# BOOK PROPOSAL (Academic/scholarly)

Aboriginal Studies Press

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*Please complete this proposal and send it to us with your manuscript. The information in this proposal allows Aboriginal Studies Press to assess your work. Before submitting your work please read the ‘General notes about this publishing proposal’ on the last page of this form.*

The [Getting published](http://aiatsis.gov.au/aboriginal-studies-press/getting-published) page on the AIATSIS website outlines the way we assess manuscripts.

Please keep your answers reasonably short, but provide enough information for us to make an informed decision.

Call Isabella Edquist on 02 6246 1192 if you have any queries about completing this proposal.

#### Provide with the proposal:

⬜ MS cover sheet (see separate document)

⬜ 1–2 page outline of the contents (describe what the manuscript is about)

⬜ A contents list or detailed chapter outline (if there is one)

⬜ Complete manuscript as a hard copy

⬜ Photocopies of illustrations

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**1. THE PROPOSED BOOK**

#### Author/Editor name(s):

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#### Working title and subtitle:

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**Author/editor(s) biographical details:** A couple of paragraphs about yourself as they might appear on the back cover of the book. Please include any present position or affiliation, especially if relevant to teaching related to the book’s subject.

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**Summary, or rationale for publishing:** From a few paragraphs to a few pages.

*For example you may be writing in a new area, you may have completed some pivotal research, or you may have taken a new approach to an already well-published area. Yours may be a cross-disciplinary approach to an established subject, or it may be a rebuttal to another publication. Note: The following pages ask for more detailed information that supports this rationale.*

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**2. MARKETING INFORMATION**

*While you may not know the detail of how to market your book, please answer the following questions as best you can to help us understand the possibilities.*

**Where does this manuscript fit into your discipline and current scholarship and knowledge? Is this a new area of interest? If not, how is it different or special?**

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**Briefly list other points that will attract the interest of readers and/or media:**

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**Who is your intended or likely reading audience(s)?**

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**3. SALES INFORMATION**

**Retail:** Under what category/categories do you think this book should be shelved in bookshops?

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**Target audience:** Who is the main audience and how might they access the information. For example, the audience might comprise scholars, students, libraries, the general public and/or communities. Some of them may purchase books via bookshops, others might want to buy direct from a publisher.

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**Academic audience:** If there is a scholarly or student audience, at approximately what level would this book fit? For example: postgraduate, advanced undergraduate, beginning undergraduate, upper secondary. In what course(s) would this book be suitable as set or recommended text? Please supply information on courses, including as much detail as possible, for example, the name and level of course, name of department or faculty, name of institution, name of lecturer/course co-ordinator, number of students.

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*Please supply any information you may have to help us understand the possibilities for promotion your book.*

**Specialised audience:** Do you have contact with a specialised audience? If so, how might ASP sell the book to them?

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**Direct mail:** List any user groups, organisations or mailing lists appropriate for the book.

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**Overseas:** Is the book likely to appeal to overseas publishers or readers? If so, who, where and why?

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**4. PRODUCTION INFORMATION**

**Time sensitivity:** Are there any conferences, anniversaries, or other events that are relevant to this book? Please list and give dates.

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**Present state of project (complete, partially complete etc.):**

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**Estimated completion date:**

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**Estimated manuscript word count (including Notes and Bibliography):**

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**Number of line drawings (maps, diagrams, figures, graphs, tables):**

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**Number black and white photographs/reproductions:**

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**Number of colour photographs/reproductions:**

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**Are you able to offer some funds toward the publishing cost?**

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**5. AUTHOR(S) INFORMATION**

**Full name(s):**

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**Date(s) of birth:**

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**Work address(es):** Include telephone number, fax and email.

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**Home address(es):** Include telephone number, fax and email.

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**Primary author contact (if more than one author):** One person who will liaise with the publisher and pass on information to the other authors.

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**Preferred contact details:** ⬜ Work (details above) ⬜ Home (details above)

**Previous publications:** (books only, or key peer-reviewed journal articles): Please include title, author(s), publisher, date, ISBN and, if possible, sales details.

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**General notes about this publishing proposal**

Aboriginal Studies Press (ASP) is a small publisher in the area of Indigenous Studies and we aim to publish prestigious books in our chosen areas. As an Indigenous publisher we’re keen to encourage and support Aboriginal and Torres Strait Islander authors. Any research undertaken to produce academic works must comply with AIATSIS’ ethical research framework as set out in the *Guidelines for Ethical Research in Australian Indigenous Studies*.

We publish on average six manuscripts annually (we’re committed up to twelve months ahead) and we work hard to market and publicise our list. However, we receive more manuscripts each year than we have the resources to publish. So, not to be accepted for publication shouldn’t necessarily be taken as meaning we don’t believe in the merit of your work.

Like other publishers, ASP publishes new books from established authors, commissions new books and accepts unsolicited manuscripts. We make decisions based on the merits of the work, how well it fits our publishing list, and whether we’d be able to produce and market it. It also takes into account our financial and staff resources.

Your proposal needs to highlight how your manuscript fits into our list and it needs to argue the case without you being there to support it. Having completed a thesis or manuscript is not sufficient an argument for publication: you need to be able to justify why it should be published.

You’ll doubtless know which other books have been published in your area, so allow your proposal to show how your work is different, and important. You may be publishing important new research, wanting to disseminate knowledge in your discipline, or provide a rebuttal to the work of others. Include this information.

Lastly, you need to balance your passion for your work with realism about the potential audience for the book.