

## AMPP PUBLICATION PROPOSAL

Please provide the following information for consideration by the AMPP Publication Program Committee. This information will assist in determining the value of the proposed publication to AMPP and its members. **SUBMIT COMPLETED PROPOSAL TO: JEAN.BROGE@AMPP.ORG**

*All sections must be completed.*

*Incomplete or illegible proposals will be returned with no action taken.*

Submitted by:

Date:

**Name:**

**Company:**

**Address:**

**Phone:**

**FAX:**

**E-mail:**

**Proposed Title:**

**Proposed Author(s)/Editor(s):**

**Brief Autobiographical Sketch of Author(s)/Editor(s) – please submit resume as well:**

### SECTION 1 - TECHNICAL CONTENT

**Scope and content of proposed publication (attach Table of Contents with brief synopsis of each chapter content; provide sufficient detail to ensure an understanding of the factors that make this proposed publication unique; use additional pages as necessary):**

**Other publications existing on this topic (list title, author(s), publisher, and cost):**

**Significance of proposed publication (how does it differ from other publications available on the subject?) and factors relevant to marketability (e.g., lack of publications available on the topic, timeliness of topic, archival/reference value, etc.):**

**Do you have sample chapters available for review? If so, please attach. If you do not have sample chapters available for review please attach a writing sample from each contributing author. (This could be a set of notes, a manual, a paper, or anything that illustrates the author(s) writing style.)**

## **SECTION 2 - MARKET DATA**

**Definitive description of anticipated audience. (Who will be interested? Size of audience? Job titles? Please do not indicate “all AMPP members”):**

*Definitive sales potential (how many copies will sell over what time period? What is an appropriate sales price?):*

- **Anticipated Units Sold Per Year:**
- **Anticipated Member Price:**
- **Anticipated List Price:**

**What technical committees, other associations, etc. could be surveyed for market interest? Have seminars or other forums been held on this subject? What was the attendance at these forums? (Attach additional sheets as necessary.)**

### **SECTION 3 - PRODUCTION DATA**

#### **Recommended Production parameters:**

All submittals must be in compliance with AMPP's Author's Guidelines and [see "Style Guide for AMPP Books] be accompanied with an electronic copy of the manuscript in a format compatible with MS Word.

**How many pages are estimated in the final volume?** (Pages):

**What is the desired size of the volume?** (6"x 9"; 8-1/2"x 11"; other):

**About how many graphic elements will be** (Color photos):

**submitted?** (B&W photos):

(Tables):

(Graphs):

(Illustrations):

### **SECTION 4 - OTHER DATA**

Please provide additional pertinent data that will assist the Publications Committee in determining the value of this publication to AMPP members:

### **SECTION 5 - PRODUCTION TIME SCHEDULE**

Your project must include a production time schedule to which you are willing to commit. Please indicate major production milestones and the date for completion.

<b><u>Milestone</u></b>	<b><u>Description</u></b>	<b><u>Completion Date</u></b>
<b>1</b>	<b>Completed proposal submitted</b>	
<b>2</b>	<b>Submission of completed manuscript</b>	
<b>3</b>	<b>Submission of all graphic elements</b>	
<b>4</b>	<b>Submission of all copyright releases (if required)</b>	

## SECTION 6 - AMPP STAFF ANALYSIS

*\*NOTE: This section filled out by AMPP staff*

List of AMPP titles which serve similar market:

Sales Forecast for this Proposal:

1<sup>st</sup> year:

2<sup>nd</sup> year:

5<sup>th</sup> year:

Estimated production cost derived from author's requirements:

- Estimated Paging:
- Estimated Print Run:
- Estimated Book Composition Company Costs:
- Estimated Print House Costs:
- Estimated Final Unit:
- Suggested Pricing Guideline by Author:

Proposal Reviews: