AUTHOR PROPOSAL
GUIDELINES

Proposal guidelines help to identify the intended audience for your project and quantify its sales potential in many different channels. Because authors fail to describe the book's complete sales potential, numerous proposals are never considered. For example, is your mathematics book only for mathematicians or can it also be used by programmers or physicists? Is your computer science proposal being designed solely for the textbook market or can it also be used by electrical engineers who need to be updated on the latest technology? Does your book or software include new information or technology that cannot be found in the competitors? Please consider these questions and describe the primary *and secondary* audience that will help us to determine the best ways to develop, produce, and promote your work to anyone who can use it.

Please complete the guidelines below and submit as a Microsoft WORD file (not .pdf) to info@merclearning.com or dpallai@merclearning.com. Upon receipt, your proposal will be acknowledged and you will receive a decision within two weeks.

1. Contact Information
Please list your name, affiliation (company, university, etc.), contact address, e-mail, and phone number(s).

2. Tentative Title & Project Overview
In a few paragraphs (details will be given later) provide a brief description of the project. Include the title of your project, intended audience, and/or course titles (if applicable), purpose, general content, and approach. *You should prepare this as if you were writing a description for the back cover of the project.*

3. Market / Intended Audience / Sale Channels
a)Describe in detail the *markets* (subject areas or course titles, such as medicine, mathematics, civil engineering, digital filmmaking, game development, digital signal processing, etc.) and the *audience* (the people) that will use the book (e.g., upper division engineering students, programmers, mathematics faculty teaching numerical methods courses, physicists in industry, etc.). It is important to outline these in terms of the *primary* and *secondary* markets and audience, and to list *all* that might be viable for your project. This includes any information you can provide on training courses (online or in career schools), corporate libraries, e-books, international courses or translation opportunities, etc. For example, a textbook designed for a college course on artificial intelligence might be listed with a primary audience of electrical engineering or computer science majors, but a secondary audience could include game developers in industry. If you know that competing titles have sold in various channels, e.g., retail stores, book clubs, societies, academic libraries, etc., please mention them.

b) Please list in detail any *electronic* vendors or Web sites that might consider selling or promoting your project. For example, Kindle, 24 x 7 Books, eBooks.com, SAFARI, Google, B&N.com, Face book, gamasutra.com, LinkedIn, special interest groups, etc.

c)Provide any information you have on user groups, organizations, societies, general market size, or other market research you have done e.g., the number of installed-base of users (if specific hardware/software-related).

d) Please provide a list of 3 or 4 conferences and/or periodicals where your project should be exhibited or promoted.

4. Textbook Issues

For textbooks or professional/reference books with textbook potential it is important to include information on course title(s); course prerequisites; description of majors taking the course (e.g., 40% mathematicians, 20% life sciences, 20% CS, etc.); level issues (e.g., CS0 vs. CS1 or algebra-based vs. calculus-based); pedagogical aids (chapter outlines, summaries, case studies, tutorials, graded exercise sets, etc.); has any of your material been class-tested?

5. Key Features

Please list three or four features of your book. These cannot be abstract and should be content-oriented and/or specific as possible. Features such as "Most complete coverage," "Readable," "Up-to-date information," or "Includes better exercise sets" are *not* viable features. Features should encourage readers to review your book because it offers something deficient in the competition or because it includes new content, a new approach, cutting-edge-technology, etc. Sometimes a "computational" approach to a standard subject will set a book apart, such as *Basic Fluid Mechanics Using CFD* or *Numerical Analysis Using Mathematica*, etc.

If possible, features should be presented in a "feature/benefit" style, for example:
a. Includes MATLAB projects at the end of each chapter. These projects allow students to implement conceptual material by building practical applications that will be used in industry.
b. Includes an optional chapter on Robotics. Located in the appendix, this chapter allows the instructor to introduce material on an applied topic if time permits.

6. Supplements, CD/DVDs, Web Sites

Do you anticipate any supplements to the main project? Describe in detail. Will there be a CD-ROM or DVD to accompany the book? Platform? Applications or demos needed to run the programs or do you assume the reader will have the version required? Instructor manuals? Power Point Lecture Slides? Solutions Manuals? Answer Books? Companion Web Sites? If so, will MERCURY LEARNING AND INFORMATION host and maintain -- or just link to the author's site? Content to be included on the site? Do you expect to have MERCURY LEARNING AND INFORMATION find authors to prepare any of these supplements?

7. Competition or Market Spotters

Please list three direct competitors or *market spotters* (books on a similar topic and intended for the same audience but with markedly different characteristics in terms of approach, content, technology, organization of topics, etc. — two books might be called "Differential Equations" but if only one covers Boundary Value Problems and engineering applications, the two books would not be considered direct competitors). You should research competing titles by visiting publishers' Web

sites, Amazon.com, etc. for the latest editions, updates, or new versions, before completing this section.

Please discuss each competing title separately, and *briefly* compare your project to it. It is better to say positive things about the competitors and how your project will improve on them, rather than to list all negative information about a best seller in its sixth edition. It's more helpful to compare and contrast.

In addition, list the key publishing information for each competitor: ISBN, the title, edition, author, publisher, price, publication date and *retail* price (not used book price). All of this information can be found on Amazon or BN.com. It's important that you compare your project to the latest edition of a book.

8. Production Issues
What is the estimated page count of the book (printed book pages)? Use direct competitors as a guideline. Approximately how many photographs /illustrations/ figures will be included? Will any of the figures need to be redrawn? Will there be any four-color illustrations? Color inserts? Do you expect to have MERCURY LEARNING AND INFORMATION prepare or obtain any of these items?

9. Scheduled Completion
Please provide a realistic estimate for the completion of: a) two sample chapters, b) one-half of the manuscript, and c) final manuscript with any accompanying DVD-ROM files. Note that books are promoted 5-6 months in advance and advertising dollars are wasted, orders canceled, or adoptions lost, when titles are not published according to schedule. The publisher would prefer that you are conservative with schedule estimates.

10. System/Software Requirements
List minimum and recommended operating system(s), processor(s), software applications (exact versions), RAM, hard drive space, graphics cards, any required hardware devices (e.g., DVD drive) or any other technology or software applications that will be required to use with this title or its supplements.

11. Table of Contents (Tentative)
The Table of Contents, although tentative, should be carefully constructed and include all of the chapters *and their key sections,* appendixes, answer sections, etc. TOC's without section titles are not usually considered. Whenever possible, please include an approximate number of book pages for each chapter. This will provide information on the importance of the respective chapters as they relate to the entire book.

12. Permissions, Previously Published, or Previously Under Contract
Has *any* of the material been previously published (in any media—including on the Web) or was any portion of it previously under contract to another publisher? Have you written and created all of the material in the book or will permissions be necessary? Generally describe any permissions that will be required for content, images, contributed chapters, etc.

13. Reviewers
The manuscript might be reviewed at various times during development. Please list a few names of

key faculty in the subject area or professionals in industry that would be able to comment on the quality of the manuscript. Otherwise we will select from our own list of reviewers.

14. Resume or CV
A proposal cannot be considered without a resume or *curriculum vitae*. If applicable, include information about publications, courses taught, your areas of interest, dissertation topic, professional affiliations or activities (e.g., ACM member, IEEE conference presentation, etc.).
Please include any other information that you think will be helpful in evaluating your proposal.

Thank you for considering MERCURY LEARNING AND INFORMATION in your publishing plans.