

AMMP PUBLICATION PROPOSAL

Please provide the following information for consideration by the AMPP Books Advisory Group. This information will assist in determining the value of the proposed publication to NACE International and its members.

All sections must be completed.

Incomplete or illegible proposals will be returned with no action taken.

Submitted by:

Date:

Name:

Company:

Address:

Phone:

FAX:

E-mail:

Proposed Title:

Proposed Author(s)/Editor(s):

Brief Autobiographical Sketch of Author(s)/Editor(s) – please submit resume as well:

SECTION 1 - TECHNICAL CONTENT

Scope and content of proposed publication (attach Table of Contents with brief synopsis of each chapter content; provide sufficient detail to ensure an understanding of the factors that make this proposed publication unique; use additional pages as necessary):

Other publications existing on this topic (list title, author(s), publisher, and cost):

Significance of proposed publication (how does it differ from other publications available on the subject?) and factors relevant to marketability (e.g., lack of publications available on the topic, timeliness of topic, archival/reference value, etc.):

Do you have sample chapters available for review? If so, please attach. If you do not have sample chapters available for review please attach a writing sample from each contributing author. (This could be a set of notes, a manual, a paper, or anything that illustrates the author(s) writing style.)

SECTION 2 - MARKET DATA

Definitive description of anticipated audience (who will be interested? Size of audience? Please do not indicate “all NACE members”):

Definitive sales potential (how many copies will sell over what time period? What is an appropriate sales price?):

- **Anticipated Units Sold Per Year:**
- **Anticipated Member Price:**
- **Anticipated List Price:**

What TPC committees, other associations, etc. could be surveyed for market interest? Have seminars or other forums been held on this subject? What was the attendance at these forums? (Attach additional sheets as necessary.)

SECTION 3 - PRODUCTION DATA

Recommended Production parameters:

All submittals must be in compliance with the AMPP Style Manual and sent digitally in a format compatible with MS Word. All images must be at least 300 dpi, and you must either own the copyright, or obtained the copyright from

How many pages are estimated in the final title? (Pages):

What is the desired size of the title? (6"x 9"; 8-1/2"x 11"; other):

What binding is preferred? (Negotiable) (Hard, soft, spiral, other):

Is there a reason why this title should be in color? Please specify:

SECTION 4 - OTHER DATA

Please provide additional pertinent data that will assist the Books Advisory Group in determining the value of this publication to AMPP members:

SECTION 5 - PRODUCTION TIME SCHEDULE

Your project must include a production time schedule to which you are willing to commit. Please indicate major production milestones and the date for completion.

<u>Milestone</u>	<u>Description</u>	<u>Completion Date</u>
1	Completed proposal submitted	
2	Submission of completed manuscript	
3	Submission of all graphic elements	
4	Submission of all copyright releases (if required)	

SECTION 6 – AMPP STAFF ANALYSIS

**NOTE: This section filled out by AMPP staff*

List of AMPP titles that serve similar market:

Competitive publishers offering similar titles:

Sales Forecast for this Proposal:

1st year:

2nd year:

5th year:

Estimated production cost derived from author's requirements:

- Estimated Paging:
- Estimated Print Run:
- Estimated Book Composition Company Costs:
- Estimated Print House Costs:
- Estimated Final Unit:
- Suggested Pricing Guideline by Author:

Proposal Reviews: