



This guide is designed to help you prepare and submit your product to PRO-ED. Please follow these guidelines carefully to ensure a smooth process.

Contents

- Ⓐ Understand the bookmaking process.
- Ⓑ Include all manuscript components.
- Ⓒ Use APA style.
- Ⓓ Secure all necessary permissions.
- Ⓔ Format your manuscript.
- Ⓕ Format and label your electronic files.
- Ⓖ Prepare art for publication.
- Ⓗ Take special measures for revisions.
- Ⓘ Double-check your manuscript before submitting.

A

To the right is a simplified map showing how your product will go through development and production.

DEFINITIONS

Contracts

Your development editor will ask you to provide contact information for all authors and contributors. PRO-ED will provide each author a copy of the contract. The contract describes the legal obligations of the author and the publisher.

Editorial Review

Your development editor will conduct an initial review of the manuscript checking for complete and well-organized content, complete and high-quality figures, tables, art, and permissions. During this process the development editor will create a list of queries for you to address.

Outside Review

In addition to a thorough in-house review, many products are reviewed by professionals outside of PRO-ED as well. We will share these peer reviews with you to guide you in preparing the final manuscript.

Product Meeting

All PRO-ED staff who will be involved in the production of your product attend a product meeting to discuss the specific requirements of your product.

Copyediting

A professional copyeditor will review your manuscript closely to make sure your meaning is communicated as clearly as possible by correcting any errors and by suggesting changes in wording. During this process, the copyeditor will create a list of queries for you to address.

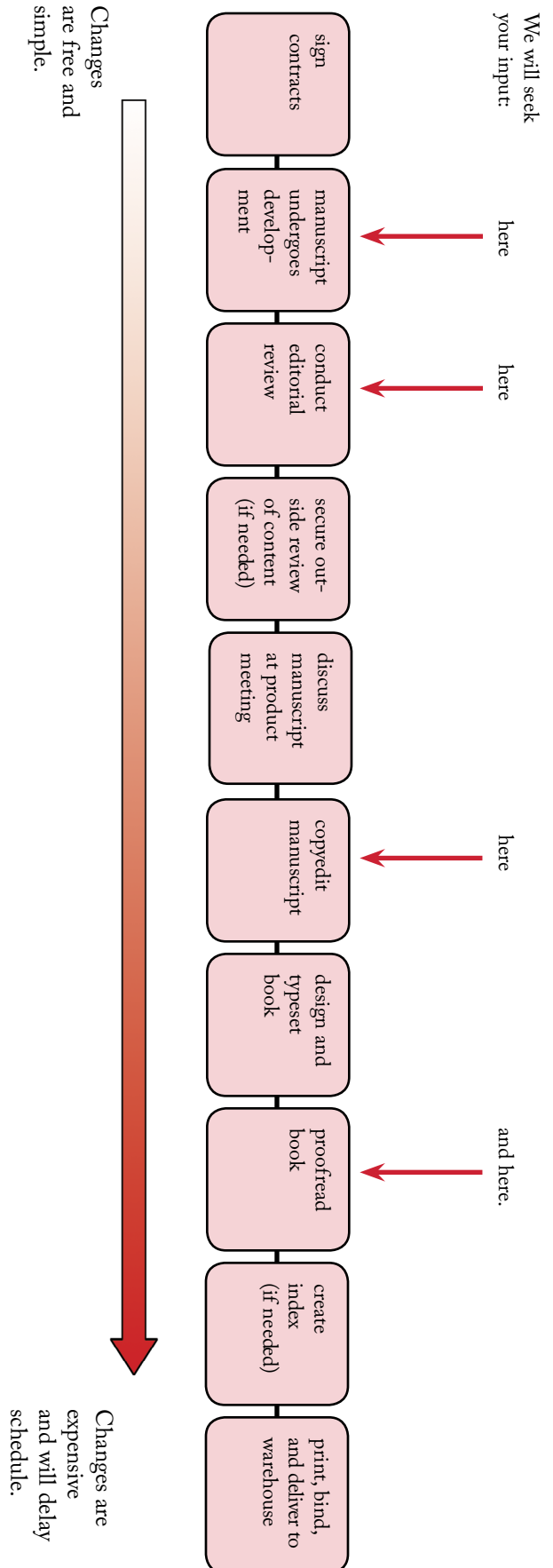
Typesetting

A typesetter will format the manuscript, based on specifications from the copyeditor and a designer. The typesetter will produce page proofs.

Proofreading

You will review page proofs, checking for errors. A professional proofreader will review the typeset book at the same time, looking for typographical errors or missing content. The proofreader may list queries for the author or production editor.

Understand the Bookmaking Process





B

Your Manuscript Must Include:

Title Page

Language Disorders in Children
A Comprehensive Approach
Third Edition

Complete title and subtitle.

Marjorie M. Blanton
Joseph K. Morley, III

Names exactly as you would like them printed.

Middleton University
Box 1234
Middleton, VA 02118
(617) 555-1212 blanton@middleton.edu

Include lead author's contact information.

Include All Manuscript Components

Complete Table of Contents

Contents

Preface

Acknowledgments

Introduction

Part 1

Fundamentals of Measurement

Chapter 1

Scores and Norms

Brian F. Bolton, Randall M. Parker, and Jeffrey B. Brookings

Measurement and Testing

Sources of Additional Information

Conclusion

List front matter and back matter titles, chapter titles, and top-level headers. Include author names for contributed works.

Appendix 1.A

Appendix A: Outline of Assessment Research

Appendix B: Assessment Resources

References

Glossary

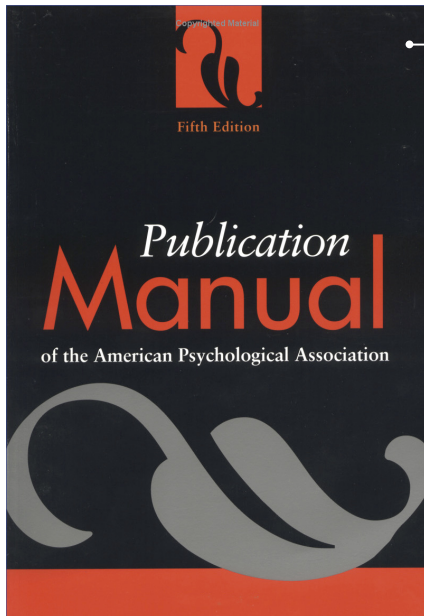
List of Contributors

About the Editors

Sample table of contents showing order of elements and simple formatting. In addition to the chapter text, your manuscript may also contain other components (e.g., appendixes, glossary, list of contributors). If yours is a contributed book, you should include the individual chapter authors' names.



The *Publication Manual of the American Psychological Association* (APA, 5th ed.) is our primary guide for style; consult *The Chicago Manual of Style* (15th ed.) for matters not covered in APA.

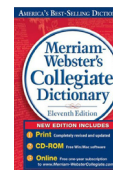


APA manual addresses

- gender and disability issues
- citation formats
- reference formats
- figures and tables
- permissions guidelines
- other writing issues
- treatment of capitalization and numbers



The Chicago Manual of Style (15th ed.) for items not covered by APA.



Merriam Webster's Collegiate Dictionary (11th ed.) for spelling.

Text Citations

APA requires the author-date method of citation:

Smith (1970) compared reaction times...
 In a study of reaction times (Smith, 1970)...

URL Citations

Web sites may be cited as resources for additional information or supplementary details, but the main argument of a paragraph should not rely on a Web site. In general, we prefer limiting URL citations to resource lists, appendixes, and the like, rather than using URLs for references.

In general text, resource lists, and appendixes, “shallow” links are preferable to “deep” links.

This is a deep link:

<http://www.artnet.com/Magazine/reviews/lawrence/lawrence8-4-04.asp>

This is its corresponding shallow link:

<http://www.artnet.com>

If a Web site must be listed in the references (i.e., the information does not appear in any alternate printed material), URLs should include a date indicating when the page was most recently accessed. See APA manual for format. In this case, links should be specific (“deep”) rather than general (“shallow”).

Avoid citations to newsgroups or e-mail discussion lists.

Reference Lists

APA provides models for most types of references.

References may be included at the end of each chapter in contributed works. Otherwise, all references should be grouped at the end of the work.



D

Secure All Necessary Permissions

Obtain permissions for items in your manuscript when you use text, tables, figures, interviews, case studies, pieces of art, photographs, or drawings—adapted or verbatim, published or unpublished—from any source other than yourself (see specific guidelines below). You will also need to secure permissions for items you have created, if previously published. You should obtain all necessary permissions and releases prior to submitting your manuscript. Forms are available from the permissions editor (matt@proedinc.com) or may be obtained at the PRO-ED Web site, www.proedinc.com.

Forms are available from the permissions editor

Permission Request Form

Used to request permission from publishing companies and individuals who own copyrights to text, tables, figures, photographs, or artwork.

Model Release

Used for photographs or videos of identifiable people. All persons represented must sign a model release.

Work-for-Hire Release

Used for artwork and photographs created for the current work at the author's request.

Artwork Release

Used for artwork created by anyone other than the author, including children, clients, and patients.

Photograph Release

Used for a photograph taken by someone other than the author or a contributor to a work.

DETERMINE THE RIGHT PERM FORMS

ITEM

OBTAIN COMPLETED

Significant quotations (more than 250 words, whether grouped together or from different locations in the original source)	Permission Request Form from copyright owner
Tables, figures, photos, or drawings from another source, whether original or adapted	Permission Request Form from copyright owner
Photographs created for this product	Work-for-Hire Release from photographer and Model Release from subject
Drawings created for this product	Work-for-Hire Release from artist
Previously unpublished drawings, adapted for this product	Permission Request Form from original artist
Artwork created by a patient or client	Artwork Release from patient or client
X-rays or other medical documents	Use Model Release from patient (if identifiable)

Format Your Manuscript

E

Sample showing properly formatted manuscript

Chapter 15

Assessment of Lorem Ipsum Dolor Sit Amet

David L. Smith, John J. Doe, and Douglas E. Travis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sapien. Proin adipiscing, tellus sit amet auctor egestas, quam nunc ultricies elit, a ullamcorper justo erat eu erat. In erat. In dictum odio id elit curabitur. (McMahon, Patton, & Tatum, 2003)

A-Level Heading

Aenean congue ultricies nunc. Nam ipsum nulla, varius ac, consequat eget, vulputate a, erat. Phasellus elit erat, tempus sed, et ultrices sed (Smith, 1990).

B-Level Heading

Praesent non nibh. Nunc ac sem ut velit pretium vestibulum. Class aptent taciti sociosqu ad litora | torquent per conubia nostra, per inceptos. Aenean ut tellus lectus.

1. Vitae nisi ultrices varius. Etiam nec tellus. Cras posuere pretium urna.
2. Etiam justo mauris, tincidunt at, imperdiet sed, molestie sit amet, massa.

C-Level Heading. Etiam rutrum odio ac lectus. Curabitur tristique tempus leo. (See Table 15.1)

<insert Table 15.1 about here>

D-Level Heading. Pellentesque dictum. In fermentum ipsum nec diam. Cras vitae pede

References

1. Double-space everything, including tables and references, with no extra spaces between paragraphs.

2. Use only a single space between sentences.

3. Use only Times New Roman or Arial.

4. Use a plain-jane style; you can use centering, flush left, bold, run-in headings, and italics to indicate your heading levels.

Avoid specially created or automatic Word styles, which interfere with our editing software. Please do not use the Word Numbering or Lettering feature when you prepare lists, because these interfere with our editing software. That is, please type in the numbers or letters manually.

5. Indicate table and figure placement as shown in the sample.

Preparing Tables

1. Prepare your tables using Word's Table feature. We cannot use tables in which columns have been indicated by tabs.
2. If you cannot provide tables prepared in Word, we can take tables prepared in Excel. You can convert them simply by opening them in Word, or copying them into Word. Note, however, that this conversion may split your table column headings across multiple cells. Please merge any such cells so that your table indicates the proper heading hierarchy.
3. Make sure that it's obvious which table column headings your columns belong with, and if your table has any straddle rules (a rule appearing under a column heading with two or more subheadings beneath it), check to make sure they are in place.

Sample showing properly formatted manuscript (see p. 7 of this guide for information on submitting a design idea)

Heading-Level Formats for Manuscripts: A-Level Through E-Level Heads

Follow these guidelines when formatting headings. This will make your organizational preferences clear to the editors.

A-Level Heading	Centered, uppercase and lowercase.
B-Level Heading	Flush left, uppercase and lowercase.
<i>C-Level Heading</i>	Flush left, underlined, uppercase and lowercase, run in to text.
<i>D-Level Heading</i>	Indented, italicized, uppercase and lowercase, run in to text.
Figure and Table callouts <Insert Figure 1.1 about here>	Centered on page, within angle brackets, after the first mention in text.



Format Your Manuscript (cont.)

Special Requests

Submitting a Design Idea

If you have special design or layout requirements, submit sample pages *separately* from and in addition to your main manuscript, showing your design suggestions. Sample pages may be hand-drawn, computer-generated, or cut-and-paste. Use any layout techniques, fonts, or art you wish.

International Phonetic Alphabet (IPA) Symbols

Please contact your editor if your work requires IPA symbols.

Voice Connections

Name _____ Date _____

Color and cut out the puppets. Your teacher will help you tape the bottom around your finger.

Using the finger puppets, take turns acting out times when voices are special. Make your voice show the feelings.

<Insert Figs 2.6, 2.7, 2.8>

<Insert Figs. 2.9, 2.10>

1. Juan is having a bad dream. He wakes up suddenly and calls his mom. What would he say? What would his mom say?
2. It's Rob's first day at Foster School. Karim is sitting next to him in the lunchroom. What might Rob say? What might Karim say?
3. It's a rainy Saturday, and Marcia has no one to play with. Suddenly, Bernadette rings the doorbell. Act out what they say to each other.
4. Matt skinned his knee on the playground. He goes to find the school nurse. Act out what they say and do.
5. Megan and Jacob are quarreling over which TV program to watch next. Mom comes and says she will turn off the TV if they cannot cooperate. Act out what all of them say next.
6. Nicky and Lee are looking for the pet store, but they are lost. They see a police officer and decide to ask her for directions. What would they all say?

Manuscript

~~~~~

**WORKSHEET: VOICE CONNECTIONS**

Name \_\_\_\_\_  
Date \_\_\_\_\_

Color and cut out the puppets. Your teacher will help you tape the bottom around your finger. Using the finger puppets, take turns acting out times when voices are special. Make your voice show the feelings.

1. Juan is having a bad dream. He wakes up suddenly and calls his mom. What would he say? What would his mom say?
2. It's Lamont's first day at Foster School. Karim is sitting next to him in the lunchroom. What might Lamont say? What might Karim say?
3. It's a rainy Saturday, and Marcia has no one to play with. Suddenly, Keisha rings the doorbell. Act out what they say to each other.
4. Matt skinned his knee on the playground. He goes to find the school nurse. Act out what they say and do.
5. Megan and Jacob are quarreling over which TV program to watch next. Mom comes and says she will turn off the TV if they cannot cooperate. Act out what all of them say next.
6. Nicky and Lee are looking for the pet store, but they are lost. They see a police officer and decide to ask her for directions. What would they all say?

© 2004 by PRO-ED, Inc. 21

Lesson 2. Voices Are Special Sounds

Sample Page



## F

## Format and Label Your Electronic Files

### Example File Directory

| Name                       | Date Modified      |
|----------------------------|--------------------|
| Folder BoltonParkerApps    | 9/17/2007 3:12 PM  |
| Folder BoltonParkerFigs    | 9/17/2007 3:12 PM  |
| Folder BoltonParkerTables  | 9/17/2007 3:12 PM  |
| 00aBoltonParkerHT.doc      | 2/6/2007 5:40 AM   |
| 00bBoltonParkerTP.doc      | 4/11/2007 12:08 PM |
| 00cBoltonParkerTOC.doc     | 7/9/2007 9:18 AM   |
| 00dBoltonParkerAck.doc     | 8/14/2007 9:00 AM  |
| 00eBoltonParkerPreface.doc | 7/9/2007 9:20 AM   |
| 00fBoltonParkerIntro.doc   | 8/14/2007 9:03 AM  |
| 01aBoltonParkerPart1.doc   | 4/11/2007 12:10 PM |
| 01BoltonParkerCh01.doc     | 7/9/2007 9:23 AM   |
| 02BoltonParkerCh02.doc     | 7/9/2007 9:24 AM   |
| 03aBoltonParkerPart2.doc   | 6/27/2007 3:49 PM  |
| 03BoltonParkerCh03.doc     | 6/27/2007 3:49 PM  |
| 04BoltonParkerCh04.doc     | 6/27/2007 3:50 PM  |
| 05BoltonParkerRefs.doc     | 2/15/2007 11:24 AM |
| 06BoltonParkerGlo.doc      | 7/30/2007 2:12 PM  |
| 07BoltonParkerContribs.doc | 7/9/2007 9:19 AM   |
| 08BoltonParkerAboutEds.doc | 6/27/2007 3:35 PM  |
| 09BoltonParkerFigCaps.doc  | 8/14/2007 9:23 AM  |

HT = half title, which contains just the main title of the book

TP = title page, which contains full title of the book, subtitle, if any, author or editor

TOC = Table of Contents

ACK = Acknowledgments

### Sample showing naming, formatting, and ordering of files

Each file includes the author's name. Filenames have no spaces (because spaces can cause cross-platform problems).

The files are ordered, by using numbers and letters, in the same sequence as in the table of contents.

The figure captions are listed in a separate file. Within the tables or figures folder, each table or figure is listed in order, with the author's name. Each file includes a file extension (e.g., .doc, .eps, .tif).

### ACCEPTABLE FILE FORMATS

| FOR                                    | USE                                                                                         |
|----------------------------------------|---------------------------------------------------------------------------------------------|
| text<br>(including text-based figures) | MS Word, (.doc, .rtf, or .txt)                                                              |
| tables                                 | Excel or MS Word (preferred)                                                                |
| digital art                            | tif or .eps only. Refer to the section on art specifications for more complete information. |



We prefer to receive files on CD or by e-mail. Contact your development editor to ask about alternatives.

Keep a backup copy of everything you submit.

### Shipping:

If shipping a disk or hard copy of your manuscript, use a trackable method such as UPS or FedEx.





## G

## Prepare Art for Publication

**Introduction**

PRO-ED provides the following art guidelines to help authors prepare art for publication.

We understand that some authors have more experience with art preparation than others. When in doubt, check with your development editor or the PRO-ED Design & Production Department. Many authors find it helpful to hire a professional photographer or artist to assist with art preparation. Upon request, PRO-ED can refer you to professional artists or photographers.

**What is “art”?**

In a publication, art includes anything with an illustrative or decorative purpose. This includes:

- typeset figures
- photographs
- illustrations (digital or hand drawn)

We aim for a cohesive style with figures, photos, and illustrations to present a uniform look throughout the publication. PRO-ED reviews all artwork, looking for appropriateness and sensitivity to the audience.

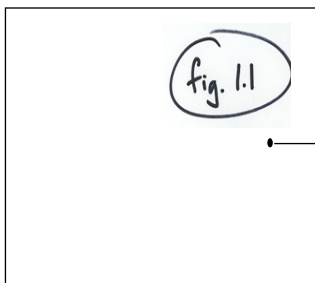
**To avoid complications, submit an art sample early**

As soon as possible after your manuscript is accepted for publication, submit a sample of at least 10 percent from each type of artwork in the publication. A list of acceptable art types and formats follows.

**Produce Artwork**

We require print-ready digital files for all art (defined as photos, line art, gray-scale art, hand-drawn illustrations).

If you do not have digital files, you should submit the original “hard copy,” clearly identified on the back, and we will have it scanned professionally for you. We will also have any nondigital hand-drawn illustrations scanned professionally for you. (If you cannot submit nondigital original art to us for scanning, you will need to take the art to a professional to have it scanned; specifications are listed below.)



*Identify artwork by figure or illustration numbers using adhesive labels or a soft felt-tip pen on the back*

## Prepare Art for Publication (*cont.*)

### Specifications

Following are the specifications for the various types of art. If you are not sure if your art meets the requirements, submit a sample to the development editor.

### Photos

1. Use the camera's highest, best-quality settings. We prefer black-and-white photos, but color is acceptable.
2. As you take the photos, keep these things in mind: (a) clear the background of distracting elements, (b) use adequate and even lighting, (c) minimize glare by eliminating any background surface that might reflect a camera's flash, (d) compose photographs so that the important elements of the photo are shown clearly without being at an unusual angle or running off the edge of the photo.
3. Download each file onto your computer. Each unmodified image should be in its own file (e.g., Fig14\_2Mandible.jpg.) The typical file type for digital photos is .jpg. We can also accept .tifs (e.g., Fig14\_2Mandible.tif).
4. A minimum resolution of 300 dpi (dots per inch) is required for printing. In order to determine dpi, we will need to open the file in Photoshop; it's not possible tell by looking at the image.
5. Along with the digital files, submit a printed copy of each image for our reference (so we can tell what the image should look like in case we have difficulty seeing the image in the file). Identify the printed copy by writing the figure or illustration number in the upper right-hand corner.
6. Make sure that each photo is of an appropriate size (5 inches in width is an approximate maximum), and keep in mind that we can reduce images, but we can't enlarge them (because we lose resolution).

### Illustrations

We accept several types of illustrations. For any of these types, we need digital files as per the following specifications. If you do not have digital files, provide original, high-contrast masters (black ink on clean white opaque paper), and we will have them scanned professionally.

### Line Art

Art that consists solely of black lines on a white ground is referred to as line art (no grayscale shading whatsoever). If you use any fills, please use solid black fills or non-moiré causing patterns. Each image should be in its own file.

1. Line art can be created in Adobe Illustrator or Photoshop. If it is created in Photoshop, it is called "Bitmap" and must have a resolution of 1200 dpi (dots per inch). Such files should be saved as .tif or .eps (e.g., Fig14\_2Tree.tif [or .eps]).



## Prepare Art for Publication (*cont.*)

2. If the line art is created in Illustrator, it is “vector art,” which means that it is a series of points connected by lines. Such files should be saved as .eps (e.g., Fig14\_2Tree.eps). Only vector art should be saved in Illustrator.

### Gray-Scale Art

Gray-scale (or continuous-tone) art consists of 100 percent black ink and any percentage of black (any shade of gray). Such art should be prepared in Photoshop and must have a resolution of 300 dpi (dots per inch).

### Unusable Digital Art Formats

The following digital art formats cannot be used for publication:

- Clip art
- PDF files
- Art created or placed in a word processing program, drawing program, or slide show application, such as Word, Visio, Harvard Graphics, or PowerPoint
- Art or photos downloaded from the Internet
- Images printed from a desktop printer, or that were photocopied or faxed
- Art taken or scanned from a printed book or publication, even if professionally printed, even with permission (instead, ask the original publisher for the original digital files)

### Scanning Specifications

PRO-ED is happy to have your art scanned professionally. If you cannot release the art to PRO-ED for scanning, you will need to have it scanned professionally. Following are specifications:

1. Give the professional the final trim size of your publication (e.g., 7" × 10") and indicate whether the interior will be black only (most common), two-color, or four-color (usually limited to specialty readers).
2. Scan all art for the desired final printed size.
3. Scan line art at 1200 dpi, bmp mode, at an appropriate size for the trim size of publication. Save and submit as uncompressed .tif images.
4. Scan grayscale (or continuous-tone) illustrations at 300 dpi, grayscale mode, at appropriate size for trim size of publication. Save and submit as uncompressed .tif images.
5. Scan photographs at 300 dpi, RGB or grayscale mode, at appropriate size for trim size of publication. Save and submit as uncompressed .tif images.
6. Scan color art at 300 dpi in RGB mode. Save and submit as uncompressed .tif images.

## H

### Take Special Measures for Revisions

Your revision should offer at least 20% new material. This can be in the form of additional information, updated information, and new references.

#### Make Edits and Changes

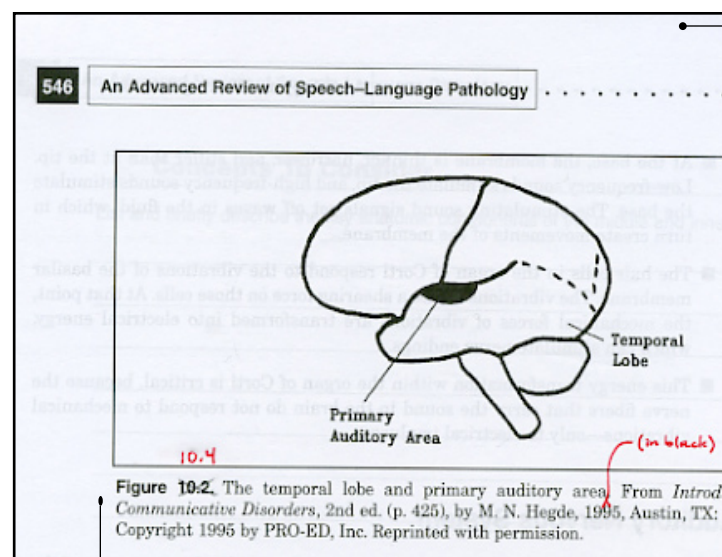
Edit the electronic files provided by your editor.

- Include a new complete reference list. When deleting text from the previous edition, be certain to remove any unused references from the reference list.
- Ask the Permissions Editor about permissions that are on file from the previous edition to determine what permissions carry over to future editions. If a permission does not carry over, you have two options: (1) request a new permission or (2) drop the item requiring permission from the new edition.
- Update or re-create your table of contents to reflect the contents of the new edition.

#### Prepare Art

Prepare art following the guidelines set forth in Section G. If you are using art from a previous edition, provide a tearsheet of each item.

#### Tearsheets



Submit a photocopy of each table or figure from the previous edition to be used in the new edition.

Cross out the old figure number. Write the new figure number and make any other changes in red ink.



**I**

**Double-Check Your Manuscript Before Submitting**

Are all the components present? **B**

Have you secured all necessary permissions? **D**

Has the manuscript been properly formatted? **E**

Are the electronic files in order and correctly labeled? **F**

Does the art meet PRO-ED specifications? **G**