



A Guide to Publishing

with

SUNY
PRESS

W e l c o m e

to the **State University of New York Press!**

As an acclaimed international publisher of distinguished research and notable works of general interest since 1966, SUNY Press supports the commitments of the State University of New York to teaching, research, and public service. Capitalizing on the latest advances in digital communication, the Press offers an innovative range of print and electronic publications to fulfill the evolving needs of scholars, students, authors, and readers.

In this guide to publishing with **SUNY Press**, we will explain:

- the acquisitions process—
from idea to manuscript
- the production process—
from manuscript to bound book
- the marketing process—
from marketing questionnaire to marketing plan

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Acquisitions

SUNY Press publishes in a number of different areas in the humanities and social sciences (please see pp 4–6 for list). We also publish, through our Excelsior Editions imprint, books of scholarly and general interest on the history, culture, society, and environment of New York and its surrounding states, as well as works of general interest related to our scholarly areas.

If you are a prospective author with a book project relevant to one of our current areas of acquisitions, please follow the guidelines below to submit your work.

Submitting a Book Proposal

For your initial submission, please send a proposal rather than the complete manuscript. Proposals should include the following:

- Cover letter
- Statement of the purpose, scope, and market for your project
- Brief abstract or description of the book (150–200 words)
- Table of contents
- Chapter-by-chapter outline
- Description of any illustrations (figures, tables, photographs, etc.)
- Timeline for completion
- List of competing titles, if any, or discussion of relevant competing/complementary literature
- Indicate any chapters that are previously published, if any
- Your current curriculum vitae or résumé with complete contact information
- If the work is an edited volume, a list of contributors and their affiliations

Please send an introduction and/or other sample chapter if one is ready and available. **Please do not send a full-length manuscript** until invited to do so by an acquisitions editor.

Please send your materials to **one** of the editors listed on page 6. If you are unsure which editor is appropriate, please send your submission to James Peltz. Electronic submissions are preferred (attachments should be Word or PDF documents), but if you are sending your materials by regular mail, UPS, or FedEx, send to:

SUNY Press
Attn: [Editor's name]
H. Carl McCall Building
State University Plaza, 353 Broadway
Albany, NY 12246-0001 USA

After receiving your materials, the acquisitions editor will review them and decide whether the project is a good fit for our list. We make every effort to review proposals in a timely manner, but because we receive hundreds of book proposals every year, it can take several months for us to assess your initial submission.

Simultaneous Submission Policy

SUNY Press accepts simultaneous submissions of proposals, but once you have been invited by an editor to submit your full manuscript, we do ask for exclusive review. SUNY Press does not review full manuscripts currently under consideration by another publisher.

Policy on Dissertations

SUNY Press does not publish unrevised dissertations. We do, however, consider book proposals that have their origins in dissertation research and are suitably revised. We recommend *The Thesis and the Book: A Guide for First-Time Academic Authors*, 2nd edition, edited by Eleanor Harman et al.; *From Dissertation to Book* by William Germano; and *Revising Your Dissertation: Advice from Leading Editors*, 2nd edition, edited by Beth Luey.

Submitting Your Manuscript

Once your SUNY Press editor has invited you to submit a complete manuscript, please send her/him one electronic copy of the manuscript. The document should be double-spaced and submitted as one file, saved in either Word or PDF format. If submitting an edited volume, please have each contributor use the same font/citation style. Please do not send original materials (such as artwork or photographs).

Peer Review

All scholarly books published by SUNY Press are subject to anonymous peer review and the final approval of our editorial board. As an aid in helping us to secure external readers, please include with your manuscript the names and institutional affiliations of three or four individuals you believe are qualified to review your manuscript. We will consider your suggestions as we decide whom to query. Please do not suggest an individual who might have a potential conflict of interest, e.g.:

- Is located on your campus, even if in a different department
- Coauthored or coedited another book with you
- Was on your dissertation committee
- Has communicated in depth with you about this specific manuscript
- Is a close personal friend
- Is a mentor/mentee

Also, if you strongly believe a particular individual would not evaluate your manuscript in an objective and impartial manner, you should inform your editor. Do not contact any potential readers yourself, as this compromises the anonymity of the review process. Unless the readers specifically waive their anonymity, their identity will not be revealed to you.

The length of the peer review process may depend on, among other things, the nature and length of the project and the timeliness and availability of reviewers. If you have a question about the process or the status of your manuscript, please contact your editor.

Acceptance for Publication

Once your peers have submitted their reports, the editors will evaluate them carefully. Under ordinary circumstances, these are the most common results of the review process:

- You will be asked for a brief written response to the readers' concerns and suggestions (if any) and to outline your final revision plans.
- You will be invited to revise and resubmit the manuscript for another round of peer review.
- The Press will decline to publish the manuscript.

If your response to the readers' reports is deemed satisfactory by the acquiring editor, your manuscript will be presented to the SUNY Press editorial board for final consideration. The editorial board consists of faculty members drawn from campuses across the State University of New York system. The mission of the editorial board is to make a final recommendation

that the project be accepted for publication or rejected. The editorial board meets on a regular basis, usually three times per year. Your written response to the reviews will be shared with the editorial board, along with the manuscript, the original reports, your CV, and a summary of the project prepared by your editor. You will be notified promptly and in writing of the decision reached at the editorial board meeting.

Preparing Your Final Manuscript

Please refer to the Production Guide for instructions on preparing your final manuscript for publication.

Areas of Scholarly Focus

SUNY Press publishes in a number of diverse academic areas. The Press's current areas of focus include:

African American Studies
Asian Studies
Education
Environmental Studies
Film Studies
Hispanic and Latin American Studies
Indigenous Studies
Italian American Studies
Jewish Studies
New York/Regional
Nineteenth-Century Studies
Philosophy
Political Science
Queer Studies
Religious Studies
Transpersonal Psychology
Twentieth- and Twenty-First-Century Studies
Women's and Gender Studies

African American Studies

Subjects and topics of interest include diasporic issues, civil rights, black churches, music, urban issues, families, blackness, racialization, film, literature, visual culture, black power movement, incarceration and prisons, slavery and its legacies, citizenship and nationalism, black youth, segregation, Afrocentrism, and Pan Africanism.

Asian Studies

SUNY Press is particularly well known for books on Asian philosophy and religion, with specific strengths in Chinese philosophy, religion, literature, and culture; Indian religions; Buddhism; and comparative East-West philosophy. Additional areas

of strength include work on Japan and Korea. While much of SUNY Press's Asian studies list highlights humanities scholarship, important work in the social sciences is a hallmark of the list as well.

Education

SUNY Press has published on a wide range of topics in education. Current areas of interest include higher education and critical university studies, sociology of education, social studies and social justice pedagogy, international and comparative education, multilingual and multicultural education, urban and rural education, philosophy of education, arts education, and literacy studies.

Environmental Studies

SUNY Press seeks works that systematically study human interaction with the environment, including the natural environment, built environments, and the sets of relationships between them. SUNY Press has published on these issues in relation to public policy, politics, law, economics, philosophy, sociology, planning, pollution control, natural resources, and the interactions of human beings and nature.

Film Studies

SUNY Press has published a variety of books on the history, production, cultural reception, and social meaning of film. Current topics of interest include specific films, filmmakers, genres, historical eras of film production, and production processes, as well as multicultural, ethnographic, technical, and theoretical aspects of cinema.

Hispanic and Latin American Studies

We seek books that explore the literature, visual arts, culture, philosophy, politics, and intellectual history of Spain and Latin America from a variety of theoretical and disciplinary perspectives in the humanities and social sciences. We welcome projects that intersect with Africana and diaspora studies, Caribbean studies, gender studies, Latinx studies, queer studies, and other related fields.

Indigenous Studies

SUNY Press publishes works that draw upon a variety of scholarly disciplines—including history, anthropology, philosophy, literary criticism, political science, economics, cultural criticism—to illuminate the range and complexity of the experiences of indigenous peoples in the past, present, and into the future.

Italian American Studies

In addition to scholarly studies in literature, film, sociology, anthropology, and history, we are interested in books for more general readers that can help extend the understanding of this important ethnic group and its role in the history and culture of the United States.

Jewish Studies

SUNY Press has a long-standing and wide-ranging list in Jewish studies. We publish scholarly works on Jewish history, culture, religion, philosophy, and literature, with a particular focus on the modern and contemporary periods. We also publish in Israel studies and Holocaust studies.

New York/Regional

Through its Excelsior Editions imprint, SUNY Press publishes general and scholarly books of history, geography, natural history, photography, architecture, cooking, wine, and travel/recreation, as well as works of fiction, poetry, and creative nonfiction. Our aim is to showcase the diversity and abiding energy of the peoples, histories, and natural beauty of New York State.

Nineteenth-Century Studies

One of the most exciting trends in scholarship on the nineteenth century is the tendency to redraw the boundaries of its chronological, national, and disciplinary limits. SUNY Press publishes books that extend the "Long Nineteenth Century" back in time to the mid-seventeen hundreds and forward through the *fin de siècle* and its connections to twentieth-century modernism. We welcome interdisciplinary projects that intersect a variety of fields, including literature, history, anthropology, history of medicine, urban studies, musicology, architecture, gender studies, art, science and technology studies, postcolonial studies, and subaltern studies.

Philosophy

SUNY Press publishes widely in philosophy and the history of philosophy, including ancient philosophy, German Idealism, phenomenology, existentialism, hermeneutics, philosophy of religion, Asian and comparative philosophy, contemporary French and Italian philosophy, process philosophy, pragmatism, environmental philosophy, feminist philosophy and gender theory, philosophy and race, and indigenous philosophies.

Political Science

SUNY Press has published on a wide range of topics in this field, dealing with the study of governments, public policies, systems, and political behavior. We are particularly interested in the following subfields: political theory, political philosophy, political ideology, political economy, policy studies and analysis, comparative politics, international relations, and related fields such as public administration. Our books on political science use both humanistic and scientific perspectives and tools and a variety of methodological approaches to examine the process, systems, and political dynamics of all countries and regions of the world.

Queer Studies

SUNY Press invites books at the intersection of queer studies with fields such as history, politics, law, philosophy, psychoanalysis, literature, education, and religion. We have published works in the humanities and social sciences on LGBTQIA identities, activism, and archives, and the relationship of sexuality to gender, race, ethnicity, class, region, and ability. We also seek books that develop queer theoretical frameworks to approach various artistic, cultural, and social forms and phenomena.

Religious Studies

SUNY Press has a very broad list in religious studies. Perhaps best known for the list on Asian religions, SUNY Press has also had a long-standing list on Islam as well as lists on Jewish religion and Christianity. SUNY Press is also recognized for books on women and religion, sexuality and religion, and the environment and religion.

Transpersonal Psychology

Topics of interest include spiritual self-development, peak experiences, mystical experiences, systemic trance, and other sublime and/or unusually expanded experiences of living.

Twentieth- and Twenty-First-Century Studies

We seek books that examine literature and culture of the twentieth and twenty-first centuries from a range of fields and angles. Projects may focus on a specific period or movement (e.g., modernism) or pan out to make more expansive arguments about literary and cultural forms, ideas, institutions, and communities. Comparative, transnational, and interdisciplinary frameworks welcomed. Translations and projects that

take creative or hybrid approaches to critical questions will also be considered.

Women's and Gender Studies

SUNY Press has a number of series that offer feminist perspectives in many of our historically important disciplinary areas of acquisitions, including philosophy, religion, and literary criticism. In recent years, the list has deepened its offerings in cultural studies and other interdisciplinary fields. We have a strong focus on texts that deal with social justice and welcome submissions that bridge theory and practice, broadly conceived, and which conceptualize gender in relation to other axes of identity, power, and struggle.

Acquisitions Department

James Peltz

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Production

In this section, we will explain the production process for your volume—from manuscript to bound book—and share some information and guidelines that will aid our editors in producing an attractive, marketable book.

Before We Start: What Do We Need from You?

Producing a book is a collaborative process, and the starting point is a clean, well-prepared final version of the manuscript. Electronic files are required for every project. It's best that these materials—both text and images—are prepared and formatted according to our specifications, or delays in the production process could ensue.

Thank you in advance for your cooperation; if you have additional ideas or questions throughout the production process, please feel free to contact your production editor. Your production editor is available by phone or email, and will give you detailed instructions about the production process and what is expected of you at every stage. Please keep your production editor informed of your schedule or any traveling plans you may have over the course of the production timeline so they always know how best to get in touch with you. If you do not have easy access to a computer, please let us know immediately.

Step One: Copyediting

After you have sent the final version of your manuscript to your acquisitions editor, and your project is officially turned over to production, it will be assigned to a professional copyeditor. All books are edited and proofed electronically. Our copyeditors are generally instructed to follow *The Chicago Manual of Style, 17th Edition*, so be sure to let your acquisitions editor know if your manuscript follows a different style. Our copyeditors are instructed to edit for usage, punctuation, grammar, and spelling. The copyediting process takes approximately four to five weeks; your production editor will give you an approximate time when you can expect to receive your copyedited manuscript files.

Step Two: Author Review of Copyedited Files

The edited manuscript, broken down chapter by chapter, will be sent to you as a set of PDF files. Your files can be viewed on-screen or you can print them out if you prefer proofing hard copy. (SUNY Press will not provide any hard copy.) The PDFs will show the changes and corrections made by the copyeditor, and will have line numbers on the side of each page for easy identification/reference.

You will have four weeks to review the edits. You will need to review the work done by the copyeditor (indicated as “Tracked Changes” in Word), respond to the copyeditor's queries, and make a list of the changes. You may make changes, additions, corrections, or stet the copyeditor's edits. Create a list of all changes in a Word document to email to your production editor. Please submit changes in a list form only, to avoid delays in the production process; also, please keep a copy of your list along with the copyedited files, as you will need these when you proofread the typeset pages.

Be as careful and thorough as possible, as this is the *only time* that you will have the opportunity to make changes before typesetting occurs. *We cannot emphasize enough how important this step is in the production process.* Review of the edited files with care helps avoid subsequent problems during the typesetting phase, and you can avoid author's alterations charges. You are solely responsible for the proofreading of these files; no other proofreading will be done in-house.

Step Three: Copyeditor Final Cleanup

After you have reviewed the copyeditor's work and we receive the list of changes from you, this list will be sent to the copyeditor, who will implement your corrections and prepare the electronic files for

typesetting. This process takes approximately two to three weeks, during which time your production editor works up the typesetting specifications/text design for your book.

Step Four: Typesetting/Composition

Your production editor will send the layout specifications and your composition-ready documents to a typesetter—it now begins to look like a book!

Step Five: Author Review of Typeset Pages

After several weeks, a PDF of the typeset page proofs from the typesetter will be made available to you for proofreading against the copyedited manuscript. No other proofreading is done in-house.

As you proofread the typeset pages, take care to review your previous list of corrections against the typeset proofs. Have all your corrections been made? Are there any unanswered queries? You will again need to keep a list of corrections, as before, watching for typesetting errors as well as mistakes that may have been missed during copyediting. Revisions in the typeset proof (other than previous corrections that may have been missed in typesetting), are counted as author's alterations.

Avoid making extensive changes that will cause reflow of text, as that will throw off the pagination of your volume—this is a costly and time-consuming extra step. Please note that even the smallest change from the copyedited manuscript (a mark of punctuation, for example) is counted as an author's alteration. You are allowed a total of \$100 in author's alterations (or changes in about 80 lines), and will be billed by our business department for anything in excess of that amount soon after the book is published.

Please keep in mind that the PDF is copyrighted material being sent to you for proofing purposes only. Copying or distribution in any fashion, either in printed or electronic form, is strictly prohibited and may not be done without written permission from SUNY Press.

Step Six: Index

Your final task before your book is ready to be sent to the printer is the preparation of an index if required. At the time you receive the typeset pages, you will also receive instructions for compiling the

index. The time allotted for proofreading should also be ample time for the compilation of the index.

The PDF file is searchable and can be used for finding terms. The index can only be completed when pagination will not change. If you will be hiring someone else to do your index, you will need to forward the PDF to your indexer. Please refer to chapter 16 of *The Chicago Manual of Style, 17th Edition*, for guidelines on creating your index.

SUNY Press doesn't have a minimum or maximum number of pages for an index, but to be cost-effective, we do try to keep index lengths reasonable. You may look to other books in your field for an idea of what is appropriate regarding length and complexity. You may choose either a run-in or indented style—run-in style takes less space but isn't effective if there are multiple subentry levels. Unusually long indexes may be converted to a run-in style. We recommend a single index, including both subject and names of persons, which is easiest for readers to use. However, even an index that merely lists proper names can be useful to a reader who is interested in seeing how certain researchers or theorists are discussed. We have no preference for alphabetizing, inclusive numbers, or other items such as may be found in section 16.58 of *The Chicago Manual of Style*, as long as the index is consistent. You can also refer to other books in your field of study as examples.

Should you be unable to compile your own index, the production editor can send you a list of professional freelance indexers.

Cover

We encourage authors to submit their ideas, illustrations, or photographs for possible use on the cover to their acquisitions editor. We leave choices of color, fonts, and positioning/layout up to our professional cover artists, as they have expertise in creating a cover that will be eye-catching and relevant, and will make an effective marketing tool for your volume. *The use of some images may involve permission to use the image. Permissions for art or photographs you suggest are your responsibility to secure. The specific rights that we as a publishing house require should be discussed with your acquisitions editor well in advance of publication when considering an image for the cover.*

If you send us an image/idea/photograph that you wish for us to consider for the cover, and if there are no permission restrictions, we will do our best to

incorporate it into the cover design. If the image is acceptable to our marketing, sales, and acquisitions departments, a professional artist will create cover sketches for in-house consideration and discussion. Even if you have art or a complete cover idea that has been created for you by an artist associate, we will be recreating the cover here using the artists who work regularly with us and our printers. If you choose not to supply or suggest an image, a professional artist is provided with background information about the book for designing the cover. Once the cover design is approved by the Press, it will be sent electronically to you. You will have twenty-four hours to offer feedback on the proposed cover. We welcome your constructive feedback. Please keep in mind that the cover design is sent to you as a courtesy, and that the final cover design decision will be made by SUNY Press.

Artwork

We're committed to the best possible reproduction of your book's images, but much depends on the quality of the images that you submit at the outset. Different kinds of images have different requirements. As a general rule, all art needs to be scanned at a high resolution, and the size of the file plays an important part in the final printed quality of the image. Here are some general guidelines, but we will supply you with exact specifications for what to submit with your manuscript once it's under contract.

Photographs and Halftone Images of Art:

File format: TIFF or JPEG

For interior of book

5" x 7" or larger: Scan at 300 dpi

Smaller than 5" x 7": Scan at 600 dpi

For book cover

7" x 10" or larger: Scan at 300 dpi

Smaller than 7" x 10": Scan at 600 dpi

Maps:

File format: TIFF, EPS, or AI

For creation of new maps, we highly recommend that authors work with a professional cartographer. SUNY Press can provide referrals for these services.

Scan existing maps at 600 dpi or higher.

Line Drawings:

File format: TIFF

New drawings should be created in an appropriate program meant specifically for the creation of crisp, clean art, such as Adobe Illustrator, Adobe Freehand, and Corel Draw.

Scan existing line drawings at 1200 to 2400 dpi.

Charts, Graphs, and Tables:

File format: EPS or AI

New charts and graphs are best created in Adobe Illustrator.

Tips:

- All illustrations and art must be submitted as separate electronic files (not embedded in the text). Be sure that you indicate desired approximate placement of all art in the manuscript file by noting the figure number within brackets or parentheses in the manuscript. Example: [Figure 1.1 goes about here.]
- If a book has illustrations that are of intrinsic interest apart from the text they illustrate, we request that you provide a List of Illustrations for placement in the front matter, with thumbnail images next to the title of each illustration for our reference in-house. Titles in the List of Illustrations should match what is shown in the chapter.
- Word files are acceptable only for tables/tabular material and text.
- ***We cannot accept Excel or PowerPoint files.***
- Please follow SUNY Press naming conventions for your file names, i.e., "Smith_Fig_4_2" would indicate the author's last name, the chapter, and the order of the figure in the chapter.
- With regard to final page layout, the typesetter will decide how best to fit the tables and figures in the spaces, allowing for proper page breaks and an attractive, readable page.

We hope this guide answers some of your questions about the production process and your role in it. Please do not hesitate to contact your production editor either by email or by phone when questions arise. We look forward to working with you!

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Marketing & Publicity

In this section, we will explain how we market your book and also share some marketing and publicity tips that will help you participate in promoting your book. This is a collaborative process, and we appreciate the suggestions you provided in the marketing questionnaire you completed when you submitted your manuscript for publication. If you have additional ideas or questions throughout the publication process, please feel free to contact your promotions manager.

Promotional Materials

We will announce your book in one of our two seasonal catalogs—either in December for spring books (published from January through June) or in May for fall books (published from July through December). The seasonal catalog is primarily a tool for our sales representatives, who call on independent bookstores and the major chains throughout the United States, Canada, and around the world.

The catalogs are also distributed to our retail customers, major media contacts, and the authors whose books are featured in the catalog. We also post an electronic version on our website.

Other marketing materials such as fliers and posters are produced as needed.

Sales Department • Sales Representatives

Our sales department is responsible for disseminating information about your book to the three basic market segments: retailers, wholesalers, and libraries. This includes everyone from bricks-and-mortar bookstores (e.g., Barnes and Noble) and online booksellers (e.g., BarnesandNoble.com and Amazon.com) to wholesale distributors (e.g., Ingram and Baker & Taylor) to library jobbers (e.g., YBP Library Services). It also works closely with our distributor here in the United States (Books International, Inc.) and abroad.

Our national and international sales representatives primarily service the retail segment. Twice a year, we present the next season's titles to them, providing the tools necessary to sell the books to the major chains and independent, college, and specialty bookstores throughout the world.

The wholesaler segment is serviced directly by SUNY Press, as the wholesalers play a pivotal role

in the distribution channel by supplying the retailer segment. The library segment is also serviced directly by SUNY Press, by working with the library jobbers, who do the ordering for libraries. SUNY Press constantly supplies data about our titles to the market as a whole, through the likes of the Library of Congress, Bowker, and Nielson BookData.

In addition, bibliographic metadata must be provided to the market segments and their component parts. This includes cover images, descriptive copy, author/editor names, pricing, discounts, publication dates, availability, reviews, publicity, and much more. For a number of online vendors, such as Amazon.com and Google, we supply electronic copies of our titles to provide full-text search and limited browsing capabilities to customers, for the purpose of driving sales.

Website

Our website will contain all of the pertinent information for your book: cover image, descriptive copy, author bio, series information, table of contents, prices, etc. This information is posted to the site at varying times during your book's production process. We also post the first chapter online at the time of the book's release; this allows potential customers to preview your book.

We maintain a calendar of events on our site for author events, so please keep us informed of signings, readings, or other activities you have planned that we can help promote there (see What You Can Do to Help Promote Your Book).

Social Media

Follow us on Twitter and Facebook! We encourage you to be active participants on our social media sites. Share all of your news, reviews, videos, and photographs related to your book.

Online Booksellers

SUNY Press works closely with many online booksellers in order to sell our books. We work very hard to ensure that covers and descriptive information are up-to-date and accurate, but sometimes errors occur. If you notice an error for your book on a bookseller's website, please let us know, and we will ask the bookseller to fix the listing.

You may expect to see your book's final cover and promotional copy on Amazon.com, BarnesandNoble.com, etc. close to your book's release date.

Electronic Marketing

SUNY Press maintains opt-in lists based on subject areas of interest. Every month we send electronic mailings to list members, highlighting new titles in their subject areas that are releasing that month. Your book will be included in at least one of these mailings, possibly more, depending on the cross-disciplinary nature of your book. These email announcements consist of the book's cover image, along with short descriptive copy, and links to the SUNY Press website, where orders can be placed.

We also distribute a monthly newsletter and disseminate notices about upcoming conferences that we'll be attending. (Please note that we do not sell or share our lists with anyone.)

E-book Market

SUNY Press books are available digitally, in multiple formats (Kindle, nook, etc.), and we have been at the forefront of new technology/partnering opportunities as they have arisen. We were an early partner with Google Book Search and the first to launch a cobranded publisher website with them. We have partnered with a number of e-book providers, especially those within the library market, and were among the first university presses to establish relationships with NetLibrary (now owned by EBSCO), ebrary, and SUNY's own Office of Library and Information Services.

We also participate in the University Press Content Consortium (UPCC) eBook Collections on Project MUSE, which launched in January 2012. This groundbreaking initiative allows our books to be distributed electronically to libraries, researchers, and students worldwide.

Library Market

In general, libraries do not make purchasing decisions directly; instead they utilize library jobbers such as YBP Library Services, who review new books and make recommendations based on individual library criteria. We provide the information and books to these companies to facilitate informed buying decisions.

As mentioned above, the Press has partnered with a number of vendors to provide electronic versions of our books to libraries.

Advertisements

Scheduled on a seasonal basis, advertisements are placed in scholarly conference programs, journals, and magazines. We also do online advertising on websites, in electronic newsletters, and in digital catalogs distributed by our wholesale partners such as Ingram and Baker & Taylor.

Review Copies

We announce the publication of your book to appropriate review media and will supply complimentary review copies upon request. It can take anywhere from six months to a year—or longer—for reviews to appear. When we receive them, we will post short excerpts on your book's page on our website. We also maintain a review archive; copies can be sent to you upon request. Please also share with us any reviews you see.

In addition, complimentary copies of *all* of our books are sent to the following media/special markets:

scholarly media:

H-Net
New Books Network

library market:

CHOICE magazine
Midwest Library Service
YBP Library Services

wholesale distributor:

Baker & Taylor

Course Adoption

Our examination copy program provides professors with copies of books that they wish to consider for classroom adoption.

Listings

We provide information on forthcoming books to the publishing industry for dissemination. *Publishers Weekly*, a magazine aimed at booksellers, for example, has seasonal listings and special calls for information on specific subject areas that we participate in. Similarly, we participate in seasonal listings and calls for information for magazines aimed at the library market, including *Foreword Reviews* and *CHOICE*.

Exhibits • Trade Shows

Each year we attend about 30 association meetings where we display and sell our books. Our exhibits manager arranges for your book to be exhibited at the appropriate conferences and also places advertisements featuring new titles in conference programs. For those meetings that we do not attend but wish to display books, the exhibits manager makes arrangements with a combined book display service, if one is available.

The marketing questionnaire you completed gives you the opportunity to list conferences that you feel are appropriate for your book, and your suggestions are taken into consideration when we develop the exhibits plan for your book. If you are attending a conference and would like to discuss promotional opportunities, please contact our exhibits manager **at least two months before the conference**. Our exhibits manager will need at least that much lead time to investigate display opportunities and to make arrangements to send materials.

Publicity

Depending upon the type of book and its potential for reaching a broad audience, we will explore appropriate publicity venues in major media and niche markets for both print and electronic coverage, perhaps radio and television.

For trade books, titles are presented to major review media such as *Publishers Weekly*, the *New York Times*, and *New York Review of Books*. We also develop press releases, pitch letters, advance galleys for pre-publication publicity, and organize special events as needed. For scholarly books, we explore appropriate opportunities.

Awards

We recognize the importance of book awards, and we submit appropriate titles for major awards and prizes. We monitor guidelines and deadlines for a number of awards, and we welcome your suggestions on the marketing questionnaire. Over the years, our books have been recognized as *CHOICE* Outstanding Academic Titles, a distinction that we are very proud of, and have won awards from many scholarly organizations. On our website, we maintain a list of books that have received awards.

Partnering with the University Press Community

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