

GUIDELINES FOR SUBMITTING BOOK PROPOSALS

The mission of APHA Press is to provide public health practitioners, scholars, and students with accessible and affordable print and electronic books of the highest quality while contributing to the financial health and supporting the mission of its parent organization, APHA. We welcome proposals from authors who hope to write a book that will contribute to our mission and we are eager to discuss your ideas with you. Our interactions with all potential authors start with a prospectus.

The book prospectus process typically involves two steps: an informal inquiry and a prospectus.

Step One – An Informal Inquiry

APHA's book publishing program is guided by a strategic publishing plan. The APHA Press seeks to publish meaningful and influential books related to these eight topical pillars of the strategic plan:

- Communicable disease
- Environment/Food/Water
- Noncommunicable disease
- Maternal/child health
- The Social determinants of health
- Advocacy
- Substance abuse
- Criminal justice

The Press is particularly drawn to books that can be categorized under one or more of these pillars. The inquiry process is most often started by the APHA Press acquisitions editor, but potential authors can also initiate an inquiry. If, as a potential author, you are interested in learning whether your book idea is of interest to APHA Press, please send a short description of the book (roughly 500 to 1000 words) to the acquisitions editor, Dan Doody (dan.doodyt@apha.org), or to bookproposals@apha.org. This description should include a few paragraphs describing the book, the lead authors and their current positions, and why you believe the book will be an important addition to the public health literature. Once received, the inquiry will be reviewed by the APHA Press staff and Publications Board to determine if this idea is a suitable fit within our strategic publishing plan and worth developing into a prospectus. APHA Press may have questions or recommendations that will help guide authors to develop a successful prospectus. Authors can expect an initial response within a few days, with more detailed responses following soon thereafter.

Step Two – the Prospectus

The prospectus should include the following:

The Table of Contents

Please include a brief 2-3 sentence abstract describing the contents of each chapter.

Authors and Contributors

- Names, affiliations, and addresses of the lead author(s) /editor(s).
- Thumbnail bio of the lead author(s) /editor(s).
- The names affiliations and addresses of the proposed chapter contributors if the book will use this approach. It is understood that the contributor list is tentative at this point, but please indicate which of the proposed contributors have agreed to write the chapter as specified in the outline.

Key estimates

- Please provide an estimated timeline for submitting a completed manuscript
- Please indicate the estimated number of pages in the Word document comprising the written chapters and
- Please enumerate the number of tables and graphs; figures and illustrations; and photos you intend to include

Reason for the book

Provide a clear and precise statement of the public health topic or issue to be addressed and why it is pertinent, timely, and worthy of publication. Please assess how the proposed publication would fit into the existing literature on the same or related topics and what it might add to this literature.

Description

What type of book will this be: a handbook, a monograph, a field book, etc? Describe its organization structure (i.e., do you envision dividing chapters into major sections). Indicate the depth of the coverage you intend to provide.

Key features

Please describe the key features you plan to incorporate in the narrative of your book and explain how they will benefit its readers. Please list at least three (examples: case studies, interviews, learning objectives for each chapter). In addition, if you believe your book has textbook potential, please describe ancillary materials you intend to provide, such as a PowerPoint deck, a test bank with answers, and / or an instructor's guide.

Marketing your book

Target Audience: Please identify the primary audience you are aiming the book and provide substantial information on the prospective buyers – for example, members of associations, institutions, academics, health care professionals, etc.

Special sales: Your book may have “bulk” sales potential outside the traditional bookshop, library, and academic markets. Please list any professional associations, institutions, training companies, or business organizations that might be interested in making a bulk purchase. In our experience, these sales are most successful when we are given specific contact details. Please append any additional details to this document if required.

Competing literature

Please list any books in the same topical area as the one you are proposing. Include author, title, edition, copyright year, publisher, pages, and price. If possible, explain how your book will be different/better.

Approval process

- The full prospectus is reviewed by the acquisitions editor.
- Once the prospectus is clear and complete, the acquisitions editor discusses the proposal with the Chair of the Publications Board. If the Chair is favorably inclined towards the proposal, the Chair may ask the acquisitions editor to send the proposal to members of the Publications Board with expertise in the area covered by the book.
- Once the Board Chair and members have reviewed and approved the proposal for further review, the acquisitions editor solicits peer reviews of the prospectus from recommended authorities who typically are not on the Board.
- The reviewers' comments are shared anonymously with the potential author, who may be asked to comment on concerns expressed by one or more reviewers, and in some cases will be asked to revise the prospectus to meet these concerns.
- The acquisitions editor then shares the revised proposal and anonymous reviewers' comments with the full Publications Board. Publications Board comments are incorporated in the internal publishing proposal.
- Based on the reviewed prospectus, sometimes with author revisions, the acquisitions editor then prepares an internal publishing proposal incorporating the author's ideas.
- The Marketing Manager of APHA Press prepares a marketing analysis that includes a projection of sales potential based on the press's experience with prior titles as well as other industry data available to us.
- A tentative profit and loss analysis is drawn up by the Publications Director based on the physical specifications in the publishing analysis, and on pricing and unit sales estimated by the marketing analysis.
- APHA Press management then reaches a decision to publish the proposed book.
- If the publishing decision is favorable, the APHA Press Director then prepares a formal publishing agreement and sends it to the author.

The Publication Process

Once the contract is signed, responsibility for the ongoing development of the book is transferred to a named individual in the production department. As needed, this person will help the author develop internal project deadlines (particularly important for contributed books) and will monitor progress.

When the complete manuscript is submitted, the production manager will coordinate a final peer review of the manuscript. This review is not intended to be a line-by-line analysis. Rather, the review is to ensure that the author(s) largely achieve the aims described in the accepted prospectus. Whenever possible, the final peer review involves one or more members of the Publications Board as well as other experts as needed.

Once the manuscript goes into production, the author will receive detailed instructions regarding procedures, schedule, and key people responsible for the production process. The author will also have the opportunity to provide input to the marketing plan.