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Introduction to AU Press

AU Press is the first scholarly press established by a Canadian university in the 21st century. Located in Edmonton, it is the centre of scholarly publishing expertise for Athabasca University, Canada’s Open University. AU Press is dedicated to publishing knowledge and research resulting from scholarship in open access journals, monographs, and electronic media. Publications are made available in print as well as digitally. Many are accompanied on the AU Press website by author videos and book trailers.

As the geographical focus of the list is on Canada, the West, and the Circumpolar North, series have been developed to promote and contribute to specific disciplines such as Canadian history, literature, and cultural studies. New series are being established that foster scholarship in areas such as archaeology, Aboriginal learning, and labour history. A unique feature of AU Press is its support for emerging writers and researchers to promote success in scholarly publishing.

According to Athabasca University’s mandate, AU Press cultivates research in open, distance, and e-learning, but another goal of AU Press is to foster innovative works that challenge established canons, subjects, and formats. Based on the success of the Canadian Theatre Encyclopedia, the press plans to develop more scholarly websites, such as grey literature in various disciplines, and primary sources such as diary, memoir, and oral history.
Since its launch at Congress 2008, AU Press has made an innovative contribution to academic publishing in Canada. At the same time, it has published scholarship of the highest quality, as determined through peer review. The press welcomes authors who wish to participate in open access publication to submit a manuscript for consideration. We do not consider a dissertation for publication until the author has transformed it into a book. (See William Germano, *From Dissertation to Book*.)

**Submitting your manuscript**

AU Press is open to considering diverse topics in the humanities and social sciences. If you wish to submit your manuscript, consult the website at [http://www.aupress.ca/index.php/publish/books](http://www.aupress.ca/index.php/publish/books) for instructions. You will see a guide to completing a prospectus, which aids in the evaluation process by describing your manuscript and its potential. In brief, send three paper copies and an electronic copy of the manuscript, a current curriculum vitae, and your completed prospectus to the address on the inside front cover of this booklet. The manuscript should be double-spaced, text unjustified, with the pages numbered consecutively. All material that is to be part of the manuscript—text, tables, figures, notes, bibliography, and photocopies of all images—should be included for review. Please note that at this stage we expect to be the only press considering your manuscript for publication.

The next step after consideration by the Director is internal review by two members of the AU Press Editorial Committee. At their next meeting, the committee reviews the two internal assessments, and votes to do one of the following:

- send the manuscript to two scholars in your field for anonymous peer review
- send it back to you for further revision and re-submission
- reject the manuscript
Peer Review

After the Editorial Committee votes to approve the internal reviewers’ findings, the manuscript will be sent to two scholars in your field for anonymous peer review.

Both the Editorial Committee and the peer reviewers will be asked to assess a number of aspects of your manuscript, including

- the subject’s importance
- the manuscript’s original contribution to existing scholarship
- whether or not the material is current
- how well the material is presented (style, organization)
- who the audience might be

When the reviewers have submitted their reports, you may be given copies and asked to respond. If the assessments have a divided opinion, another review may be requested. The Editorial Committee takes reviewers’ suggestions very seriously, and you may be required to include a response to their suggestions with your final manuscript. The press will work with you to make sure the revision stage is part of a creative process that produces the best manuscript.
After your Manuscript is Accepted

Once AU Press has accepted your manuscript, the director will determine its potential and financial feasibility. You will receive a contract with a deadline for the submission of the completed final manuscript (including revisions identified during the assessment process).

The Contract

The contract outlines the responsibilities of the author and the Press, including copyright and licensing, deadlines, cost of copies to the author (and how many are free), a royalty schedule, and other details.

Permissions

The contract requires the author to be responsible for obtaining all permissions for photographic reproduction and the use of other sources. A manuscript cannot proceed without all the permissions in place. The costs of all permissions are to be paid by the author. Materials without permissions may not be used in the book. Permission is not required for work in the public domain or for brief quotations, but Canadian copyright law can be complicated and is constantly evolving.

- Permissions take some time to acquire, so start early. You will only have to pay for permission if the material is used in the final publication.
- All published material that requires permission is copyrighted until fifty years after the death of the author. Unpublished material may require a different kind of permission.
- Acquire permission for all prose material over 300 words and all poetry excerpts that are over 5% of the poem. When you are revising your manuscript, evaluate quotations for length. Quotations from a single source used throughout your manuscript should not exceed 500 words without permission.
• Letters of consent should be acquired from all individuals you have photographed to be included in the book. Similarly, permissions should be acquired from interviewees.
• Translations should be treated like all other quoted material.
• Avoid copyright violations by consulting with the Press staff if you have any questions about using third-party materials in your manuscript.

The Parts of a Book

The following elements should be included with your submission in electronic and in hard copy if you are intending to have them in your final book:

Title page
Dedication
Epigraph
Acknowledgements
Table of contents
List of illustrations, figures, tables
Foreword
Preface
Introduction
Text
End notes
Bibliography
Appendices (may include abbreviations, chronology, glossary, etc.)
List of terms suggested to be used in the Index

Include photocopies of all images, with each one clearly identified according to your list, and to the filename of the digital version as well as a list of captions for each image.
In addition, multi-authored manuscripts need the following:

- A scholarly introduction to the collection as a whole and if the chapters are divided into sections, to each one.
- All submissions should be standardized as much as possible in structure and length.
- Notes and bibliographies must be included at the end of each chapter (all in the same citation style).
- A collection of short biographies on every contributor.

Editing

Once your complete manuscript has been received, copyediting begins. All manuscripts will be edited to conform to AU Press style and to make them as coherent, grammatically correct, and stylistically polished as possible. The copyedit should include the entire manuscript, including photograph captions and figure labels. The copyeditor may contact you during the process with substantive queries. In some cases, the Press may supply you with the edited version so that you can address editorial comments and queries. It is wise to review the manuscript carefully at this stage. This will be your last opportunity to make any changes, so please go through the manuscript carefully. When the final changes and corrections have been received, the editor will incorporate everything into the electronic version which will be sent for design.

Design

Once the content (text and images) has been finalized, the production process begins. The production editor may be in touch with you about particular aspects (such as images) that you may need to furnish. The designer will format the page layout as it will appear in the final book form, including photographic images. During this stage, the designer will show you a cover for the book. The Press has the final say in the design of both the book and the cover.
Indexing

Most scholarly books from the Press will require an index, which you may complete yourself or hire an indexer (we can suggest one, if you wish). Indexing should be done at the time of proofreading.

Printing

The Press will manage all aspects of the printing process. Generally speaking, the process takes around ten weeks.

Marketing and Promotion

Marketing your books begins long before the book is published, so it is important to provide the Press with the information asked for in the author/editor publicity form. We are pleased to have entered into a marketing agreement with UBC Press, so AU Press books are assured of good marketing and distribution through the national and international markets.

The Author/Editor Publicity Form

Your input is the most important marketing tool, because no one else will know your manuscript as well. When we have sent you a Letter of Agreement to publish your manuscript, we will ask you to complete an author/editor publicity form. The more detailed information you provide, the better and more varied markets can be found for your book. The information in good time helps the Press to prepare the market, create advertising campaigns, develop catalogue information, and generally make potential buyers aware of the publication.

The Marketing Plan

Once your final manuscript is in production and we have received your Author/Editor Publicity Form, we will develop a marketing plan. It may include the following components:
• The publicity form should include the names and contact information of important periodicals to which we can send review copies, and please compile as comprehensive a list as possible. Favourable reviews will be used for further promotion.

• Your book will be included on the Press’s website and in its catalogues as well as those of UBC and University of Washington Presses. Additionally, we will look to supplying material to relevant conferences and produce other promotion material, such as sell sheets and bookmarks.

• Some books will appear in advertisements in national and local magazines and newspapers. Others might have a focus in trade magazines and conferences.

• The Press will submit your book for awards both in its specific field and in the broader arena. Do let us know of any awards for which we should nominate your book.

• Both national and international conferences in your discipline can be used to promote the titles of the press, with such promotional material as sellsheets. Do let us know if you will be appearing at a conference so that we can produce material in time.

• Local, national, and international trade shows allow the Press to develop a presence and present books to a larger publishing community. That exposure allows for the development of potential sales in foreign editions and translations.

Sales

With the successful promotion of your book, sales can reach different markets, through libraries, for example, or through course adoptions. Additionally, national and international markets through bookstores or wholesalers can be tapped.
Please follow *The Chicago Manual of Style* (15th edition) in your manuscript, except where described differently below.

**Spelling**

Spelling should conform to the Canadian Oxford Dictionary. Where more than one spelling is given, the first entry (not the alternative spelling) is used. Canadian spelling includes the following words or word forms: ~ization, ~ize, ~izing; analyze, centre, colour, labour, theatre

The consonant should be doubled before adding a suffix that begins with a vowel:

- compel: compelling, compelled
- control: controllable
- permit: permitted

**Spacing**

Use only one space after most punctuation (periods, commas, colons, semicolons, closing parentheses, etc.). Proper names with two “E.P. Taylor” or three “A.J.P. Taylor” initials should not be spaced. A space is placed after the following contractions: “ed.,” “p.,” “pp.,” and “vol."

Other forms preferred are “i.e.” and “e.g.,” although abbreviations should be avoided. Note that most capitalized abbreviations do not have periods (former USSR), but U.S.A. and U.S. do.

**Quotations**

Double quotation marks are used around quoted matter within body text. Quotations should not begin or end with ellipses. Quotations over five lines long are indented and do not have quotation marks. Single quotation marks are used for quotations within quotations (where double quotation marks have already been used). The North American convention of placing commas
and periods inside closing quotation marks (even when such punctuation does not belong to the quoted matter) should be followed. Colons, semicolons, question marks, and exclamation points follow the closing quotation mark unless they belong to the quoted matter. Where a reference in parentheses immediately follows a quotation ending in a period, the period is moved after the closing parenthesis.

**Capitalization**

Use minimal capitalization, e.g., “Dr. Smith is a professor of religious studies at Athabasca University” and “Stephen Harper is the prime minister of Canada.”

**Numbers**

Numbers under one hundred are written out, except for measurements (kg, lbs) and percentages. Note that round numbers over one hundred should be written out, such as twenty-five hundred or one thousand. Exact numbers over one hundred appear as: 152 people; 1,760 buffalo (note the comma in numbers with four digits or more).

Dates follow a day / month / year pattern, with no punctuation (16 September 1940). If only a month and year are given, there is no punctuation (September 1940).

If technical manuscripts require a different number style, consult your AU Press editor.

**Acknowledgements**

Please include a list of the people (or organizations) you wish to acknowledge with your submission. You may add other names until you are informed that it is too late in the production process to do so.
Table of Contents

Match titles of chapter, sections, and sub-sections as given in your table of contents to the corresponding parts of your book. A table of contents often indicates the nesting of sub-sections. Within the text itself, you should use no more than three levels of subheading. Follow the suggestions in *The Chicago Manual of Style*.

Structure

Books contain specific hierarchies of information: sentences within paragraphs within sub-sections within sections within chapters. The structure of your text should be clear and consistent for each level of section heading.

Capitalization within headings should conform to *The Chicago Manual of Style*. Proper names and the first and last word of a title are capitalized but prepositions and conjunctions are in lowercase.

If you use section headings in your chapters, there should be no text that is not associated with an identifiable (and preferably named) section. Do not begin a chapter with one or two introductory paragraphs that do not belong to the first named section. All text following a section heading and preceding the next section heading of the same level will be presumed to belong to that section.

Documentation

Most copy editing expense results from incorrect or inconsistent referencing. Use either the notes and bibliography system or the author-date system as described in *The Chicago Manual of Style*, depending on your discipline.

If you are the editor of an edited volume, it is your responsibility to ensure that contributors receive sufficient guidance at an early stage so that inconsistencies are avoided. Please ensure that all contributors include a source in the bibliography or reference list for every note or in-text citation in their chapter.

AU Press prefers endnotes to footnotes. For a book with a single author, notes should be numbered consecutively within each chapter at the end of the book. In an edited collection of articles by various writers, they must be grouped together at the end of each chapter. Use the notes feature of your word processor.
Specifications for Images

General Instructions

Discuss the images you are proposing for your book with your editor. Note that your contract may specify how many images (whether photographs or maps or illustrations will appear in the publication).

The quality of the images you supply must be excellent, so choose only work that will reproduce well. Poor quality images will look worse in the finished product (even with Photoshop), but good quality originals will reproduce at nearly their original quality. Consult the production editor if you are not sure about the quality of the images you are considering.

Following the instructions below will prevent delays at the production stage.

- Number all your images (in all formats submitted) and the captions for each one. Provide a list of captions that includes the source information for the credit line.
- Obtain permissions for any third-party images before you submit the images to AU Press.
- Photo copies of illustrations or screen shots from the web will not be accepted (except as a guide for placement).
- Do not submit colour artwork if your book will be printed in black and white. If you must use a colour image, convert it to black and white before submission so that you can be sure of the quality.
- If you plan to submit hard copies of images to the Press, please contact the production editor.

Illustrations

Source details must accompany all illustrations that you have not created or contracted. If you intend to include a List of Illustrations at the front of your book, you may choose to place the source information in that list. Otherwise, the source information must be given in your captions. Do not confuse the
List of Illustrations with the caption sheet; the latter contains the captions with the exact wording that is to appear with the illustrations. The List of Illustrations should eventually provide page numbers, so at first we suggest you number them in the order they will appear in each chapter.

It is customary in many kinds of books to identify illustrations by number, for example, “Figure 1.” Numbering illustrations also helps others who intend to cite materials from your book. If there are many illustrations, it may be useful to identify them by chapter as well, for example, “Figure 1.3” would be the third figure in Chapter 1. You may refer to illustrations in text references as, “(see Fig. 3).” Avoid internal references such as “See the figure above” or “See the map on p. 176.” By the time your book is laid out, page numbers and figure positions will likely have changed.

Aim for consistency of presentation in your illustrational material. Consider whether or not your data might more usefully be presented in a table rather than in a figure. Maps and drawings should be prepared with a view to their position on the printed page, possible reduction factors, and the consistency of line width and legibility of type after possible reduction.

**Tables**

Every table should have a name and a number. Tables should be integrated into the text and numbered by chapter, for example, Table 1.2. A List of Tables at the front of the book is optional.

Use the Table feature of your word processor rather than trying to create a table by aligning columns using tabs or spaces. Avoid using multiple tabs or spaces to position text on the page as they will be lost during layout. Double-check the addition of any totals provided in tables. Source information must be provided in notes below the table, not with other notes in the book.
Digital Images

Submit the original digital image as supplied by the archive or other institution.

Please remember that the quality of a scan depends on the type of scanner used and the level of experience of the person doing the scanning. Photos that are in colour or that need to be used at a larger format should be scanned on a high-end scanner by an experienced technician or designer.

Scans should be provided as TIF or JPG files (grayscale for B&W books; RGB or CMYK for colour) at a resolution of:

- 450 dpi for images for originals under 5 × 7 inches and
- 300 dpi for images for originals above 5 × 7 inches.

GIF and BMP formats are unacceptable.
Scan at 100% of original's size.
Do not modify scan with Photoshop or other software.

Captions and Credit

Please provide a list of captions for every image, with the filename of the image, and the source if it is not your own, printed out and on disk.

While the preferred location of the image should be indicated in your text, e.g., <fig 1 about here>, final placement of images will be determined during layout.