

AUTHOR GUIDELINES

Dear Author,

Welcome to McGraw-Hill Education. You are now part of a team working for one of the leading publishing companies today. McGraw-Hill Education is a learning solutions company. We are a major educational and professional publisher with trusted content, innovative technology and outstanding service. McGraw-Hill is proud to have been selected as your publishing partner.

This brochure introduces you to the various stages your idea will go through in its journey from initial concept to marketable product. We take the opportunity to clarify the different tasks you will be required to undertake during each stage and also explain the roles of some of the many McGraw-Hill people who will be working with you during this journey.

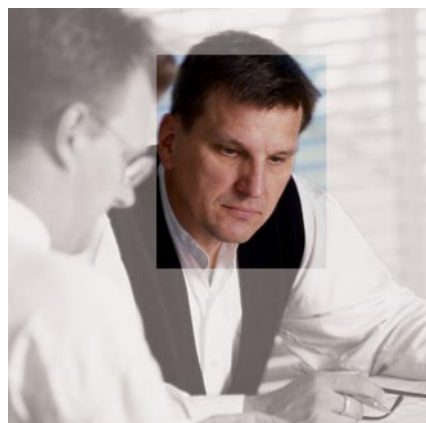
Concept

The **Publisher** or **Acquisitions Editor** manages a publishing program or portfolio. By talking to teachers, professors, curriculum groups and other leading people in the field, they plan and publish as many books as are needed to serve particular markets. In essence, they are the project leader and your main contact - particularly in the early stages of planning, contracting and scheduling. You may also have contact with our helpful **Editorial Coordinators** who are an integral part of our publishing team.

Development

The next phase of the publishing process is the writing and developmental phase. This will be managed either by a **Development Editor** or your Acquisitions Editor. They will help you manage the specific detail of the project, including:

- deciding upon pedagogical features
- establishing and meeting timelines
- helping content fit market needs
- confirming manuscript specifications
- producing supplementary material
- consulting on cover and internal design.



Permissions

In writing your work you are creating copyright material that McGraw-Hill will protect on your behalf. We will also collect and pass on any permissions fees you are due. Obtaining permission to use textual or illustrative material is a significant part of the educational publishing process. To protect both author and publisher, it is important that permission is secured when you are using any third-party copyrighted material. Our **Permissions Editor** can help with application for any copyright material you intend to use in your book. We will also negotiate the best possible fee and secure the material (if artwork) in a form that will do justice to your work.



Production

The **Project Editor** will assume responsibility of the production of your book once the complete manuscript has been accepted by the Acquisition and Development Editors. The Project Editor will supervise a range of freelancers that are experts in their field – including copy editors, proofreaders, designers, typesetters

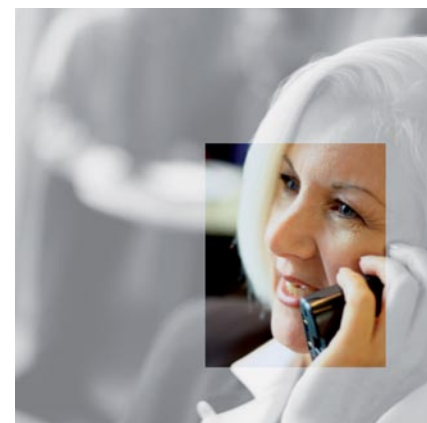
and indexers. It is the responsibility of the Project Editor to keep the project running on time and to budget. They manage the production schedule very carefully to ensure your book is sent to the printer in order to launch to the market as planned.

Publication

You will receive a special advance couriered copy of the published book approximately six weeks from the date it goes to the printer. The bulk stock is available about one month after that which is when you can expect to receive the remainder of your author copies for proud display and promotion.

Sales and Marketing

Once the manuscript has been transmitted to production, our Sales and Marketing teams start actively promoting your book. In consultation with the Publisher or Acquisitions Editor, they will develop a sophisticated sales and marketing plan to maximise market visibility and sales opportunities for optimal success. They may contact you directly to discuss the marketing campaign and gain your valued input.



The Publishing Process: Step by Step

