

AUTHOR GUIDELINES

PROCESS

Atwood Publishing operates under the philosophy that you as the author are the expert in your field, meaning that we want you to concentrate your energies on the work you are producing. Our

responsibility is to take your work and turn it into the most accessible and well-constructed book possible. This means that we edit, design, layout, proof, print, and market your book. A book goes through various stages to reach publication. Here are the basic steps:



Step 1: Project proposal.

This step is a preliminary phase in which the book project is discussed and we come to an agreement as to whether or not the idea is a good fit with us.

Step 2: Materials presentation and review. At this stage, you may be asked to provide a table of contents, narrative, and/or some writing samples in order for us to determine if this project fits in our niche. In most cases, we refer these materials to outside reviewers for

reactions, plus we review it internally. We contact the author when we have made a decision or if we should need more materials.

Step 3: Contract. At this point, we offer the author a contract, usually starting with our generic contract and altering it as needed. If this is collection by several authors, the lead author will ask each person to sign a permission form so that the piece can be included in the volume.

Step 4: Delivery of manuscript: At a mutually agreed upon date, the author delivers the manuscript according to the house style and in the appropriate format. We request an electronic version and a printed version.

Step 5: Editing: The manuscript will be edited by one of our editors. The editor may wish to work with the author for changes or clarification, or the editor may see fit only to make copy edit changes.

Step 6: Author changes: We send the manuscript back to the author and make sure that the author agrees with all changes or so that the author can provide missing information for us.

Step 7: Layout: The manuscript will be designed and put in book format.

Note: At times, we may condense these steps, doing the layout first and then sending it to the author for clarification or confirmation.

Step 8: Proof reading/Indexing: The manuscript is sent to the proofreader and indexer.

Step 9: Final layout adjustments: Any changes that need to be addressed from the proofreader are input and the index layed out.

Step 10: Printer: The book is sent to the printer. Printing generally takes about one month.

STYLE

Atwood Publishing uses the *Chicago Manual of Style—Documentation Two* (14th edition) for books and APA style (4th edition) for periodicals. Below are some examples and some anomalies of our housestyle, but check the manuals for greater depth.

Examples of reference list:

- Timpson, William M. 1999. *Metateaching and the instructional map*. Madison, WI: Atwood Publishing. (CMS)
- Timpson, W.M. (1999). *Metateaching and the instructional map*. Madison, WI: Atwood Publishing. (APA)
- Elbaum, Bonnie, Cynthia McIntyre, and Alese Smith. 2002. *Essential elements: Prepare, design, and teach your online course*. Madison, WI: Atwood Publishing. (CMS)
- Elbaum, B., McIntyre, C., & Smith, A. (2002). *Essential elements: Prepare, design, and teach your online course*. Madison, WI: Atwood Publishing. (APA)
- Kasmerizec, Elzbieta. 2001. Why do we want a trickster? In *Trickster and ambivalence: Dance of differentiation*, edited by C.W. Spinks. Madison, WI: Atwood Publishing. (CMS)
- Kasmerizec, E. (2001). Why do we want a trickster? In C.W. Spinks (Ed.), *Trickster and ambivalence: Dance of differentiation* (pp. 143-155). Madison, WI: Atwood Publishing. (APA)
- Rogers, Linda J. 2002. The sealing of wounds and restoration of vagueness. *International Journal of Applied Semiotics* 3(1):97-106. (CMS)
- Rogers, L.J. (2002). The sealing of wounds and restoration of vagueness. *International Journal of Applied Semiotics* 3(1), 97-106. (APA)

Example of text citation:

- Some researchers (Rogers 2002, 97; Timpson 1999, 117) that... (CMS)
- Some researchers (Rogers, 2002, p. 97; Timpson, 1999, p. 117) that... (APA)

Anomalies

1. In references, we use the postal code for the state in which the publishing house operates.
2. We use commas in a series, such as "We bought eggs, bread, and milk."
3. Journal submissions: Include an abstract for your piece.

FORMAT

Atwood Publishing uses PCs. We primarily use WordPerfect for word processing, but can easily translate Word documents. We **cannot** use any Mac/Apple files, however, if you “Save as” and choose a Windows format, we can generally use it.



As you format your work, think **minimalist**. The less formatting you do the better. Most newer word processing programs have a wonderful array of tools for formatting, but for us, less is better. Nearly everything you put in, we have to take out. This means that we strip out headers and footers, color, fonts, font sizes, etc., however, much of it must be done by hand, making it a time consuming task. Please **do** indicate primary and secondary heads, quotes, bullets or indents, and italics or bold.

Contact Information:

Atwood Publishing
PO Box 3185
Madison, WI 53704
888.242.7101 (toll-free)
608.242.7101
608.242.7102 (fax)
www.atwoodpublishing.com