



PENNWELL AUTHOR BOOK PUBLISHING FAQ

I have an idea for a fire or EMS book. What kinds of books does PennWell/Fire Engineering publish?

Penn Well/Fire Engineering Books and Videos is a professional training and education publisher. We focus on books to be used for both individual and classroom training. Therefore, as a rule, we don't publish personal memoirs, histories, or other books that are not structured for training. The rare exception is when an Author comes in with a large ready-made audience through classes based on aspects of the book, and Author plans to purchase and resell to that audience in large quantities.

What topics are you looking for?

We usually seek a broad array of training topics that would be useful in the classroom, on the training field, or for certification or promotional study. If your topic can be closely tied to certification or promotional exam requirements, or for FESHE curriculum courses, that is a good indicator for publication. Also, take a look at our online catalog at www.pennwellbooks.com to see what areas we are currently publishing in. If you see areas that are not being addressed, there might be good topic potential there. On the other hand, if you are seeing multiple books for one topic, we may not need another one unless you have a very different perspective and a strong classroom following for it.

For instance, in 2013-2014 we are not seeking any additional books on building construction for the time being.

What are your submissions deadlines for fire and EMS proposals?

Fire and EMS proposals are reviewed by panel twice a year for upcoming publication years. Submissions deadlines are **March 31** and **September 30** of each year. Up to 10 book projects will be selected for each publication year and authors will be advised of acceptance by May 31 and November 31, respectively.

I've never written before. How do I get started?

If you have never written a book before, but have written articles and conference presentations, you're in luck. As long as you know how to organize your materials efficiently, writing a book can be just like writing a much larger article, or a collection of articles. Organizing your thoughts first is key (more on this later in the process).

However, if you haven't written anything for publication before, including proposals for conference presentation, you should plan to start small. Instead of trying a book first, you should start by submitting articles to *Fire Engineering*, *Fire Apparatus*, *JEMS*, or our other Public Safety magazines. You should also submit proposals for conference presentations, to refine your material with real audiences. When you are gaining good audience response to your articles and your classroom sessions are drawing good attendee numbers and requests for new presentations, that's the time to consider writing a book.

What if my classes are popular but I'm not sure I can write well?

Don't worry, this happens a lot. Again, the important thing is that your material is effective and well-structured. If your proposal is accepted for publication, we will give you tips on how to organize, and will review sections of your material as you write to make sure you're on the right track. Also, after you finish, we will copyedit your manuscript fully, checking for spelling, grammar, and other writing style issues. We depend on you for the technical expertise—you can depend on us for the editing and proofing.

How do I submit a proposal?

Those instructions, plus our complete Author Questionnaire for proposals, are included at the end of this packet.

Should I finish my manuscript before submitting a publishing proposal?

No. If at all possible, please submit your outline and proposal before writing your full manuscript. In your proposal review, you may get a request to restructure your book idea. This can also happen during the manuscript reviews. So if you write the entire book first, you may have to go back and redo a lot of work in order to make it satisfactory for publication.

Will you create my artwork for me?

Under your publishing agreement, you as Author are responsible for creating or locating your artwork and photos for your book. This is because you are most familiar with your topic and treatment and have the most knowledge of what should be used to illustrate your manuscript. You are also responsible to gain written permission to use any artwork that you borrow from other sources. We do not have searchable archives of photos and artwork that might be suitable for your topic.

Most authors take their own photos and create their own artwork and charts. However, your art must be of good quality. Photos should be provided in a minimum of 300 dpi resolution. Graphic art should be a minimum 600 dpi for good print production, and provided in JPEG or print-quality PDF format. Photos and graphics from the internet are not acceptable due to copyright issues and low-resolution.

If you will need assistance with your artwork, contact your editor to discuss. We can often connect authors with artists if they are needed, or with photographers who might have appropriate photos in their stock. Again, any costs of art production are the responsibility of the Author.

Should I design my manuscript and lay out the artwork before submitting it?

No. The book design will be determined after you complete your manuscript. All you need to do is submit your text in Times Roman 12-point font, 1" margins, double-spaced. You will submit your photos and artwork in individual files, and we will provide instructions for how to name the files and how to include instructions in the manuscript for where the artwork

How long will it take to publish my book after I finish writing?

This depends a lot on the technical reviews as well as the complexity and page count of your manuscript. Most books of 300 pages or less will be published within 6-8 months of final manuscript completion. Larger books and math-heavy texts can take 10-12 months.

What kind of marketing do you provide for books?

In addition to visibility in PennWell's emergency services magazines and premier conferences, we market through our catalog website, email blasts, Facebook and Twitter accounts, Amazon, Barnes & Noble online, direct sales to universities and training academies, library services, and resellers across North America and around the world. This is our baseline effort for all PennWell titles. We then customize the marketing plan to include any additional channels that the author(s) might bring to the table.

I have a great website/social media page (Facebook, Twitter, etc). Can I start self-marketing before my book is complete?

If your proposal is accepted for publication, we ask that you don't market until we have created and approved the marketing materials. You can discuss that you are working on a book and explain the topic, but any more detail can cause confusion if marketing information changes during development. Do not discuss publishing date, price, or title until those have been finalized and approved by our marketing department. This won't happen until your book is in design. It can be embarrassing for the authors and annoying to customers if conflicting information is distributed.

Can I create my own book cover?

You are welcome to submit book cover ideas, and they will be given due consideration as we plan the final design. Under your publishing agreement, PennWell holds the responsibility for the final cover design, book title, and marketing materials. Marketing is part of PennWell's financial investment in the project, and we reserve the right to make any cover or title decisions that we feel will enhance the marketability of the book, considering the many different marketing channels your book might be submitted to.

What is your marketing timeline?

You will be provided with a detailed timeline after your publishing agreement is signed. In general, the marketing timeline begins as soon as your final manuscript is delivered to PennWell. The first few months will be spent discussing marketing strategy with the Author and developing marketing artwork and copy. The actual marketing efforts (web marketing, etc.) begin approximately three months prior to the expected publication date of the book and increase as the publication date grows closer.

How much do I have to pay to get my book published?

PennWell does not charge to publish your book. The editorial management, technical reviews, editing, design, marketing, inventory management, and sales management are provided at our expense. We are a traditional book publishing operation, offering a standard arrangement where we bear the costs of publication and pay the Author a royalty based on the book's net sales. Our royalties are very competitive for the technical and textbook publishing markets, and your book will have the added advantage of PennWell's unique market depth in the emergency services arena.

Can I still teach on my topic or write articles on it after my book is published?

Yes! Publishing your book does not mean that we own the rights to your previously written articles, training, or website information on your topic. We do ask that you not duplicate large portions of your book in articles, blogs, or other publications without discussing it first with your sponsoring editor. You can use up to 30% of your book as published in your classroom notes or PowerPoint. However, it's even better if your students use your book itself for classroom study.

Can I resell my books through my website or in my classes?

Yes. As Author you will receive a 35% discount off the list price of your book. You are then free to resell the books to your students or other markets at list price or whatever price you prefer.

When will I receive sales reports?

Under your publishing agreement, you will receive royalty payments and sales statements twice a year, issued on March 31 and September 30.

These are most of the questions that are appropriate to discuss prior to a publishing offer. If you have any additional questions, feel free to send them to your sponsoring editor when you submit your proposal.



Thank you for your interest in publishing with PennWell! Here are our guidelines for book proposal submission. Please answer the attached questions and send the following:

- Your project outline or table of contents (required)
- A sample chapter, or if not available, another writing sample related to your topic (required)
- Your current professional resume, including past publications and speaking events (required)

Submission Deadlines:

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Proposal Considerations:

Page count. We require a minimum of 100 single-space text pages (12-pt Times font, 1-inch margins) to consider for a print book project (not including artwork), and prefer no more than 400 single-space pages.

Color. If your proposal requires color, please note this in your answers. We try to accommodate author requests, but color print costs can disqualify a proposal if costs outweigh market potential for the book.

Artwork. As Author, you are responsible for creating or gaining permission to borrow all photographs and artwork in your book. ALL photos must be submitted in 600 dpi JPEG or print-quality PDF formats and comply with recognized safe practice according to NFPA, NREMT or other guiding organizations.

Timeline. If your proposal requires a certain publication date to be marketable, please make that clear in your proposal. We can only accommodate those needs if the timeline is sufficient for production.

Promotion. Please hold any self-promotion of your project as a *Fire Engineering/JEMS* publication until your proposal is accepted and publishing agreement signed. Do not create book logos, cover designs, or titles for display.

Again, thank you for your interest—we look forward to seeing your proposal!

FIRE/EMS BOOK PROPOSAL QUESTIONNAIRE

Date of Submission: _____

To submit your answers online, go to our Author Information webpage at

<http://www.pennwellbooks.com/prpr.html>

Note: The boxed questions at the end of this form are not included in the online form. If you submit online, please answer the boxed questions in the Comments field at the end of the form.

PERSONAL DATA

Name: _____

Mailing Address: _____

Telephone: (business) _____ (cell) _____

Facsimile: _____ E-mail: _____

These questions help us assess your book idea, audience, and publishing costs. All questions are important. If any do not apply to your idea, please answer with N/A to let us know you did see the question.

BOOK CONTENTS

Proposed title of book: _____

Brief synopsis of book: _____

List the benefits readers would obtain from your book:

(1) _____

(2) _____

(3) _____

List the different types of readers (by job title) who would be interested in reading your book:

(1) _____

(2) _____

(3) _____

When will the book manuscript be complete and ready for submission? _____

PRODUCTION PLAN

Please review the artwork instructions on the cover page to this Questionnaire before answering the following questions. Your answers below will guide the approved book budget if a contract is offered.

What software will you use for your text and/or artwork? _____

Approximately how many **doubled-spaced** text-only pages will be in the manuscript? (200 double-space text page minimum, and 500 double-space text page preferred maximum. Please provide your *maximum or upper range* projected page count.

Consult your editor if **double-spaced** page count will exceed 600.)? _____

Will there be photography in the book? _____

How many black-&-white photos? _____ color photos? _____

Is the color photography mandatory? _____

Must the color photography be on the same page as the text or can it be grouped in "color sections" within the book? _____

Will there be line drawings, charts, graphs, or other artwork in the book? _____

If yes, approximately how many will there be? _____

If yes, how many will be: full pages? _____ half pages? _____ other? _____ electronic files? _____

If electronic, what format/filetype? _____

How many figures/photos will need to be scanned from hardcopies? _____

Will there be tables in the book? _____ If yes, how many? _____

Will there be mathematical equations in your book? _____

If yes, how many: Simple (1 line)? _____ Complex (2 or more lines)? _____

Are there any special content considerations that would affect the dimensions of the book (standard dimensions are 6 x 9, 7 x 10, or 8.5 x 11)? _____

How long will your book be current before it needs to be revised? _____

MARKETING INFORMATION

Please list any similar books currently in publication:

(1) _____

(2) _____

(3) _____

How will your book be superior? _____

Please add any comments or suggestions you have for the promotion and marketing of your book:

Could the book be used for academic text? _____

If yes, for what courses? _____

Do you conduct seminars/short courses? _____

If yes, how often? _____

Would you use the book in your seminars/short courses? _____

How large is the attendance? _____

Will the book have been evaluated by other professionals/experts before it is submitted? _____

If yes, by whom? _____

In your judgment, what publications would review the book? _____

Additional Questions

The following questions are not included in the online form. If you submit online, please answer these questions in the Comments field at the end of the form, or submit them with your chapter outline document.

<p>* Will your text meet the knowledge requirements for any NFPA Standards? If so, which one, and how much of the Standard?</p> <hr/>
<p>* Will your text meet the objectives for any FESHE or EMT curriculum courses? If so, which one(s)?</p> <hr/>
<p>* Do you plan to include any instructor resources (instructor guide, test questions, instructor Powerpoint, etc.)?</p> <hr/>
<p>* Have you published any articles with Fire Engineering Magazine or JEMS? _____</p> <p>If yes, how many/when? _____</p>
<p>* Have you made presentations at FDIC? _____</p> <p>If yes, how many/when? _____</p>
<p>* Have you written articles or presented for other magazines or conferences? _____</p>
<p>* If yes, which magazines or conferences and how recently did your presentations occur? _____</p> <hr/>

PLEASE RETURN TO:

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Thank you for your assistance!