

Nāyikā Publishers
Watford, Herts.,
England.

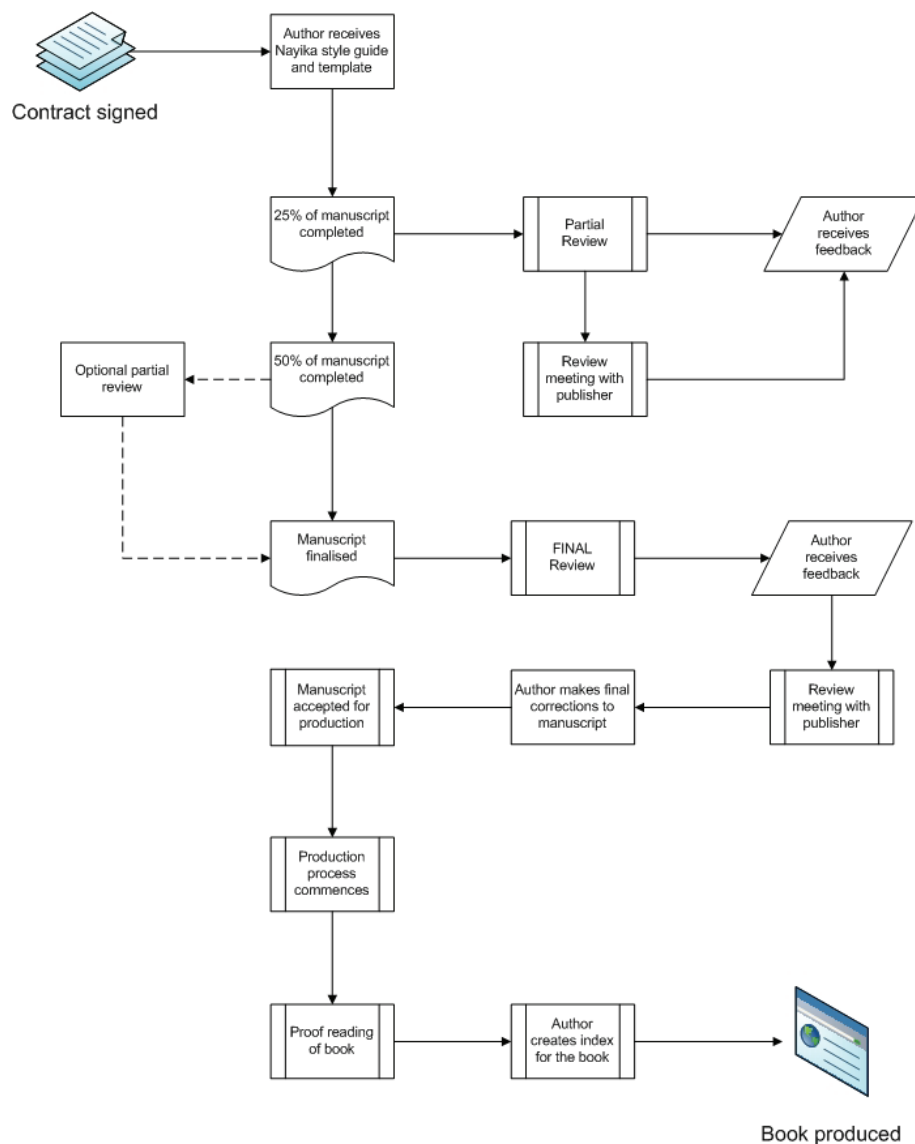
Phone: +44-(0)845-475-0436
Fax: +44-(0)870-475-0437
Web: <http://www.nayika.com>

NĀYIKĀ AUTHOR'S GUIDE

An overview of processes involved in commissioning your book

Introduction

The main aim of this document is to provide an overview of the process we follow at Nayika when commissioning a book as it relates to the author. This process starts when, as a prospective author, you submit a proposal for a manuscript for your book. We then consider the proposal and, if required, query various aspects of it with you as well as other leading figures in the appropriate field. Once we accept the proposal, either as-is or in a modified form, we then sign contracts. Thereafter, the main work of creating your book begins. You write the manuscript sending us your work at stages for partial reviews. Once completed, we perform a final review of the manuscript, assign an ISBN number to it, and begin the production process. We then work together in marketing the book and, once sales begin, you receive a monthly statement of sales and proceeds.



• FIGURE 1: The writing process

Writing your manuscript

MANUSCRIPT COMPONENTS

The following components can be in a book, although not all of them are required. Those that are compulsory have been marked with an asterisk (*).

1. Front Matter

Dedication
 Preface*
 Introduction*
 Acknowledgments*
 Table of Contents*
 Table of Figures
 Table of Tables

2. Body

Parts
 Chapters*

3. Back Matter

Appendices
 Glossary
 Bibliography*
 Resources*
 References*
 Index*

WRITING GUIDELINES

A template using OpenOffice or Microsoft Word shall be provided to you for writing your manuscript. If you prefer to use another word processing application, then please let us know in advance. The Nayika author's template includes basic paragraph tags and heads that the typesetter will use to convert it to TeX format for typesetting. Additionally, the template includes typographical conventions and guidelines for creating your graphics. Please use these fully when writing your book's manuscript.

Manuscript organization

The organization of the manuscript varies from book to book. However, given below are some general guidelines that will help in making your book a high quality one.

- Chapters should all be of the same length as far as possible
- Chapter introductions, summaries, notes, tips and sidebars are used in some Nayika design styles. If you feel they will enhance your manuscript, you are free to use them. However, please apply these features consistently to all chapters.
- Chapters may be organized into Parts by subject: form should follow content. If you decide to sub-divide your manuscript by using Parts, then please include short Part introductions, as they are helpful to the reader.

Writing style

The Nayika style is based upon the *Chicago Manual of Style*. Please consult <http://www.chicagomanualofstyle.org> for more information -- especially for questions regarding punctuation, sentence structure, grammar, and organization of bibliography, footnotes and references.

The Nayika style uses capitalization in heads and captions for figures and tables: this means that only the first word and proper names are capitalized. When referring to a chapter, figure or table in your book, please do not capitalize. For example: "Please refer to figure 1.2" or "See chapter 3."

If there are any special style issues in your book, such as sidebars, mathematical formulae, a large amount of code, colour requirements, etc., then please contact the production manager or the publisher for solutions.

Source code

Source code should be typed in Courier 10pt. It should not wrap, should not have tabs in the middle of any line, and it should not exceed 68 characters per line (including spaces). Please follow the Nayika style guide for annotating your code.

Submitting your manuscript

Nayika accepts manuscripts in Microsoft Word (Word 97, Word 2000 and above versions) and Open Office formats. Early in the process, we will send to you an electronic word document that you will use as a template in which you will write your text files. You will receive guidance from us for use of the template.

Be sure to read carefully the Instructions that form part of the template before you begin work.

Important: DO NOT use any "fast save" feature in Windows; the fast save is known to corrupt files while importing to pagination software.

Here are some reminders as you prepare to submit your manuscript; please bear in mind that improperly formatted manuscripts risk delay in publication.

- Spell-check your document.
- Do not use links or bookmarks; type in cross references by hand.
- Save each chapter in a separate file: ch01.doc, ch02.doc, ch03.doc . . . ch15.doc
- Save each front and end matter element as a separate file: preface.doc, toc.doc, glossary.doc, biblio.doc.

GRAPHICS SPECIFICATIONS

All art, graphics, tables, figures and screen dumps should be generated electronically and submitted as one of these formats: jpg, eps or svg.

Please use an illustration application other than Microsoft Word to create the graphics.

The table below offers guidelines for graphics formats.

| Figure | Format | Resolution | Suggested Program |
|----------------|------------------------------|------------|------------------------------|
| Screen capture | .JPG or .TIF (print quality) | 300 dpi | n/a |
| Line art | .SVG or .EPS | 300 dpi | Inkscape, Illustrator, Visio |
| Graphics | .JPG or .TIF (print quality) | 300 dpi | GIMP, Adobe Photoshop |

• TABLE 1: Graphics formats and specifications

You may include art and graphics within your Word or OpenOffice manuscript for review purposes. However, for final production, please submit separate art or graphics files. All art should be numbered clearly (Figure 3.1, Figure 3.2, etc.) and be accompanied by captions that are numbered correspondingly. Don't forget to refer to each figure or table within your text!

To sum up, this helps the process tremendously:

- Have all art saved separately in a file. Name the file so that it refers to the figure in the text; for example: fig_3.1.jpg or fig_3.3_v1.svg
- Each figure should be numbered by chapter and figure; for example: fig_3.2.tif contains the graphics for the 2nd figure in the 3rd chapter.
- Complete the caption for every table and figure.
- Make a reference to each figure or table in your manuscript text.

PAGE COUNT

Please bear in mind that the typeset book will have a different page count from your manuscript. A Nayika book has approximately 250 words per page. Take your total manuscript word count, add 150 words for each figure or table, and divide the total by 250. This will give you a rough idea of how big your book will be.

INDEX

An ideal index should be about 2-4% as long as the book or, generally, should have one entry per 100 words of text. You may create the index in one of two ways:

- Print out your final manuscript, once it has been approved for production, and use a highlighting pen to highlight the words you wish to index. Send us the manuscript and we shall then do the rest.
- Highlight the index entries in your final manuscript using the highlighting function in Word or Open Office, and submit the file to us.

Manuscript reviews

The partial and complete review manuscripts can be sent to Nayan by email or uploaded electronically to your file area. The review editor will assign an FTP location for your book and send you detailed logging in instructions. The review process usually takes 4-6 weeks from start to finish. You should version control your files using the following suffixes when submitting the files to us, as the table below shows.

| Process | Suffix | Example |
|--------------------------|--------|---------------------------------|
| First Partial Review | r1 | fig_3.2.r1.jpg; chap_4.3.r1.doc |
| Second Partial Review | r2 | fig_3.2.r2.jpg; chap_4.3.r2.doc |
| Final Review | r3 | fig_3.2.r3.jpg; chap_4.3.r3.doc |
| Submission to Production | f | fig_3.2.f.jpg; chap_4.3.f.doc |

• TABLE 2: File naming convention

Production

When your final revised manuscript is formally accepted for production by Nayan, production and printing will take about three months. A lot happens during this period: the production team, comprising the copyeditor, the typesetter, cover designer and proof reader get to work. During this time, a lot depends upon how well you have prepared your manuscript, by using the guidelines, and how responsive you are to the production team.

The production manager creates a team, coordinates schedules and monitors progress. All members of the team, however, are encouraged to contact the author directly with any queries they may have.

Copyediting usually takes two to three weeks; typesetting, four weeks; proofing, two weeks; cover design, two to three weeks; printing and logistics, four weeks. A further six weeks later, the book appears on the bookshelves of major booksellers.

Final steps: Production due diligence and marketing

Once your final manuscript is accepted officially, the book process enters the production phase. How can you help?

The author is expected to be available for queries made by the copyeditor and typesetter, and to answer them promptly. You will also be required to look at the page proofs when they are ready; this will take around six to eight weeks after your final manuscript is accepted. All corrections need to be made on paper and sent to the typesetter; we ask authors to proof-read within a week, if possible.

BOOK COVER

You will be asked to review the back cover of your book. This will usually be the 'About the Author' section as well as the book description written at the back of the book.

PROOF READING

Final proofs will be sent by the typesetter to the author, a professional proofer and to the book designer for review. This will normally be around six to eight weeks after the final manuscript is accepted and enters the production process. All corrections should be made on paper and sent back to the typesetter for entry. We ask authors to send back their proofs in a week, if possible.

RESOURCES

Source code or any other resources such as diagrams or presentations are made available for your book from the publisher's web site. After the book has been proof-read, you will need to send these to Nayika.

AUTHOR'S BLOG

The Nayika web-site will have a link to the author's web-site or blog, and you may want to update them to discuss the release of your book.

AUTHOR'S QUESTIONNAIRE

To launch and promote your book successfully, we request that you fill in the Nayika Author's Questionnaire. This will help us market the book to as wide an audience as possible as well as to identify novel ways of marketing your book. The questionnaire will be sent out to you prior to the first partial review of your manuscript. Your prompt and careful response is vital to our

marketing efforts as we can only be as effective as the information you provide. Please use as much space as necessary.

PRINTING

After the typesetter enters corrections from the proof-reading phase, it takes about a week for the book to enter the printing phase. Two weeks after this, you should receive your complimentary copies of the book at your doorstep!

PRESS RELEASE

Our PR manager will send you a Press Release for your book for any suggestions as well as for your approval.

Milestones' timeline

Listed below, in brief, are the main events in the timeline in commissioning our book. The author's involvement, together with the publisher, is marked with an asterisk (*).

1. Contract signed*.
2. Marketing questionnaire submitted*.
3. Front cover designed.
4. Partial review(s): submit manuscript for review*.
5. Assess feedback from review and make necessary changes to table of contents and/or content*.
6. Final review: submit complete manuscript for review*.
7. Provide excerpts of the book for posting on web-site as well as press release*.
8. Web page for book created.
9. Perform final revisions of the book and index it*.
10. Complete book cover design.
11. Production:
 - a. Copyediting.
 - b. Typesetting.
 - c. Proof-reading*.
 - d. Printing and shipping.
12. Create eBook version of the book, if applicable. Most Nayika books are available in various electronic formats.
13. Submit source code or any other resources for uploading to web-site.
14. Press Release.
15. Marketing: organize and attend book signing or other such events*.