Getty Images or Shutterstock, or images you have snapped yourself using a digital camera.*

If you are considering a title change for your book, please discuss this with your commissioning editor as early as possible. Once your book has been advertised in a catalogue it will also have entered all the major bibliographic services internationally, with advance sales being generated. At this point it is unadvisable to consider changing the title.



Delivering Your Manuscript.

Please ensure that the final manuscript has been proof-read and is as free from error or omission as you can make it. Corrections made at proofs stage are very expensive and costs will be passed on to the author. If English is not your native language, you should consider having the book read by a colleague or professional editor who is a native speaker before submission. If you are the editor of a contributed volume, it is your responsibility to check through the entire manuscript, paying particular attention to any chapters by non-native speakers. We ask you to ensure that the chapters are consistent in style throughout the book, especially in terms of their notes and references.

A checklist for submission is available on our website or through your Commissioning Editor. Please ensure that you include every element to be incorporated in the book, including (but not limited to):

- Title page
- Table of contents
- List of contributors
- List of illustrations

- Glossary
- Foreword or preface
- Notes
- Bibliography

The manuscript should be delivered electronically as an email attachment or on a memory stick or CD. Please ensure that each chapter is saved as a separate document. Artwork should be supplied electronically as high resolution scans (minimum 300 dpi). Scans or photocopies of all permissions documents must be supplied at this stage.

On receipt of the manuscript, the Commissioning Editor will check the word count and the number of illustrations to ensure that the book is in line with its contracted length and you will be informed of the next stages. Many books are sent for external peer review at this stage and this process takes approximately 6 -10 weeks. Books appearing in series will be sent to the series editor/s for review. Readers' reports, series editors' reports and any queries or suggestions from the Commissioning Editor will be sent to you for a response. Any revisions should be negotiated with

your Commissioning Editor and a final submission date agreed.

Please inform your Commissioning Editor if you will be unavailable at any point during the production process. Any absence we have not been alerted to will have an impact as we work on very tight schedules. We also need to know if you do not plan to supply your own index for the book at proof stage, so that we can commission a freelance indexer.

Following receipt and approval of the final manuscript, your Commissioning Editor will arrange handover to the Production Editor.



STEP TWO: DELIVERING YOUR MANUSCRIPT

The Production Process

You will receive a letter of introduction from the Production or Managing Editor at Spears Books, confirming receipt of the manuscript and outlining the route your book will take to make it ready for print and digital distribution.

The next stages are:

- Copy-editing
- Typesetting
- Proof-reading
- Revision
- Indexing
- Digital Bundle creation (including, among others, a press-ready file and an ePub file)

Most of our books are taken through this process by specialist, out-of-house Project Managers. Your Project Manager will be in regular contact, sending you information on the production process, what is required of you, and a detailed schedule.

As a rough guide a standard schedule from handover to our production department to publication, for a non-complex, project-managed book is as follows:

- Copy-editing (4 weeks, with author queries arising in the 3rd week)
- Typesetting (2 weeks)
- Proof-reading and collation (3 weeks)
- Revision (1 week)
- Revises check and indexing (1 week)
- Final correction (1 week)
- Digital bundle creation (1 week)
- Printing (5 weeks)
- Delivery of bound copies to warehouse and distribution (4 weeks)

Copy editing

An experienced, professional copy-editor will be assigned to your book. The level of editing we request varies according to the needs of the project. It is usual for the copy editor to:

- Correct grammar, spel-

ling and syntax

- Check references and bibliographies for omissions and inconsistencies of style
- Bring any suspected errors, omissions or duplications to your attention.

It is not usual for the copy editor to make stylistic interventions other than to implement our house style, or undertake any rewriting.

Queries will be sent to you by the copy editor and it is your responsibility to supply answers by the requested deadline. All changes are then incorporated into the electronic text. **Please note that you will be sent the copy-edited manuscript for review.**

A close-up, slightly angled shot of a spiral-bound notebook with a fountain pen resting on it. The notebook is open to a blank, lined page. The pen is a classic fountain pen with a gold and black finish. The background is a soft, out-of-focus greyish-brown. A blue rectangular overlay is positioned in the lower right quadrant, containing white text.

STEP THREE: THE PRODUCTION PROCESS

Proof-reading

The edited files are tagged to create the XML from which the digital versions of your book will be produced, and the print version of your book is set in InDesign. You will be sent page proofs, in electronic PDF format. Please check these carefully since this is the last chance to make any amendments before the book goes to press. Only essential corrections (e.g. typographic errors) will be made at this stage. Once corrections have been made your Project Manager will supply revised proofs in electronic format for you to check, and to allow you to finalise the index if you are preparing it yourself.

Indexing

If you are preparing your own index, your Project Manager will supply you with detailed guidelines. A list of headwords and subheadings may be drawn up at first proof stage but we recommend that page numbers are not added until revised proof stage, when the pagination of the book is secure. If you have opted for the services of a professional

indexer, they will be asked to compile the index at first proof stage, and you will be sent the index to check at revised proof stage.

Publication

Advance copies of the book are checked by the Production Editor. On approval, stock is delivered to our distributors who are responsible for sending the gratis copies agreed in the contract to the author and arrangements are made to ship the book to our distributors around the world.

Marketing your book

Our distributors, Ingram Spark, and African Books Collective market your book to the book trade and the academic market, including it in relevant catalogues, listing it on their website and ours and exhibiting it at relevant book fairs. In advance of submitting the manuscript you will be asked to complete a marketing questionnaire, which forms the basis of

the marketing plan for the book and assists us with drawing up a review list. Please do alert us if you plan to attend a conference or other event at which you may be able to promote your book, as we may be able to supply flyers or other promotional materials. We would also be grateful for information on prizes for which your book may be eligible.



PROOF-READING & PUBLICA- TION

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