

# How is my book published by the AMS?

Publishing your book is a team effort that starts with the Acquisitions Department, and involves the Production, Marketing and Sales, Customer Support, Print Shop, and Distribution departments. This document is meant to give you a bird's eye view of this process from beginning to end, and a general sense of how the various departments interact. Let us know if you have questions and we'll be happy to answer these for you. You can contact the Acquisitions Department by e-mail at: [acquisitions@ams.org](mailto:acquisitions@ams.org)

## ➤ About the AMS' Book Publishing Program

The AMS has an extensive book program which includes over 2,500 books in print. Most books are published as part of a series, such as *Graduate Studies in Mathematics* or *Mathematical Surveys and Monographs*. To see a full description of these and the other AMS series please visit <http://www.ams.org/cgi-bin/bookstore/bookpromo/seriesdesc>.

These books can also be grouped into three general categories based on how the material was created: authored books, proceedings, and collected works.

*Authored books* are written by one, two, or sometimes three authors.

*Proceedings* represent the aggregated writings of various authors resulting from a meeting, often as a collection of articles.

*Collected works* is a grouping of reprints that describes the life's work, or some segment thereof, of a specific mathematician, often accompanied by commentary.

## ➤ Getting Started – the acquisitions process

If you are writing a book, it is good to get in touch with a publisher early on. An editor can provide help that will make the whole process more efficient and more effective. It is usually too early to make official contact if you only have an idea for a book. However, if you have an outline and some sample chapters or if you already have a rough draft, it is a good time to start talking to a publisher. Our Editors will be very glad to discuss your book topic and/or proposal with you ([acquisitions@ams.org](mailto:acquisitions@ams.org)).

- **Authored books – monographs and textbooks (Figure 1):**

The AMS publishes several different kinds of *authored books*: research monographs, graduate textbooks, lecture notes, books for undergraduates, books about the mathematical profession.

Once you have contacted us about your book there are some standard steps that will follow:

- The manuscript will be reviewed, both for its scientific content and for its exposition. For *textbooks*, the quality of the exposition is particularly important. For *monographs*, the value of the contribution to the mathematical literature is of primary importance.
- Typically, the review of a project is done under the auspices of the editorial board for one of the AMS's book series. External readers will be contacted, similar to the process for the refereeing of a paper. Often, one or more members of the editorial board will look over the manuscript, too.

When a project is accepted by an editorial board, an editor from the AMS contacts the author with a formal proposal to publish the book. If there are changes that should be made to the manuscript, they will be pointed out at this time. This is also when a contract is negotiated and signed.

Now, you have to finish your book. There are always details that need to be done: checking the references, checking the graphics, proofreading, getting permission for materials from other sources, adding all the little things that you have left until the end. You will also be asked to fill out an Author Suggestion form which will help our Marketing Department promote and sell your book.

When the book is finished, it is sent to the AMS, usually via the editor you have worked with. It will be checked, to make sure any necessary changes have been made and to make sure that the manuscript is complete. The book is then accepted and forwarded to the Production Department.

- **Conference proceedings (Figure 2)**

The proposal for a conference proceedings volume runs somewhat differently from a proposal for a monograph or textbook (Figure 2).

There is a basic proposal which provides an overview of the subject of the conference, the participants, and the purpose (see Contemporary Mathematics – Publication of Conference Proceedings). Based on this proposal, a proceeding will be either given preliminary approval or rejected.

If the proposal is approved, then the volume editors are in charge of lining up the authors. The volume editors have to make sure that the authors deliver their manuscripts on time and in the appropriate formats.

Once all (or most) of the manuscripts are on hand, the volume editors oversee the peer review process for these manuscripts. There can be difficulties or delays here, as the editors must make sure that the referees report on time. Once the papers have been refereed and any necessary changes have been made, the accepted manuscripts are sent to the AMS. Many times, the editors collect them all and send them to us, using the normal channels (pub-submit, ftp, etc.). Other times, the authors are instructed to submit their files and hardcopies individually.

When the manuscript for the volume is complete (meaning all the articles have arrived, as well as the preface, the list of contributors and any other material that comes from the editors), it is launched into production.

The author suggestion form, which is used by the marketing department, is filled out by the editors of the volume. If there is more than one editor, then it is sent to the AMS by the "corresponding editor".

### ➤ **Editorial production**

The AMS' Production Department includes Production Editors, Graphic Artists, and Technical Support staff. It is here that the text and images for your book are checked for technical suitability. Will we be able to process the files electronically? Are there any hidden problems such as missing fonts in the images, or macros that conflict with the processing scripts?

Our Production Editors will also read your manuscript and query you on passages that may not be clear, images that won't reproduce well and other such issues.

One area that traditionally slows down the processing of a book is the absence of permission to use materials reprinted from other sources. This happens most frequently with regards to images, tables, and large segments of text that are quoted verbatim. Your book will move more quickly through the Production Department if you submit permissions along with your completed manuscript.

The Graphic Artists in the Production Department design covers for books that have customized covers and, on occasion, help out with problematic images.

Once your manuscript has been processed and approved, it is readied for the Print Shop.

### ➤ **Manufacturing and Distribution**

The staff at the AMS Print shop will first check the files received from the Production Department and then create film and plates for your book. It is from these plates that your book will be produced. The flat sheets are printed, then folded and gathered ("F&Gs") to form signatures. Prior to binding, a set of collated signatures is inspected by the Print Shop staff and the Production Editor who worked on your book.

If the book has a soft cover, it will be bound at the AMS facility. The F&Gs for hardcover books are sent out for binding. It generally takes four weeks from the receipt of the final files by the Print Shop to the release of a soft cover book. Hardcover books take about six weeks total time. The final book is again inspected/approved by the Print Shop staff and Production Editor prior to releasing for distribution.

Approved books are sent to the AMS Warehouse where the Distribution Department ships the book out to customers. At this time your book is officially published.

## ➤ **Marketing and Sales**

The Marketing and Sales Department becomes involved with your book very early in the publication process (see Figure 1). The Marketing staff reads the Author Suggestions form, and consults with the Acquisitions Department regarding the descriptive text to be used to promote your book.

Questions that may come up are:

- Is our descriptive text for your book accurate?
- What makes your book unique or suitable for a specific audience?
- Are there courses in which your book can be used?
- Are there particular conferences where we should exhibit your book?

A good portion of this information comes from the author form you sent us earlier. But since we want to make sure we market and promote your book as best as we can, we may be touching base with you again.

Our Marketing and Sales Department also posts your book to the AMS Online Bookstore (<http://www.ams.org/bookstore>), exhibits books at various AMS and non-AMS meetings, places advertisements in the *NOTICES OF THE AMS* and other venues, sends books out for review, does direct mail marketing of book clusters, and works with agents and book dealers. These and other activities are aimed at giving your book the best possible exposure thus increasing sales.

## ➤ **Customer Services**

Our Customer Services staff works with those interested in buying your book. A book buyer may have a question regarding how to obtain multiple copies of a title for a course. Or the buyer may need to change the address to where the book is being shipped. In addition to these, our Customer Services staff works with libraries and librarians, bookstores, distributors, and other book sellers. All these activities are aimed at making sure your book reaches the readers and customers.

Figure 1: Schematic representation of how my book is published by the AMS  
(monographs and textbooks)

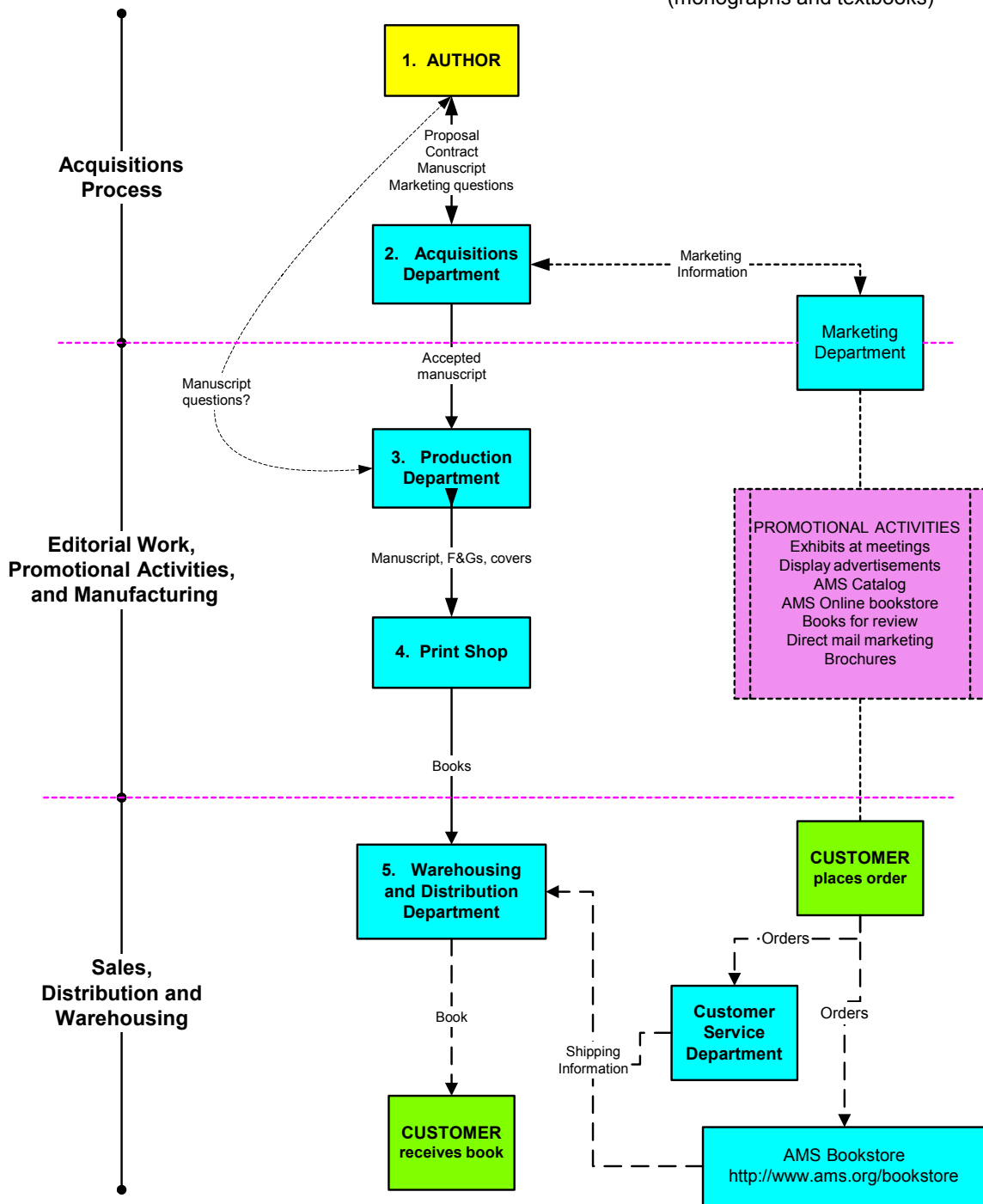


Figure 2: Schematic representation of how my book is published by the AMS conference proceedings

