

# GUIDE FOR AUTHORS

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## COMMUNICATION

We encourage you as our author to communicate with us and to stay in touch regularly during the writing, development, production and publication phases of your project. It is important that you let the editorial team know how you are progressing and if you have any problems or queries at any stage of the process.

Below is a list of the Pharmaceutical Press staff you will be in touch with through various stages of the project:

- Publisher: your contact during the idea and proposal stage, through signing of your contract and during writing of the text.
- Senior Development Editor/Editorial Assistant: your contacts during writing of the text, submission of the manuscript and the peer review process.
- Production Editor: your contact during editing, proofing and printing of the text.
- Marketing Manager/Executive: your contact throughout the whole process should you have ideas regarding marketing activities.

Contact details for all the above staff for our particular project will be provided to you.

## SCHEDULE

It is very important that you keep to the schedule and delivery deadline for your project.

Once a title has been contracted and the delivery date has been agreed, the project officially becomes part of the publishing programme, the publication date is set, it becomes part of the budget, and a marketing plan is put into place. Therefore any delay to the delivery date can cause problems.

We require sample material at specific stages of the writing process as outlined in your contract. Please ensure that this is delivered on time to allow us to provide feedback and to monitor progress.

The most important thing is that we as publishers are always aware of any potential problems or delays. Therefore good communication with our authors is key to the healthy progress of every project. Please let us know as soon as possible if you become aware that a delay is likely.

## PREPARING YOUR MANUSCRIPT

When submitting your final draft manuscript, you should supply us with the complete text and illustrations. This should consist of the following sections:

- Title page
- Contents list
- Author affiliations and qualifications (for editor/author and contributors)
- Contributors list (where necessary)
- Preface
- Acknowledgements/dedications
- About the author

- Main text
- Appendices
- References/Bibliography
- Tables
- Illustrations
- Captions for figures
- Captions for tables
- Permissions

Your manuscript should be submitted electronically, preferably by email.

## WORD-PROCESSED FILES

We can use files created in any common word-processing package. If you are in any doubt about compatibility, please contact Pharmaceutical Press. Please supply each chapter as a SEPARATE file, with the tables and figures EXTRACTED, and ensure the file names are meaningful, e.g. 01Text, 01Tables, 01Figures.

## FORMATTING

We require simple word-processed files, containing **text** only. Avoid unnecessary styling and formatting and insertion of any images or graphics. Follow these guidelines when preparing your files.

### DO

- Leave the text ragged on the right-hand side
- Use your program's normal margins
- Ensure paragraph breaks are obvious
- Use italics for mathematical symbols, species names, Latin terms, and journal and book titles
- Number all pages consecutively

### DO NOT

- Insert headers or footers
- Use forced page breaks
- Justify the text
- Centre text
- Tab (except at the beginning of each new paragraph or to display a quote, using one tab space only)
- Use more than one space between words and between sentences
- Design the pages
- Use tint boxes or rules
- Use the Enter or Return key at ends of lines
- Use hyphens at the end of lines to break words
- Apply formatting styles such as bold or italic unless essential for sense
- Use ALL CAPS

## EDITORIAL STYLE

### HEADINGS

Make sure that you use headings consistently throughout the text.

The hierarchy of your headings should be easily identified. You can either use a coding system or you can format the headings so that the hierarchy is obvious.

#### Example 1: Coding headings to indicate hierarchy

<<CH>> Chapter title

<<A>> Main heading

<<B>> Second level heading

<<C>> Third level heading

#### Example 2: Formatting headings to indicate hierarchy

## Chapter heading

### A heading

B heading

C heading

### STYLE POINTS

#### GENERAL

You should only use italics for mathematical symbols (*see below*), titles of publications, foreign language and species names in biology (e.g. *E. coli*). Capitalisation should be minimal – use only for proper nouns and where required in acronyms.

#### SPELLING

Please check with Pharmaceutical Press whether British or American English should be used. In general, use ‘-ise’ endings in preference to ‘-ize’, except in titles such as World Health Organization.

#### UNITS

Always use SI units unless there is a good reason for not doing so. If other units are used please put the SI equivalent in parentheses or provide a conversion table. Please refer to *Units, Symbols, and Abbreviations* 5th edn (Baron D N. London: Royal Society of Medicine Press, 1994) and be consistent in your use of units.

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## SYMBOLS

If you use many symbols in the text please provide a list. This will aid the typesetter in their job.

- Indicate whether they should be printed in roman, bold or italic type.
- Spell out the name of the symbol in the margin if there is any possibility of ambiguity.

Make sure that you use the same conventions for the lettering on the illustrations and in the captions to the illustrations as you have used in the main text.

The most important thing is to be consistent in your use of symbols and abbreviations.

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## ABBREVIATIONS

Apart from those that are most commonly used, all abbreviated words should be given in full when you first use them in a chapter, with the abbreviation in parentheses. Decide whether or not you intend to abbreviate and then stick to your decision throughout the text.

If you have a lot of relatively rare abbreviations, please provide us with a list.

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## FOOTNOTES

Avoid footnotes wherever possible, particularly within the main text. If there are instances where footnotes are essential, they should be typed at the end of each chapter, and numbered to match the numbers appearing within the text.

For footnotes to tables, *see under* Preparing Tables and Illustrations.

Please DO NOT use any type of footnote or referencing programme.

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## EQUATIONS, CHEMICALS AND CHEMICAL STRUCTURES

It may not be possible to present mathematical or chemical formulae adequately using a word processor. In these cases, please number the formulae, indicate within the text where they should be inserted (e.g, insert formula 1 here) and provide a separate hard copy/electronic copy list of formulae.

Similarly, organic structures should be drawn and submitted on separate sheets of paper with the point of insertion in the text clearly marked, whether or not they actually constitute a figure.

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## REFERENCES

References should be collated at the end of the chapter or book; check with Pharmaceutical Press whether you should use either the Harvard or the Vancouver system. If you are writing a single chapter, check with the Editor of the book which system is being adopted. Whichever reference system is used must be consistent throughout the manuscript.

Full details on how to format your references can be found in our guide to Reference Styles.

## PREPARING TABLES, BOXES AND ILLUSTRATIONS

### FIGURE CAPTIONS

Each illustration (e.g. line artwork, photograph, radiographic image) must have a caption. The captions should be numbered and presented as a complete list, in a file separate from the main text.

- Each caption should consist of a concise explanation of the figure.
- Captions should also include appropriate information on permissions (*see* Permissions, p.11) and acknowledgements.

### NUMBERING TABLES, BOXES AND ILLUSTRATIONS

Tables, boxes and illustrations should be numbered separately from each other, and sequentially within each chapter. For example, the first table in chapter 6 will be Table 6.1, the first figure in chapter 6 will be Figure 6.1, and likewise with boxes.

Please number all illustrations, whether line illustrations or photographs, in sequence within each chapter. Colour plate sections are an exception and should be numbered separately.

### PRESENTING TABLES AND BOXES

Please supply tables and boxes as separate files per chapter. For tables and boxes, you should use the table formatting option in your word-processing package in preference to inserting tabs between column entries. Boxes can just be one single table cell.

- Include a concise title that indicates what the table or box shows.
- Supply a heading for each column in tables and a main heading for a box.
- Make sure each table and box is fully explanatory so that it can be understood without reference to the text.
- Include all units of measurement.

Footnotes should be used in tables and boxes only when necessary, identified by lower case letters and not numbers. They should be positioned at the bottom of each table or box.

### POSITIONING TABLES, BOXES AND ILLUSTRATIONS IN THE TEXT

Tables, boxes and figures must be provided in files separate from the main text. However, you should flag the optimum position of each table, box and figure in the text by indicating, for example, '<<insert TABLE 2.3>>'.</p></div>
<div data-bbox="142 851 528 867" data-label="Text"><p><b>Example 3: Flagging tables, boxes and figures in the text</b></p></div>
<div data-bbox="838 920 857 937" data-label="Page-Footer"><p>6</p></div>

...A mortality rate of 98% has been reported in MODS with three or more organ system failures persisting >72h,8 but this depends on definitions of the organ failure (Table 10.1). Outcome in MODS has been found to be determined both by the number of failed organ systems and the duration of organ system failure.

<<Insert TABLE 10.1>>

Features of dependence may include the patient continuing to take the drug despite deriving no medical benefit from it (and even suffering side-effects), tolerance, withdrawal reactions, preoccupation with the drug, and drug-seeking behaviour (Box 12.1).

<<Insert BOX 12.1>>

...It is also frequently associated with any type of serious illness, such as uncontrolled sepsis due, for example, to pneumonia or rupture of an abdominal viscus, pancreatitis or shock from any cause (Figure 10.1). One factor which may be implicated in the pathogenesis of MODS is gut mucosal ischaemia.

<<Insert FIGURE 10.1>>

Passage of endotoxin into the portal venous system, activation of liver macrophages and systemic bacteraemia/endotoxaemia combine to initiate the systemic inflammatory response...//...The inflammatory mediator cascade between tissue injury, SIRS and development of MODS is outlined in Figure 10.2. The mediators are implicated in neutrophil sequestration ...//... Inflammatory mediators may also disrupt intracellular oxygen utilisation.

<<Insert FIGURE 10.2>>

On a global scale, the effects of this inflammatory process is a state of hypermetabolism, ...

## PRESENTING ILLUSTRATIONS

### LINE ARTWORK

In most cases we will redraw all line artwork from any roughs you supply, to maintain consistency of style throughout your book.

- All artwork should be submitted as separate files. Indicate the figure number in the file name.
- Remember to ensure that the terms used on the figure correspond with those used in the caption and the text.
- Keys to symbols or letter codes used in the figure should be included in the caption, and not placed within the figure itself.

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## PHOTOGRAPHS

Photographs should be supplied as digital images, and the image resolution must be at least 300dpi when the photo is taken (not a digital photo that has then been taken and then re-saved as 300dpi) and 1200dpi for line illustrations. Digital images must be supplied as TIFF or JPEG files with a minimum resolution of 180KB.

Black and white photographs (halftones) should be clear with good contrast and clarity. Where possible, avoid supplying colour originals for figures that are to appear in black/white.

It will have been agreed in advance if colour photographs are to be included in your book. We will advise you whether the colour figures will be treated separately, or integrated throughout the book.

## PERMISSIONS

It is absolutely essential that you obtain permission for material for which you do not hold the copyright.

## MATERIALS REQUIRING PERMISSION

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### YOUR OWN WORK

If your own work is published by another publisher, you must obtain permission to borrow material from that publisher if you do not hold the copyright.

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### EXTRACTS

The 'fair dealing' provision of the Copyright Act allows, generally, for the use of one extract of not more than 400 words from any one work, or a series of extracts not exceeding 800 words in total from any one work without the need for written permission. The use of Crown/Parliamentary/Government copyright material must always be cleared.

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### TABLES, GRAPHS AND CHARTS

Permission is required for the use of tables, graphs and charts if they are unchanged or only slightly modified. However, you may take data from a table and construct your own table, or change vertical columns into horizontal rows, without securing permission. In these cases, you must cite the source of the information, in the form of either 'Data from...' or 'Modified from...'.

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### LINE ARTWORK

You need permission to use unaltered or slightly modified copyrighted artwork. However, if the original artwork is altered significantly beyond recognition, permission is not required.

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## PHOTOGRAPHS

Permission is needed for photographs for which you do not hold copyright. This is likely to include photographs from your own institution, including those you have taken yourself. Check whether the copyright is yours or whether you need the institution's permission.

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## OBTAINING PERMISSION

You should start obtaining permissions as early as possible. A Permission Request Form is enclosed with this guide, of which you may make copies. This form is also available from Pharmaceutical Press direct as a hard copy or can be downloaded from author section of the website ([www.pharmpress.com](http://www.pharmpress.com)). You should send the form to the copyright holder, who is usually the publisher. Alternatively, many publishers allow you to seek permission via their website, which can often be the quickest option.

It is worth noting that Pharmaceutical Press is an STM signatory, as this allows us the right to receive permission without charge from other signatories. Ask our advice if any copyright holder seeks to charge. Copies of all permission forms, both those that have been signed and those that have been sent but not returned, should be submitted as part of your complete manuscript.

**If in any doubt, apply for permission. We cannot publish material from other publications without permission.**

The copyright holder may give you instructions on the form of acknowledgement to be followed; otherwise follow the style: 'Reproduced with permission from [author], [book title]; published by [publisher], [year].' at the end of the caption.

## INDEX

If an index is required, it will be prepared by a professional indexer. You will receive a copy of the index about one month after you get proofs of the text to check.

## BIAS AND PAROCHIALISM

It is our policy not to publish material that we deem to be sexist, racist or prejudicial in any way. Sentences can usually be reworked to avoid sexist and non-inclusive language, for example, replacing mankind (humans, humanity, people); man-made (artificial, synthetic); manpower (workforce, staff, human resources); the man (the person, the individual), etc. Please be aware of the effects of any parochialism, racist language or stereotyping in your text and modify it if necessary.

## THE PUBLISHING PROCESS

### EDITORIAL DEVELOPMENT

PhP will check that the submitted manuscript is complete and fits its brief in terms of length, quality and contents. In most cases, the manuscript will be sent for external peer review. The reviewers' comments will be returned to you, together with any additional comments, queries or requests from PhP. Please note that PhP reserves the right to reject a manuscript at review stage.

Once you have completed any required revisions to the manuscript, the final manuscript will need to be returned to PhP by the specified deadline. Please inform us of any expected delays during the revision process that may cause you to miss this deadline.

PhP may ask the reviewers to check the revised manuscript if significant changes have been made. Based on internal assessment and external reviews, PhP will make a final decision regarding publication and inform you of the outcome.

### EDITORIAL PRODUCTION

Once your manuscript has been accepted for publication, it will be edited by an experienced professional copyeditor. The text will be edited for consistency, style and grammar, and the copyeditor will check that all figures and tables are supplied and cited in the text. This stage usually takes about 4 weeks, and the copyeditor may contact you directly with queries.

When all the queries have been answered, the manuscript will be sent to the typesetter for setting into proofs. The page proofs will be an accurate representation of how the printed book will look. A professional proofreader will check the proofs closely against the manuscript and, if required, an indexer will compile the index.

You will be sent a copy of your chapter (or of the whole book if you are the editor/main author), on which you will be able to make minor corrections before the specified deadline. If you have any major amendments or additions to make please discuss these with us first as at this stage it is important to keep amendments to a minimum – you may be asked to contribute to the costs if you make extensive changes. This will be your last chance to look at the proofs before the title is published.

Your corrections will be collated onto the proofs and the master set sent back to the typesetter for revision. At this stage, you will be sent a copy of the index if there is one. Revised and any other subsequent proofs will be thoroughly checked in-house at Pharmaceutical Press. When the text has been finalised, the book will be sent to be printed and bound. This last stage usually takes at least 4 weeks.

## SALES AND MARKETING

Prior to publication the sales and marketing team will put together a sales and marketing plan specifically for your title, a copy of which is sent to all authors for feedback. We try to ensure that campaigns and promotions are strategically planned and all the forthcoming sales and marketing opportunities analysed to ensure maximum response and eventual success. We are in a position to plan a wide range of promotional activities including direct mail, advertising, attendance at relevant conferences, exposure to relevant societies, e-marketing and worldwide selling via a team of international distributors and sales representatives.

In addition we welcome your ideas and suggestions for publicising your book. Please contact us with news of relevant conferences or meetings you may be attending, associations and societies that you feel would be interested in the subject, and any further ideas you have for publicising the product. Once your manuscript has been received, you will be sent a Marketing Information form to fill in and this form will include a substantial amount of information regarding journals, conferences etc and will help form the marketing plan for your product.