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AUTHOR GUIDELINES

Instructions for Authors and Contributors

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PUBLISHING PROCESS OVERVIEW

Editorial

Acquisitions Editors sign (acquire rights to) new and plan revised titles. Assume responsibility for final marketability and sales of each of their titles. Work closely with Marketing to set prices and ensure that book is promoted through proper outlets.

Developmental Editors interact with contributors to secure final manuscripts and to assess them for clarity of presentation, organization, and adherence to size specifications. Work with freelance illustrators to create art. "Launch" final complete manuscript into production.



Production

Production Editors oversee copyediting, sizing of illustrations, and coordinate the page make-up process with both in-house and outside compositors (typesetters).
Oversee the correction of proofs by contributors, editors, and proofreaders.
Coordinate creation of cover design and index.

Manufacturing

Manufacturing Manager oversees final printing and binding of book.



Marketing and Sales

Marketing Manager assumes responsibility for advertising and sales of book through direct mail, exhibits, bookstores, commission sales, and international outlets.

ILLUSTRATION GUIDELINES

Photographs, Radiographs, and Line Art

- ❑ **Preferred media:** Submit original glossy prints, slides, or original artwork. Photocopies cannot be reproduced.
- ❑ **Other media:** Computer-generated art may also be submitted, although the submission of electronic files is a potentially complicated undertaking. Before submitting electronic artwork, please read the instructions on the opposite side of this page, and if you have questions, discuss them with your LWW editor.
- ❑ **Requesting new line art:** If you have been asked to provide new line art, please contact your LWW editor for more details on this process.
- ❑ **Color:** If you have been asked to provide color art for your chapter, please submit the images as slides or glossy prints.
- ❑ **Numbering:** On the back of each figure, affix a label with your name, chapter title, and the figure number. Identify the “top” of the figure. Clearly label slides with this same information written neatly on the slide mount. Please do not write directly on the back of the artwork and do not write in ink.
- ❑ **“Borrowed” photos & graphs:** If you must use previously published photographs or line art, (where LWW is not the copyright holder), please submit each image as an original 5 x 7 glossy print or as a slide. We cannot accept tearsheets, photocopies, or photos of photos since the reproduction quality is exceedingly poor. It is also your responsibility to secure any needed permission letters and to pay any fees required by copyright holders. (See *Permissions* section of this booklet.)
- ❑ **Mounting:** All art should be submitted on flexible material that can be scanned by a drum scanner. Please do not submit line art mounted on boards.
- ❑ **Art from a previous edition of an LWW text:** If you are updating your chapter for a new edition of an LWW text, in most cases, you may reuse artwork from the previous edition. To “pick up” artwork from a previous edition, please photocopy the figure and write the new figure number on it (i.e., “New Figure 1”). Please do not scratch out or otherwise obliterate the old figure number; these numbers are used to obtain film from our archives.
- ❑ **Labels & leader lines:** Include a photocopy of the figure showing desired placement of labels, arrows, and leader lines. Include typed label copy both printed and saved on a disk. Do not use tissue or other overlays to indicate labeling because they separate too easily from the original. Do not use press-type or other self-adhesive labeling material. It can crack and separate from the art and will create artifacts when scanned.

Electronic Art

Before submitting electronic artwork, please submit sample files (approximately 5 images) for testing for print output to your LWW editor.

- ❑ **Preferred formats:** Photoshop (save as TIFF files) and Illustrator (save as EPS files). **PowerPoint, Excel, Corel Draw, and Quattro Pro files cannot be used.** Macintosh platforms are preferred.
- ❑ **Electronic line art:** Scan images at a resolution of at least 1016 dpi (dots per inch) and save electronic line art as EPS (Encapsulated Postscript) files.
- ❑ **Electronic photography:** Save electronic photography (radiographs, CT scans, etc) as TIFF files at a resolution of at least 300 dpi. TIFF files should be set to the size you want to see the images in the book. TIFF files cannot be resized by the publisher. Your LWW editor can help you determine appropriate image sizes based on the book's planned design specifications.
- ❑ **Saving Files:** For both line art and photographs, each illustration must be contained in an individual file on the floppy disk, and must be sized and labeled as it will appear in the book.
- ❑ **Hardcopy:** Electronic art must be accompanied by high-resolution laser prints of the images. In order for the production department to verify that the images are printing correctly, they need a model for comparison.

Some common mistakes in submitting electronic artwork:

- ❑ **Saving TIFF files at a resolution below 300 dpi.** The dpi of a TIFF image is determined by the digital camera. Be sure to shoot images at the proper resolution. If images have been photographed by normal methods, printed into glossies, and then scanned, the scanner determines the dpi of the electronic file and must be set properly.
- ❑ **Incorrect adjustment of shading.** The process of setting images into a book is different from printing them on a laser printer. One result of this discrepancy is that the shading settings commonly used for printing to a printer (shading at 100% black and 100% white) are mistakenly used on images to be printed in a book. The result is that images look stark and detail-obscured. The shading settings on images to be printed in a book are 93% black and 93% white.
- ❑ **Submitting color images as Red, Blue, Green (RGB) rather than Cyan, Magenta, Yellow, and Black (CMYK) files.** Again, this problem is created by a discrepancy between desktop procedures and book-printing procedures. At your computer you view images in RGB format because the computer screen is set to show images via that color spectrum; in printing, however, color is created with cyan, magenta, yellow, and black (CMYK), and files must be set accordingly. Almost all images downloaded from the web are in RGB.

PERMISSIONS

It is the **author's responsibility** to secure all permissions and pay any necessary fees.

- ❑ Any figure, table, or long quote (more than 50 words) that has been published previously requires permission and a credit line.
- ❑ If a figure, table, or quoted material needed permission and a credit line in a previous edition, permission must be requested for subsequent editions (including electronic versions).
- ❑ If a figure, table, or quoted material that you wish to borrow already carries a credit line, you must request permission from the source in the credit line, not from the publisher of the book in which you found the material. For example, if you want to borrow a table from Barker, *Principles of Ambulatory Medicine*, and the credit line reads "Reprinted from Fishman MC, Hoffman AR, Klausner RD, et al: *Medicine*, 4th ed. Philadelphia, Lippincott Williams & Wilkins 1996, p 13, with permission." you would request permission from Lippincott Williams & Wilkins.
- ❑ You should distinguish among the appropriate use of "reprinted from," "redrawn from," "modified from," and "adapted from." "Reprinted" and "redrawn" require permission. In general "modified" and "adapted" do not, although a credit line is necessary. However, when in doubt, apply for permission.
- ❑ The credit line should be included after the legend, as follows: "Reprinted from Kaplan NM: *Clinical Hypertension*, 4th ed. Baltimore: Williams & Wilkins, 1986:23, with permission." For all references, include only three authors names, followed by et al.
- ❑ Materials in the public domain, including all U.S. government materials, and materials older than 75 years do not require permission. A credit line is still necessary, however.
- ❑ Patient photographs in which the faces are recognizable require a signed release form. If no release is available, the patient's eyes will be masked.

Copies of all received permissions should be submitted with your manuscript. Indicate clearly on the permission form the quotation, table, or illustration to which it pertains.

The Copyright Law speaks in terms of "**fair use**," an important concept when trying to determine if permission is required or not. When borrowing material, it is best to ask for permission if you have any question at all if it is necessary. Keep in mind the amount and substance of the material you want to borrow in context of the work in which it originally appears. In other words, be "fair" to the originator of that work and consider the impact your borrowing of that information may have on the originator's copyrighted work.

MANUSCRIPT PREPARATION

General Information

Computer disks: Since most production work is now done electronically, we require a 3.5-inch disk for each chapter along with the printed manuscript. Each disk should exactly match the printed copy. Do not use preset style functions; key in all elements as simple text. Do not submit ASCII files. Do not use automatic numbering for references (i.e., "endnotes" in WordPerfect). Each disk should be clearly labeled with your name, chapter title, word processing system, and hardware (PC or Mac).

Number of copies: Submit one copy of each manuscript, typewritten and double-spaced throughout, in 12 point type with 1-inch margins. Keep a copy of the manuscript, tables, and figures for your files.

Title page: The title page should include the full chapter title, the authors' names, academic affiliations, and complete addresses (including street addresses, zip codes, e-mail addresses, and phone and fax numbers). Indicate clearly which author is at which address, and to whom proofs should be sent.

Order of items: Arrange the manuscript as follows: *title page, outline, text, acknowledgments (including supporting research grants), references, tables, figure legends, figures, and permission letters.*

Letter of Agreement: Submit the signed Letter of Agreement provided by the publisher as soon as possible after receiving this booklet. This letter must be signed by all authors of the chapter.

Figure and Table Citations

Order: Cite figures within the text in numerical order.

Numbering: Please number figures and tables consecutively within the text. All figures and tables should be double-numbered with a period unless otherwise specified, i.e., figure 1 in chapter 3 would be (Fig. 3.1). Be sure that numbering on images or tables corresponds exactly to the numbering cited within the text. (For more information, see "Numbering" in the *Illustration Guidelines* section of this booklet.)

Table setups: Please use your software's table templates to key in your tables, rather than creating them from scratch. Position tables at the end of each chapter.

Legends: Each figure should have an accompanying legend (or caption) describing the figure. Tables do not require a legend but often require a title. Legends should appear as a typed sheet(s) at the end of the manuscript. Please do not tape or otherwise affix figures with attached legends to sheets of paper.

References

Order: References are generally listed in order of citation, numbered consecutively. Suggested Readings or Bibliographies may be listed alphabetically. Refer to the cover letter included with this booklet for specific instructions.

Numbering: Identify the references in the text by number within parentheses. Make sure that all references cited are included in the reference list and that all references listed are cited in the text.

Unpublished material: Use of unpublished material and personal communications is discouraged. If you must use them, they should be cited only in the text; do not include them in the reference list. For articles accepted but not yet published, follow the standard format, noting "*in press*" in place of page numbers.

Multi-authored material: After listing the first three authors of an article or book chapter, use "et al" rather than listing all authors.

Sample References

Authored book: 1. Janda J. *The Enterobacteria*. Philadelphia: Lippincott Williams & Wilkins, 1998.

- Edited book.-* 2. Avery GB, Fletcher MA, MacDonald MG, eds. *Neonatology* 4th ed. Philadelphia: J.B. Lippincott Publishers, 1994.
- Journal article:* 3. Vingerhoets FJ, Schulzer M, Calne DB, et al]. Which clinical sign of Parkinson's disease best reflects the nigrostriatal lesion? *Ann of Neur* 1997;41:58-64.
- Book* 4. Hudson WR, Gussack CS. Otolaryngology: Head and neck surgery. In: Davis JE, ed. *Major Ambulatory Surgery*, 2nd ed. Baltimore: Williams & Wilkins, 1986; 115-133.

How Manuscript Pages Translate To Book Pages

The following table will allow you to estimate with considerable accuracy how long your manuscript will be in book pages. All conversions assume manuscript pages in 12 pt. Times New Roman type with 1" margins.

Ratios to convert manuscript totals into estimated printed pages

Size of printed book	Manuscript pages (printed double space)	References (counting each ref. As one)	Illustrations	Table pages
8% x 11 double – column	3.25 = 1 printed page	50 = 1 printed page	3 = 1 printed page	2 = 1 printed page
7 x 10 single – column	2.5 = 1 printed page	35 = 1 printed page	3 = 1 printed page	2 = 1 printed page
4% x 8 Handbook	1.5 = 1 printed page	30 = 1 printed page	2 = 1 printed page	2 = 1 printed page
5% x 8½ Spiral Manual	2 = 1 printed page	2 = 1 printed page	2 = 1 printed page	2 = 1 printed page

Refer to the cover letter in the front of this booklet for specific manuscript length guidelines. It is very important for your finished manuscript, including artwork, to be the length that your editors requested.

Author's Alterations

Check your final manuscript carefully before submission. (See *Manuscript Checklist* in this booklet.) Manuscripts are typeset directly into page proofs. Once a chapter has been set into type, changes are expensive and time-consuming. Changes in page proof must therefore be limited to correcting errors, misspellings, or updating dosages. Rewriting content at this stage is not possible.

EDITORIAL STYLE

Some Points on Editing

In copyediting your manuscript, the copy editor will follow the general style outlined in *The University of Chicago: A General Manual of Style* and the style for medical terminology in the American Medical Association's *Manual for Authors and Editors*. *Stedman's Medical Dictionary* will be followed for preferred spellings. In addition, there may be specific style conventions used in your book's discipline. Please refer to the covering letter in this packet to see if your editor has specified any of these.

Following are some general points of style you should follow as you write your manuscript:

- ❑ Use abbreviations for units of measure.
- ❑ Do not use periods with abbreviations or acronyms.
- ❑ Use *italics* for emphasis rather than **bold**.
- ❑ If you use an acronym, spell it out at first text mention in each chapter, followed by its abbreviation in parenthesis. Thereafter use just the acronym.
- ❑ Cite all tables and figures in correct numerical sequence in the text. Do not insert “see” before second instances of callouts of figures or tables.
- ❑ Spell out the word “Figure” when it is used as part of a sentence. Use “Fig.” in the parenthetical citation.
- ❑ Use numerals with units of measure.
- ❑ Spell out numbers one through ten if not used with a unit of measure.
- ❑ Use the serial comma.
- ❑ Cite all references in the text with a full-sized numeral in parentheses on the line. Do not use superscript citations.

MANUSCRIPT CHECKLIST

- One printed copy of original manuscript, double spaced, including references, tables, and figure legends.
- 3.5-inch computer disk exactly matching printed manuscript, labeled with name, chapter title, software and hardware used.
- Title page, including full chapter title, the author(s) names and full addresses (including street addresses, zip codes, e-mail addresses, and phone and fax numbers). Please indicate one author who will receive and review page proof.
- Letter of Agreement signed by all authors.
- Copies of permissions to reproduce all copyrighted material.
- Figures clearly labeled with author's name, chapter title, figure number, and with top clearly indicated.
- Is the final manuscript the requested length?
- Have you kept copies of your manuscript and art?