



A Guide to Production

Welcome to the State University of New York Press!

With more than forty years of publishing excellence and a backlist of nearly 5,000 titles, SUNY Press is honored to add your book to our list. In this guide, we will explain the production process for your volume—from manuscript to bound book—and also share some information/guidelines that will aid our editors in producing an attractive, marketable product.

BEFORE WE START: What Do We Need from You?

Producing a book is a collaborative process, and the starting point is a clean, well-prepared final version of the manuscript. Electronic files are required for every project. Hardcopy that matches the electronic files exactly should also be submitted. It's best that these materials—both text and images—are prepared and formatted according to our specifications, or delays in the production process could ensue.

Thank you in advance for your cooperation; if you have additional ideas or questions throughout the production process, please feel free to contact your production editor. The production editor is available by phone or e-mail, and will give you detailed instructions about the production process and what is expected of you at every stage. Please keep your production editor informed of your schedule or any traveling plans you may have over the course of the production timeline so they always know how best to get in touch with you. If you do not have easy access to a computer, please let us know immediately.

THE FIRST STEP: Copyediting

After you have sent the final version of your manuscript to your acquisitions editor, and your project is officially turned over to production, it will be sent out for copyediting. All books are edited and proofed electronically. You will receive instructions on how to access and review your copyedited manuscript in the introductory letter that will be sent to you when your volume enters production. The copyediting process takes approximately four to five weeks; your production editor will give you an approximate time when you can expect to receive your copyedited manuscript files. Our copyeditors are generally instructed to follow *The Chicago Manual of Style, 16th Edition*, so be sure to complete item #10 on the author's pre-production checklist that

indicates which style you have followed in your manuscript. The copyeditors are instructed to edit for usage, punctuation, grammar, and spelling.

THE SECOND STEP: Author Review of Copyedited Files

The edited manuscript, broken down chapter by chapter, will be uploaded to the SUNY Press File Manager site as a set of PDF files. You will also receive instructions at that time for retrieval and posting of files to our File Manager site. Your files can be viewed onscreen or you can print them out if you prefer proofing hardcopy. (SUNY Press will not provide any hardcopy.) The PDFs will show the changes and corrections made by the copyeditor, and will have line numbers on the side of each page for easy identification/reference.

You will have four weeks to review the edits. You will need to review the work done by the copyeditor (indicated as tracked changes in Word), respond to the copyeditor's queries, and make a list of the changes. You may make changes, additions, corrections, or set the copyeditor's edits. You must keep a list of all changes in a Word document that you will e-mail to your production editor. Please submit changes in a list form only, to avoid delays in the production process (possibly the book's publication); also, please remember to keep a copy of your list along with the copyedited files, as you will need these when you proofread the typeset pages.

Be as careful as possible, as this is the *only time* that you will have the opportunity to make changes before typesetting occurs. *We cannot emphasize enough how important this step is in the production process.* If care is taken with your review of the edited files, then subsequent problems with the typesetting will not arise and you can avoid author's alterations charges.

THE THIRD STEP: Copyeditor Final Cleanup

After you have reviewed the copyeditor's work and we receive the list of changes from you, the list will be sent to the copyeditor, who will implement your corrections and prepare the electronic files for typesetting. This process takes approximately two to three weeks, during which time your production editor works up the typesetting specifications/text design for your book.

THE FOURTH STEP: Typesetting/Composition

Your production editor will send the layout specifications and the composition-ready electronic files of your manuscript to a typesetter—it now begins to look like a book! After several weeks, your production editor will receive a PDF of the typeset page proofs from the typesetter that will be uploaded to File Manager. You will need to download the PDF for proofreading. This step, too, requires your care. No other proofreading is done in-house.

THE FIFTH STEP: Author's Review of Typeset Pages

You will be notified by e-mail that the typeset pages in PDF format have been uploaded to the SUNY Press File Manager for author retrieval. (This is the same process we already used to send the copyedited files, so you should be an old hand at this by now!) The PDF file can be printed out for ease of proofreading, although the quality at this stage may be low resolution.

You will have six weeks to proofread the typeset pages against the edited manuscript, of which you should still have a copy. You will need to keep a list of corrections, as before, watching for typesetting errors as well as mistakes that may have been missed during

copyediting. The typesetting is done from the author-approved electronic manuscript files. Revisions in the typeset proof will be counted as author's alterations. Avoid making extensive changes that will cause reflow of text, as that will throw off the pagination of your volume—this is a costly and time-consuming extra step that we wish to avoid. Please note that even the smallest change from the copyedited manuscript (a mark of punctuation, for example) is counted as an author alteration. You are allowed a total of \$100 in author's alterations (or changes in about 80 lines) and will be billed by our business department for anything in excess of that amount soon after the book is published.

Please also keep in mind that the PDF of the typeset book is copyrighted material being sent to you for proofing purposes only. Copying or distribution in any fashion, either in printed or electronic form, is strictly prohibited and may not be done without written permission from SUNY Press.

THE SIXTH STEP: Index

Your final task before bound book is the preparation of an index manuscript, typically a standard contractual obligation to SUNY Press. Regarding the necessity of an index, it's been our experience that an index greatly enhances a book's utility and particularly its marketability to libraries. At the time you receive the typeset pages, you will also receive instructions for compiling the index. The six weeks allotted for proofreading should also be ample time for the compilation of the index.

The PDF file is searchable and can be used for finding terms. The index can only be completed when pagination will not change. If you will be hiring someone else to do your index, you will need to forward the PDF to your indexer. Please refer to chapter 18 of *The Chicago Manual of Style, 16th Edition*, for information on making the index, or you can request an indexing instructional booklet from your production editor.

SUNY Press doesn't have a minimum or maximum number of pages for an index, but to be cost-effective, we do try to keep index lengths reasonable. You may look to other books in your field for an idea of appropriate length and complexity. You may choose either a run-in or indented style—run-in style takes less space but cannot be used if there are multiple subentry levels. Unusually long indexes may be converted to a run-in style. We prefer a single index, including both subject and names of persons, which is easiest for readers to use. However, even an index that merely lists proper names can be useful to a reader who is interested in seeing how certain researchers or theorists are discussed or handled. We have no preference for alphabetizing style, inclusive numbers, or other items such as may be found in section 18.102 of *The Chicago Manual of Style*, as long as the index is consistent. You can also refer to other books in your field of study as examples.

Should you be unable to compile your own index, the production editor can send you a list of professional freelance indexers.

Cover

We encourage authors to submit to their acquisitions editor ideas, illustrations, or photos for possible use on the cover. We leave choices of color, fonts, and positioning/layout up to our professional cover artists, as they have expertise in creating a cover that will be both eye-catching and a viable marketing tool for your volume. *Permissions are the responsibility of the author: the use of some images may involve permission to use the image—the specific rights that we as a publishing house require should be discussed with your acquisitions editor well in advance of publication when considering an image for the cover.*

When we receive an image/idea/photo that you wish to consider for the cover and there are no permission restrictions, we will do our best to accommodate you.

If the image is acceptable to our marketing, sales, and acquisitions departments, a professional artist will create cover sketches and final electronic files for our printer. Even if you have art or a complete cover idea that has been created for you by an artist associate, we will be recreating the image here using the artists who work regularly with us and our printer. If you cannot supply an acceptable image, a professional artist is provided with background information about the book for designing the cover. Once the cover design is approved by the Press, it will be sent electronically to you. You will have twenty-four hours to offer feedback on the proposed cover. We welcome your constructive feedback—it would be most helpful if your comments about the cover are substantive and detailed. Please keep in mind that the cover design is sent to you as a courtesy, and that the final cover design decision will be made by SUNY Press.

Artwork

We're committed to the best possible reproduction of your book's images, but much depends on the quality of the images that you submit at the outset. Different kinds of images have different requirements. As a general rule, all art needs to be scanned at a high resolution, and the size of the file plays an important part in the final printed quality of the image.

Photographs and halftone images of art with an image size of 5" x 7" or larger should be scanned at 300 dpi (dots per inch) and saved as either a TIFF or EPS. If the image is smaller than 5" x 7", the resolution of the scan needs to be higher, at 600 dpi. This is because we'll need to enlarge the image to fit on a standard text page, and when enlarged, images lose some of their sharpness/clarity. So smaller images must be scanned at higher resolutions, while larger images must be no less than 300 dpi. If you are providing art for the **cover** of the book, the image must be 7" x 10" at 300 dpi, and 600 dpi if it is smaller than 7" x 10". If you are unable to provide an electronic file, we can accept glossy photographs, but please send only duplicates of

important originals, as things can get lost or damaged occasionally during shipping and handling.

Photographs for interior of book

5" x 7" or larger: 300 dpi
smaller than 5" x 7": 600 dpi

Photographs for exterior of book

7" x 10" or larger: 300 dpi
smaller than 7" x 10": 600 dpi

Art may be submitted on CD, DVD, or flash drive. With regard to ***maps not created by a cartographer***, it is best to scan at higher resolutions, such as 600 dpi, even if the images are 5" x 7". Because of the greater detail that we would not want to lose, we prefer higher-resolution scans.

Line drawings, charts, and graphs should be created in an appropriate program meant specifically for the creation of crisp, clean art, such as Adobe Illustrator, Adobe Freehand, and Corel Draw.

All artwork should be submitted as separate electronic files (not embedded in the text). EPS is the preferred format for computer-based drawings. Computer-based drawings may also be saved as grayscale TIFFs, but text and lines may not be as crisp as EPS. When scanning line drawings the resolution should be 1200 to 2400 dpi and the images should be saved as TIFFs. JPEGs are not optimal. Word is not an acceptable format for anything other than tables/tabular material. We also cannot accept electronic files done in Excel or PowerPoint. Charts and graphs are best done in Adobe Illustrator and saved as EPS.

Be sure that you indicate desired approximate placement of all art in the manuscript file by noting the figure number within brackets or parens in the manuscript. Example: [Figure 1.1 goes about here.] If a book has a lot of illustrations, it is usual for the author to provide a List of Illustrations for placement in the front matter. Titles in the List of Illustrations should match what is shown in the figure caption.

With regard to final page layout, the typesetter will decide how best to fit the tables and figures in the spaces, allowing for proper page breaks and an attractive, readable page. Typesetters will place tables and figures as close as possible to your requested placement.

One last thought...

We hope this answers some questions about the production process and your role in it. Please do not hesitate to contact the production editor either by e-mail or by phone when questions arise. We look forward to working with you!

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