

PUBLICATION PROPOSALS

Individuals interested in submitting a proposal for a new title to Pharmaceutical Press are requested to provide the following information. Please supply as much detail as possible since this will be used to evaluate the suitability for publication.

Please note that it can take up to 3 months for your proposal to be assessed.

AUTHOR/EDITOR DETAILS

Please supply names and full contact details of all authors, and indicate the principal or corresponding author. If it is an edited work, please supply details of the editor(s) and a provisional list of contributors if possible. A brief curriculum vitae for each editor/author including details of any previous experience as an author, contributor or editor is helpful.

DESCRIPTION AND RATIONALE

Please summarise the aims and scope of the publication and why you think it is needed. Explain what it will cover, how much depth it will go into, and what is special about the approach, style or authors/editors.

Please also consider that increasingly information is accessed online and not solely in print. Online content can increase the usability of the text, for example offering search functions, interactive tests/games/quizzes, video and audio to help illustrate a topic. Please outline how the publication might lend itself readily to an online format.

TARGET AUDIENCE

You should include details of the intended audience and how the content will meet their needs. If available, it would be helpful if you could include the following details:

- Geographic territories in which the work will be relevant
- Primary and secondary markets e.g. undergraduate students, postgraduate students, practitioners, academics, industry researchers
- An estimation of the size of the relevant markets
- For textbooks, an indication of which courses and modules the book would be relevant for, if these are usually compulsory or elective modules, and an estimation of the number of students taking these courses or modules in any one year.
- For textbooks, the suitability of the publication to be adapted for use within an online learning environment and the likely benefits of doing this.

COMPETING TITLES

It is important that you include details of the main competitors to your title, or similar titles if there is no direct competition. These should include full bibliographic information such as author/editor, title, publisher, publication date, extent and price. We need to know exactly what distinguishes your text from these competitors. You may include publications that you know to be in preparation as well as those already published and please mention any online resources that may offer a similar learning outcome.

CORE CONTENT

Please supply a list of chapter titles and a brief outline of the content of each chapter/section. Also indicate if there are any special or pedagogical features to be included, such as hints and tips boxes, key learning objectives, case studies or self-assessment questions along with details of the frequency of updating of this content if applicable.

SUPPLEMENTARY ONLINE CONTENT

Please indicate if you plan to include supplementary material delivered online. For a textbook, this may include content such as case studies, short answer questions, multiple choice questions, images or teaching notes. It would be helpful if you could include details of supplementary material and the frequency of updating of this content if applicable.

ESTIMATED LENGTH

Please provide an estimate of the number of words of the proposed publication. It is important that this is a realistic estimate since this will inform our decisions regarding format, extent and price (and therefore financial viability) of the proposed publication.

ILLUSTRATIONS AND TABLES

If illustrations and/or tables are to be included we need to know approximately how many. For illustrations, we need to know if they will be line drawings and/or photographs, and whether they will be in colour or black and white. If possible, it would be helpful to know how many (if any) illustrations are likely to be reproduced from third party material where permission will need to be obtained. Please also give details of any videos, links, audio material or other digital content which you may wish to include.

SAMPLE MATERIAL

If available, please do supply a representative sample chapter or some sample material to show the level, approach and style of the publication.

PROPOSED DELIVERY DATE

Please estimate the amount of time that you will require for writing and/or the date by which you will be able to deliver your completed manuscript to us. We usually recommend 6-8 months of writing time for an authored project. For an edited project we allow 2-3 months more as the editor will want to check through the manuscript once all contributors' chapters have been written. Please ensure that you are realistic about the length of time that you will need and take into consideration any other commitments during the year that may affect your schedule.