

# 1: WHY PUBLISH WITH SIAM

Welcome to our authors' guide to SIAM's [book publishing program](#). SIAM is committed to publishing high-quality books of interest to our members and the scientific community at affordable prices. Could one of our next books be yours? We invite you to peruse the handbook to learn more about the services we provide to our authors and how you and our readers might benefit when you publish your book with SIAM.

## What SIAM Offers You

We understand that there are many factors that authors consider when choosing a publisher. At SIAM our goal is to work as partners with our authors and editors, providing a professional yet friendly, hands-on approach to each book project. Our primary goal is to expand the breadth and depth of our book offerings while maintaining our high standards for practical, accessible content, outstanding production quality, and solid value for price for our authors, members, and customers. We endeavor to reflect SIAM's core values in every book we publish.

## Support Your Profession

When you publish with SIAM, you support your profession by championing the following goals of our book publishing program:

- advance the application of mathematics to science and industry
- provide media for the exchange of information and ideas among mathematicians, computational scientists, and engineers
- illustrate the continuing integrated roles of mathematical, scientific, and computational investigation
- influence and support education in applied mathematics and computational science
- promote mathematical research that could lead to effective new methods and techniques for science and industry

## Worldwide Distribution and Aggressive Marketing

As an international society with over 14,000 members and with contacts among book buyers and conference attendees, we have opportunities to market our books to more than 110,000 individuals worldwide. We also use outside publications and mailing lists and have cooperative arrangements for marketing our products to other societies around the world. We actively engage with our communities through social media, journal advertisements, and direct mail campaigns.

Our contracted book authors are invited to offer their suggestions for other avenues through which we can market their books to potential readers, and we strive to accommodate these requests to reach the widest readership possible.

## Online Bookstore

All SIAM books are available on our [online bookstore](#) where purchasing books is quick and easy, and credit card orders are processed through our secure server. The bookstore has easy-to-navigate sections dedicated to featuring new books and forthcoming volumes, and full descriptions help readers find the right book for themselves or their students. To help instructors select appropriate course materials, our website highlights our [textbook offerings](#).

## e-book Program

SIAM's [e-book program](#) has increased the exposure and readership of our books. Librarians, authors, and book buyers all benefit from increased access to SIAM content. Individuals can currently purchase e-books through [Google Play](#).

## Distribution

Our entire inventory of books is housed on-site, so orders are sent from our offices within three business days of receipt. SIAM books also can be ordered through online retailers such as Amazon.com and Barnes & Noble.com. SIAM member and non-member customers who live outside of North America can order books locally through Cambridge University Press to take advantage of lower shipping fees, payment in local currency, and prompt delivery of their books.

## Personal Attention and Flexibility

SIAM's acquisitions and publications staff views each author relationship as a partnership, from start to publication and beyond. We pride ourselves on giving each book we publish the

individual attention it deserves. As a SIAM author, you will get to know several of our staff by name as they guide your book from submission to final product, answering all your questions along the way.

Our staff is well versed in LaTeX and other systems and works with authors to accommodate individual needs such as special formatting or graphics. We understand that each book is unique, and we pay careful attention to each author's specific preferences.

## A High Level of Quality Control

All SIAM books, except for camera-ready proceedings, are edited by experienced copy editors who are familiar with mathematical notation. Authors receive a set of proofs to review and our editorial staff also proofreads the books. The copyediting and proofreading stages of production ensure the published book will be free of inconsistencies in format, grammar, style, and punctuation. Our books are printed and bound to the highest quality control standards and stand up to long lives of well-thumbed use.

## Affordable Pricing

SIAM is dedicated to pricing books affordably for individuals in the mathematical, computational science, statistical, scientific, and engineering communities. Choosing to publish with SIAM means offering readers access to your book for a reasonable price.

All SIAM books are offered at three prices: a list price for nonmembers, a 30% discount for members, and a 20% discount for nonmembers who attend conferences where SIAM books are exhibited. We also offer special textbook pricing for students purchasing a book adopted for their class directly from SIAM.

## Author Royalties, Complimentary Copies, and Discounts

SIAM offers competitive author royalties, while guaranteeing a reasonable selling price for the book.

If they choose, authors have the option of donating all or part of their royalties to the SIAM Student Travel Fund, which covers travel expenses to SIAM meetings and conferences for several students each year.

In addition to royalties, authors also receive a number of complimentary copies of their books for personal and promotional use. If authors want or need more copies of their own book, they can purchase them at a 40% discount off SIAM's list price.

## **Combating Piracy**

In addition to actively pursuing instances of piracy based on reports from authors, customers, and the community, SIAM aggressively pursues unauthorized posting of our authors' materials online. Using an independent contractor, we regularly monitor and take-down sites that illegally post our book content.

## **SIAM Publishes Textbooks**

SIAM publishes undergraduate and graduate textbooks. Our authors often provide supplementary materials, such as data sets, review questions and online supplements. Also, many SIAM books are used as supplementary texts. We also publish books that are appropriate for undergraduate courses. Textbooks are easily located on our website.

## 2: SUBMITTING YOUR PROPOSAL

Potential SIAM authors must [submit a proposal](#) describing their book project so we can have the project reviewed by three to five experts in the field. To submit a proposal, you'll need to assemble the following items:

- completed copy of SIAM's book proposal form
- preface that describes the scope and aim of the book
- table of contents with a short description of each chapter
- list of sample references

We encourage you to submit some draft material—as much as you feel comfortable sending out for an external review—because reviewers generally prefer to see some of the manuscript before forming an opinion.

If you wish to propose an **edited volume**, the table of contents you submit with your book proposal should list each chapter and the contributor(s) who agreed to write each one.

### SIAM's Book Series

SIAM publishes seventeen [book series](#), thirteen of which are currently active. Please consult the series description to determine the appropriate series (there may be more than one) for your book and the appropriate acquisitions editor to send your proposal to.

#### [Advances in Design and Control \(DC\)](#)

Editor-in-Chief: Ralph C. Smith, North Carolina State University

#### [ASA-SIAM Series on Statistics and Applied Probability \(SA\)\\*](#)

#### [CBMS-NSF Regional Conference Series in Applied Mathematics \(CB\)](#)

CBMS Liaison: Ron Rosier

#### [Classics in Applied Mathematics \(CL\)](#)

Editor-in-Chief: Robert E. O'Malley Jr., University of Washington

#### [Computational Science and Engineering \(CS\)](#)

Editor-in-Chief: Donald Estep, Colorado State University

[Discrete Mathematics and Applications \(DT\)\\*](#)

[Financial Mathematics \(FM\)](#)

Editor-in-Chief: Thaleia Zariphopoulou, The University of Texas at Austin

[Frontiers in Applied Mathematics \(FR\)\\*](#)

[Fundamentals of Algorithms \(FA\)](#)

Editor-in-Chief: Nick Higham, University of Manchester

[Mathematical Modeling and Computation \(MM\)](#)

Editor-in-Chief: Richard Haberman, Southern Methodist University

[Mathematics in Industry \(MN\)](#)

Editor-in-Chief: Thomas A. Grandine, Boeing Company

[MOS-SIAM Series on Optimization \(MO\)](#)

Editor-in-Chief: Katya Scheinberg, Lehigh University

[Other Titles in Applied Mathematics \(OT\)](#)

[Proceedings in Applied Mathematics \(PR\)](#)

[SIAM Spotlights \(SL\)](#)

[Software, Environments, and Tools \(SE\)](#)

Editor-in-Chief: Jack J. Dongarra, University of Tennessee

[Studies in Applied and Numerical Mathematics \(AM\)\\*](#)

\*denotes series is no longer active.

## Review Process

Once you submit these items to your acquisitions editor, they will be sent out for review. As reviews are returned to your acquisitions editor, they will be shared with you, although the reviewers will remain anonymous. The process of soliciting and receiving reviews generally takes about 12 weeks, depending on how much material the referee is reviewing.

The review process is valuable because you will receive feedback on how to improve your book, perhaps by broadening its scope or making the content more accessible to readers. You

will also get the perspective of experts in your field about potential competitive titles and how your book compares with them. This is typically the stage when changes and suggestions can easily be incorporated into your proposal or draft manuscript. You may not agree with all reviewer suggestions, of course, but most will be useful as you revise. Your acquisitions editor will discuss the reviewer suggestions that the SIAM team feels are most important to follow.

## Contract Decision

If the reviews are positive or recommend publication with revision, your acquisitions editor will present your book for contract decision to SIAM's Book Acquisitions Committee. This committee judges the technical merit and marketability of your book and makes the decision about whether or not to offer a contract. If a contract offer is made, the terms will be negotiated by you and your acquisitions editor. If your proposal is rejected, it may be because, for example, the book does not address the needs of the SIAM audience. If this is the case, we hope you will have benefited from our review process and will be able to find a suitable publisher for your book.

If your book is accepted for publication, another peer review—known as the final review—may be conducted after you submit your complete and revised manuscript. Your manuscript will be checked for any remaining content-related revisions that may need to be made before your book can begin the editing and production process. At the same time, SIAM staff will be reviewing your manuscript for any issues with the formatting or electronic files to resolve any potential problems prior to production.

## SIAM Staff

SIAM's dedicated staff has a wealth of experience working with authors and editors to produce high-quality publications. You will work with the following staff members during the acquisitions and production stages of your book.

Your first and main contact person at SIAM will be your acquisitions editor. This person will manage your book proposal submission and send it out to reviewers. When the reviews are in, your acquisitions editor will send them to you and, if appropriate, will present your proposal to the Book Acquisitions Committee, which consists of SIAM staff members in the acquisitions, marketing, production, accounting, and executive departments. Your acquisitions editor will notify you of the committee's decision and, if your project is accepted, establish a timeline for completing the manuscript and prepare your publishing contract. Your editor will discuss any

questions you may have and, if appropriate, work with you to incorporate the reviewers' suggestions.

After your book is under contract, you will also work with a developmental editor, who can answer questions about SIAM's LaTeX macros and the production process. The developmental editor will work hand-in-hand with your acquisitions editor to help you prepare your manuscript for the production process.

After your book goes into production, a SIAM production editor will work with you during the copyediting and proof stages of production.

During production, SIAM's book marketing specialist will contact you for approval of marketing copy that will be used in promotional materials and on the back cover of your book.

All of these staff people—and others who work behind the scenes—are on hand to guide you through the book production process and ensure that the final product is one that you and SIAM can be proud of.

If you have any additional questions or would like to speak with a SIAM book editor about a proposal, in any stage of development from good idea to finished manuscript, please visit our web page to contact our book acquisitions team. Thank you.

## 3: THE PUBLICATION AGREEMENT

This section highlights some of the clauses in SIAM's standard contract, or publication agreement. The publication agreement is a legal document designed to protect both your interests and SIAM's. If you have specific preferences for your book's publication, you should discuss them with your acquisitions editor and request that they be included in the publication agreement, where appropriate.

### Manuscript Length

You and your acquisitions editor should determine the projected page count of your book because this information is included in the contract. Sometimes books exceed the expected page count, which can affect the production schedule and price of the book. You should, therefore, discuss any potential increases in page count with your acquisitions editor before submitting your final manuscript.

### Copyright

This clause gives SIAM the right to publish your book in its entirety in hard copy and all other media.

### Delivery of Manuscript

This clause establishes a due date for your final manuscript. You and your acquisitions editor should set this date, and it should be as realistic as possible. The timeline for each book is individual, based on a realistic assessment of your schedule, other commitments, and the writing process. It is important for you to notify your acquisitions editor of any delays since books are scheduled and budgeted a year in advance.

### Warranty

This clause states that you take responsibility for securing written permission to reproduce previously published material already covered by copyright, including your own work.

## Royalty

This clause contains the royalty percentage for your book (in both print and e-book formats) and the date that royalty payments will be made to you or to the Student Travel Fund if you have chosen that option.

## Competition

While the book is in print, the author agrees not to publish a competitive book with another publisher. Your editor will discuss potential conflicts with you and work with you to ensure your SIAM book remains viable in the market, including partial re-use, revisions, corrected reprints, and other options.

## Authors' Copies

As the author, you will receive a number of complimentary copies of your book and be eligible to purchase additional copies at a 40% discount off the list price.

## 4: THE COMPONENTS OF YOUR MANUSCRIPT

Each author writes with his or her own writing style, or voice, and our editorial staff makes every attempt not to change it. However, there are some standards related to manuscript preparation and organization that you should adhere to when writing your book. These include the organization and inclusion of basic manuscript elements (a few will vary, depending on whether the book is authored or edited) and the proper use of SIAM's book macros. This chapter addresses the elements of the manuscript and the next chapter will address SIAM's macro.

We also have a [SIAM Style Manual](#) that provides information on structure, grammar, and syntax, and our copy editing style. The guidelines are geared toward improving your book's readability and usability and we ask authors to follow it to the extent possible.

SIAM publishes edited books in a range of topics. It is the editor's responsibility to set a consistent style of notation and format for references for all contributors and work closely with the contributors and SIAM to create a cohesive volume.

### The Elements of a Manuscript

A complete book typically contains front matter, main text, and back matter. The elements of these sections are explained below.

#### Front Matter

The front matter is the material that precedes the main text. It generally contains some or all of the following elements.

##### Half-Title Page

This page, created by SIAM, contains only the main title of the book. Subtitles and author or editor names are omitted.

##### Title Page

This page, also created by SIAM, contains the full title of the book, including the subtitle. The names and affiliations of all authors or editors are included as well.

##### Copyright Page

The copyright page is created by SIAM and always includes the following information:

- copyright date for the current edition and all previous editions of the book

- printing information
- CIP data, which is generated by the Library of Congress and used by librarians to catalog your book
- SIAM trademark statement

The following are optional elements that appear on the copyright page when applicable:

- the warranty, used primarily for software manuals
- a credit line for the cover art
- trademark information for non-SIAM products
- a statement indicating that all or part of the royalties go to the SIAM Student Travel Fund, when appropriate.

### Series Page

If your book is part of a SIAM series, SIAM creates a page that includes the names of the editor-in-chief and editorial board members. It will also list all the previously published books in the series.

### Dedication

The dedication is an optional element and is created by SIAM. If you wish to dedicate your book to someone (family members or a mentor, for example), you should supply the appropriate text when submitting your final manuscript.

### List of Contributors

Edited volumes include an alphabetical listing of the exact names and affiliations of all contributors to the volume. The book's editor must supply this information at the time the manuscript is submitted to SIAM.

### Acknowledgments

Acknowledgments to researchers, typists, and other support personnel who aided in the production of your manuscript should be included at the end of the preface. Any grant support received toward work on the book should be acknowledged at the end of the preface.

### Table of Contents

An exact listing of chapter titles in the order they appear in the book should be included with your manuscript. SIAM's book macros will create the table of contents, which will be finalized by the production editor.

## Notation and Other Lists

It is helpful to include a list of notation. Some authors include lists of abbreviations or acronyms, tables, figures, and/or algorithms.

## Foreword

A foreword is a statement about the book by someone other than the author or editor, often an eminent person in the field, a colleague, or mentor. This is an optional element, and you should discuss potential authors for a foreword with your acquisitions editor prior to contacting anyone about preparing one.

## Preface

The preface is one of the most important parts of your book because it explains your intentions in writing the book, which is important for post-publication reviewers and potential buyers. It outlines the book's purpose, objectives, structure, and the audience for whom it was written. Because the marketing department uses the preface to prepare promotional copy and readers use it to decide whether to purchase the book, it should be reader friendly and clearly written.

You should write the preface in the first person and use a reader-friendly tone. As you are writing, keep in mind that you want to make your book sound so appealing to readers that they will want to purchase and use it. It's often useful to think of your preface as the "elevator pitch" for potential buyers and readers.

In the preface, clearly identify your primary audience and note what they can hope to gain by reading your book. Tell why you choose to write the book and why you feel the topic is important. If you are writing on a new topic or if your book takes an unconventional or emerging perspective, explain it in simple terms. If you purposefully omitted topics, explain why. Describe the book's special features and material that cannot be found elsewhere. This is also the place to mention supplementary material that is available electronically.

If your book can be used as a textbook, use part of the preface to indicate specific courses it is meant for and how it could be used. Be sure to list prerequisites.

At the end of your preface you may include grant information and/or acknowledgments.

## Introduction

Some books contain an introductory chapter (for example, textbooks). The primary purpose of the introduction is to explain what material will be covered and how it is organized, and the

author usually takes a chapter-by-chapter approach. If the book does not have an introduction, this material can appear in the preface.

At the start of the introduction, you should explain the central topic of your book and give background information on it. It is important to relate the topic to other mathematical areas and to mention recent trends as well as new methods or techniques that you have used. Remember also to include the limitations of these methods or techniques.

Then provide an overview of the book's main features, how it is organized, and how readers can use it most effectively. Give the rationale for the selection of content and choice of organizational style, and provide a one-sentence description of each chapter's contents.

Mention to your readers if you have provided real-life applications of the material in your book or if you have included problems, exercises, and the like. Discuss the hardware and software systems issues that you address or that are used in conjunction with your book.

## Main Text

The main text of a book consists of many elements that help organize and give structure to your book, including headings and subheadings, mathematical items (e.g., theorems and lemmas), equations, illustrations, tables, and references. SIAM's book macros take care of numbering and formatting these items for you.

As you prepare to begin writing, please keep in mind there are many good books that contain tips on effective writing. One we highly recommend is *Handbook of Writing for the Mathematical Sciences, Second Edition* by Nicholas J. Higham (SIAM, 1998).

Before you begin and while you are writing it is important to:

- determine the readership level to which you are writing
- review your preface periodically to make sure you have not strayed from your goals
- keep your notation and reference style consistent throughout the book

The SIAM copy editors will check your text for typos, grammatical errors, mathematical and grammatical inconsistencies (hyphenation, abbreviations, punctuation, etc.), and misspellings. They will try not to change your writing style.

## Back Matter

Back matter is material that follows the main text, and all back matter should be submitted with the final manuscript. Back matter consists of some or all of the following elements.

## References

References should be listed after the last chapter of an authored book and at the end of each chapter in an edited volume. SIAM's recommended reference styles are explained in References in the next chapter (5: The Book Macro). However, it is also acceptable for you to pick a style that is accepted in your field and use it consistently throughout your book. Your references should be as complete and as up to date as possible.

## Supplemental Readings

Suggestions for additional reading are an asset to any publication—they can provide readers with a wealth of information. As with references, the information you provide about each source should be as complete as possible. Readers often find annotation of supplemental readings helpful.

## Appendices

Material considered supplementary to the main text should be placed in an appendix. This material is essential but does not fit comfortably within the main part of the text so it does not break the flow of the text for readers. The most common use of an appendix is to present a detailed analysis that would distract the reader if it were given at the point where the results of the analysis were needed. You could also include the following in an appendix: detailed proofs, tables, code, or detailed numerical results.

## Glossary

The glossary is an alphabetical list of key specialized or technical terms in your field. Definitions should be clear and concise.

## Index

An index is an essential part of your book because it provides a quick reference for readers seeking a particular topic or key term. A good index greatly enhances the value of a book and is an important aid to the reader. We strongly encourage you to read the [SIAM Indexing Guidelines](#) before beginning the index. The key point to remember is that while a search is mechanical, a good index is inferential and requires content expertise. Your readers will rely on your index to guide them not only to important topics but to related ones.

## Supplemental Electronic Material

SIAM can accommodate supplemental electronic material for your book. Software, data sets, solutions manuals, image banks, etc., enhance the value of your book and can be put on an

affiliated website. This material is important to your overall vision, and you should discuss any questions or concerns with your acquisitions editor. Files for such material should be submitted with your manuscript or shortly thereafter.

## 5: THE SIAM BOOK MACRO

There are some standards related to manuscript preparation and organization that you should adhere to when writing your book. These include the proper use of [SIAM's book macros](#) and the organization and inclusion of basic manuscript elements.

The information provided below describes what to expect when using SIAM's book macros to format your book.

### The SIAM Macro

SIAM will supply you with its LaTeX macro files, including a sample book file, and instructions for use as you prepare your book manuscript. The macro can be applied after you have written your complete manuscript; however, if you are still in the preliminary stages of preparing your text, we encourage you to use our macro from the start to help avoid potential incongruities between your own LaTeX style files and SIAM's. Questions about the macro should be addressed to your acquisitions editor or the developmental editor.

### General Formatting

The SIAM book macro will format your book to a standard 7-inch x 10-inch trim size, with headings, mathematical items, etc., set in our house style, and it will set the margins and line spacing, so you should not add these commands to your source file. Keep in mind that copyediting will affect page flow, so you **should not** spend time ensuring that page breaks fall in particular places as you prepare your manuscript for submission. As with all other changes, you will have the opportunity to check the final version, including page and equation layouts.

### Fonts

SIAM uses the Garamond font in its books. The SIAM macro uses fonts included with your LaTeX installation as well as Garamond, which is available on several LaTeX depositories. It is best if you prepare your manuscript using our font package from the start, but if you are unable to install these fonts, you will need to comment out the lines of code pertaining to fonts and run your files with the default font (Computer Modern). Your developmental editor will then call in the Garamond font package after you submit your final manuscript.

## Organization and Numbering

### General Notes

All numbered items throughout the book should be soft-coded, that is, coded and labeled such that LaTeX can automatically cross-reference them. Hard-coding does not allow for ease in updating cross references and should be avoided at all costs.

### Headings

Chapters can contain section, subsection, and sub-subsection headings, which should give the reader a clear idea of each chapter's structure.

### Mathematical Items

Many mathematical items (i.e., theorems, lemmas, corollaries, propositions, definitions, proofs, and algorithms) are defined by SIAM's macros and **should not** be redefined in your LaTeX files.

Items not defined by our macros should be set as described below:

<u>Item</u>	<u>Heading</u>	<u>Text</u>
Remark	italic	roman
Hypothesis	italic	roman
Assumption	italic	roman
Note	italic	roman
Example	italic	roman

Facts, claims, conclusions, conjectures, and results are set up as either theorems or remarks, depending on their use.

### Equations

Displayed equations will be double numbered by our macro to indicate chapter and occurrence (e.g., equation 4.1).

### Figures and Tables

Figures and tables will be double numbered by our macro and will be placed as close to their callouts as possible. Please be sure that every figure or table has a callout and explanation within the main text. Please **do not** use nonspecific citations such as “the figure below” or “the table on this page” since page flow may change.

Each figure and table should have a brief descriptive caption. If a figure has multiple parts, each part must be explained in the caption.

Table captions should appear above the table. Figure captions should appear below the figures.

*Note:* Figures or tables created by someone other than the author or borrowed from a previously published source, even those created by the author and published elsewhere, must carry an appropriate credit line at the end of the caption.

### Footnotes

Footnotes should be used sparingly and numbered consecutively throughout the book. Do not use footnotes to refer to publications; instead use reference citations.

### References

The SIAM book macros set the reference style as follows: bracketed labels consisting of a number or the authors' initials; author first and middle initials and last names; titles of books, articles, etc., in italics; initial capitals for book titles; and commas to separate fields. For journal name abbreviations, please follow the standards set by *Mathematical Reviews* and, above all, be consistent.

Although we prefer that you style your reference lists according to the format set by our macros, other reference styles, such as the BibTeX default style, are acceptable. We ask that either the numbered system or the name/date system be used and you are consistent in one format or the other throughout the book. In the numbered system, all references are listed in order of citation (or alphabetical order, if you prefer) and are numbered sequentially beginning with [1]. If a reference is used more than once, the number given to it at the first occurrence should be repeated. Use the bracketed numbers to cite references in the text (e.g., [1], [4]-[6]). In the name/date system, all references are listed in alphabetical order. References are cited in the text using the author's name followed by the year (e.g., [Smith, 1993]). If multiple papers by the same author or set of authors are published in the same year, they should be distinguished by the addition of lowercase letters after the year (e.g., [Smith, 1993a]). Reference citations should not be hard coded.

#### Sample References:

- [6] B. Fidan, Y. Zhang, and P. A. Ioannou, Adaptive control of a class of slowly time-varying systems with modeling uncertainties, *IEEE Trans. Automat. Control*, 50: 915-920, 2005.
- [7] P. V. Kokotovic and M. Arcak, Constructive nonlinear control: A historical perspective, *Automatica*, 37: 637-662, 2001.

- [8] M. Krstic, I. Kanellakopoulos, and P. V. Kokotovic. *Nonlinear and Adaptive Control Design*, Wiley Interscience, New York, 1995.

## Appendices

The SIAM book macros will designate the appendices with consecutive capital letters (e.g., Appendix A, Appendix B).

## Index

Before creating your index, please refer to the [SIAM indexing guidelines](#). These guidelines address the basics of index structure as well as how to use the MakeIndex program to tag your file.

## Figures

SIAM requires that all illustrations be submitted as EPS or PDF files. The minimum DPI required is 150 except for photographs, in which case it is at least 300. These should be created in black and white unless color art has been approved for the book. Hand-drawn artwork or artwork with hand-written labels will need to be replaced with computer-generated figures.

You are responsible for adding the input commands for figure files to your LaTeX file. All artwork submitted should be in its final size so that it does not have to be resized in the LaTeX file. When creating figures, quality assurance requires lines or dots that are 1 point thick or larger—lines thinner than 1 point may break up or disappear.

In the case of color art, files should be saved as CMYK (cyan, magenta, yellow, black), not RGB (red, green, blue), format. Although RGB format is acceptable for viewing a color figure on a computer screen, CMYK is the color format necessary for printing high-quality color figures. Your developmental editor can assist you with converting figures from RGB to CMYK if necessary.

If your book is planned with black and white art only, it is an option for the electronic version to contain color. In this case, a separate file should be created for the color images. The figures must be named the same as their black and white counterparts.

## 6: PERMISSIONS

As mentioned in your contract, the responsibility for obtaining permission to reproduce previously copyrighted material resides with the author. All permissions should be obtained prior to submitting your manuscript, and you must include copies of all permissions letters with your submission.

### What Needs Permission

Permission is not needed for substantially altered figures or tables; however, a citation of the original source must be included with such materials. The same rule applies to material based on the ideas of those other than the author.

In general, it is necessary to obtain permission for figures and tables that have been published in exactly the same form and copyrighted elsewhere. This rule holds true even when you were the original creator of the material. Adaptations of such materials may also require permission, as may reproduction of certain unpublished works. (Note that a work does not need to be published to be protected by copyright.)

### Fair Use

Fair Use allows the author to quote from other authors' work or to reproduce small amounts of graphic or pictorial material for purposes of review or criticism or to illustrate or buttress their own points.

Quotations that exceed the fair use doctrine require permission. According to the 15th edition of the *Chicago Manual of Style* the following factors should be taken into account when determining whether their use is fair:

1. The purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes
2. The nature of the copyrighted work
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole
4. The effect of the use on the potential market for, or value of, the copyrighted work

## Obtaining Permission

To obtain permission to use a previously published item, write a letter to the copyright holder, usually the publisher, with complete information about the book you are writing and how the material will be used. A template letter can be found on the following page. More information on obtaining permissions and a downloadable version of the template letter can be found at [Obtaining Permissions](#). You will also find information about online permission requests through [RightsLink](#) for publishers participating in that program. Note that you will need to give your book's title, expected publication date, and approximate page count. If you are unsure whether specific material requires permission or have any questions about these items, contact your acquisitions editor.

In most cases permission is granted, but it may take 6 to 8 weeks to hear from the publisher, so you should send your permission requests as early as possible. Some publishers may require exact credit lines, so be sure to follow their instructions word for word.

You should also be aware that some publishers will require a fee when agreeing to allow you to use their materials. Often, that fee can be reduced or eliminated if you contact the copyright holder, citing SIAM's not-for-profit status.

<Date>

Dear Permissions Editor:

I am requesting permission to reprint the following material (copy attached):

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Original Chapter // Issue – Volume – Article Title:
Original Author:
ORIGINAL FIGURE/TABLE NUMBER:

This material will appear as **Insert figure, table, or section number in Insert title of book** by **Insert author(s)/editor(s) of book**, to be published by the Society for Industrial and Applied Mathematics (SIAM) in **Insert year**.

The book will be approximately \_\_\_\_\_ pages. We will include full credit using the information you provide, below. Thank you for your help.

Sincerely,

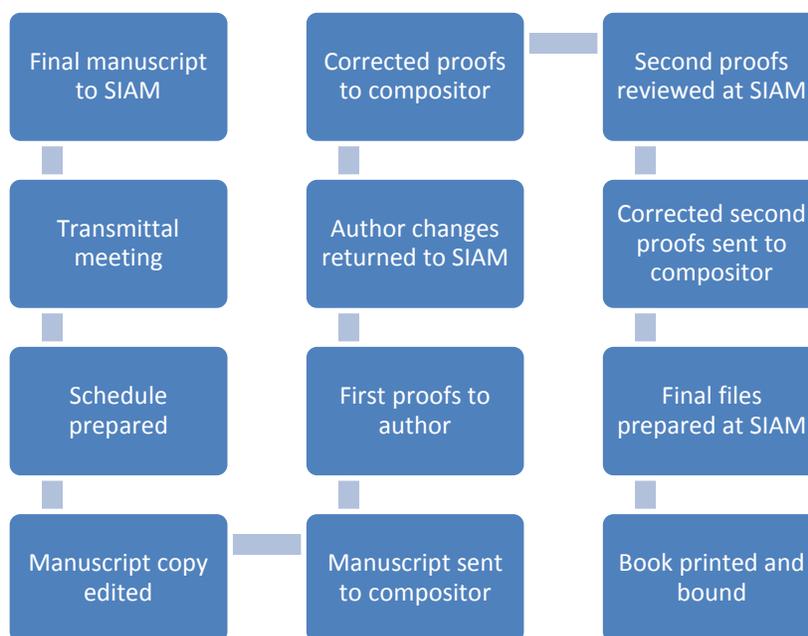
**Insert your name, affiliation, e-mail, and phone**

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## 7: THE PRODUCTION PROCESS

The production process is made of up of the following steps:



The first step of the production process is to transmit your final manuscript and all necessary ancillaries to the acquisitions department. In order to prepare for transmittal, the developmental and acquisitions editors will contact you with questions pertaining to details of your book that need to be settled prior to production (for example, whether you'd like your photo on the back of the book or what figure or other graphic you'd prefer for the book's cover). At the transmittal meeting, the manuscript and ancillary materials are handed over to the book's assigned production editor and the developmental and acquisitions editors answer any questions the production editor or other staff might have about the book.

Shortly after transmittal, SIAM's production manager will create a production schedule for your book, and the developmental editor will send the schedule to you for your approval. The schedule will include dates on which you will receive proofs from and return proofs to your

production editor, so it is crucial that you check these dates and let the developmental editor know if you have any conflicts due to workload, travel, personal circumstances, etc. In such cases, the production schedule will be adjusted to accommodate your schedule or we will arrange for proofs to be sent to you at your travel destination, if you agree.

At this point, the copyediting of your manuscript will begin. SIAM has a policy of editing for typographical errors, inconsistencies, and house style; however, the editor will not change the tone or “voice” of your manuscript. The production editor will query items that are unclear before making any changes.

After the copyediting stage, your book manuscript will be given to a compositor who will institute the copyediting changes and produce a clean set of proofs. You will receive proofs of the text of the book, the front matter, and the cover. Please be aware that at the proof stage only minor changes can be made; no part of the manuscript can be revised or rewritten because doing so would lengthen the production process and increase the cost of preparing the book. You should note that as you are reviewing proofs, your manuscript is also being proofread at SIAM.

The changes that you return to your production editor will be sent to the compositor so your changes can be made, and then your production editor will review the second set of proofs to ensure accuracy. If any further changes need to be made, the compositor will make them and the production editor will review a third set of proofs.

After all changes have been made, the final files of your book will be prepared and sent to the printer for printing and binding. Your finished book will be delivered to SIAM, and you will be sent your complimentary copies.

## 8: MARKETING YOUR BOOK

Upon receipt of your final manuscript, your acquisitions editor will send you a copy of SIAM's marketing questionnaire. We ask that you complete this questionnaire as carefully and thoroughly as possible because we use it to create marketing copy and finalize the promotional plan for your book. Our intent is to give your book international visibility and distribution. This section will give you an overview of the various ways SIAM markets its books.

### Print Promotions

Our promotions (e.g., brochures, flyers, and announcements) usually consist of new books and related backlist publications. Major promotions are done at least three times each year to all SIAM members and nonmember customers who have purchased SIAM books, other societies and publishers, and appropriate organizations. The major promotions typically mail to 40,000 to 50,000 domestic and international individuals. Focused promotions are done on a continual basis in the form of conference exhibits, special flyers, textbook promotions to select faculty, individual book flyers to targeted audiences, space ads, and other efforts aimed at maximizing the visibility of each book.

A section called *Inside SIAM* is included in most issues of *SIAM News*. This newsletter provides information on SIAM books, conferences, journals, and membership. The page devoted to books may focus on a particular series or subject area. We always take the opportunity to announce new or forthcoming titles in this section and to promote our backlist.

### Social Media

SIAM has been increasingly using [social media](#) to promote all our activities, including our book program. We have a [facebook page](#) and a [Twitter feed](#). Using both the SIAM and the conference handles, we announce new books and highlight backlist books.

SIAM authors are encouraged to use their own social media activities to announce their books or speaking engagements. SIAM obviously cannot attend every meeting, but we're happy to re-tweet and promote talks on our social media accounts, and we are happy to work with authors in linking to their own blogs or other social media.

## Online Bookstore

If you go to our online [bookstore](#), you will find categories for *New Books* and *Forthcoming Books* as well as access to our complete backlist. To find books of interest, you can search for books by author, title, and book series, and the *Search for a Product* feature allows you to also search by key word, title, order code, or ISBN.

## Electronic Advertising

We send announcements of new books to appropriate e-mail bulletin boards and forums that our authors list on the marketing questionnaire. We also have a [Book Alerting Service](#)—a list of people interested in electronic notification about our new titles. Those who complete the electronic form, indicating their areas of interest, receive e-mail announcements of new books in those categories.

## Space Ads

SIAM runs space ads in our own publications (*SIAM News*, [SIAM journals](#), conference programs, and activity group newsletters) and in appropriate publications of other societies and publishers. Ads are placed based on SIAM's experience with previous books on similar topics, the target markets for the book, and the author's suggestions.

## Announcements

With the publication of each SIAM book, we contact agents and e-retailers with key book information, including a content summary, so the book can be added to all appropriate databases and websites.

## Book Reviews

We send a copy of the book to the appropriate technical journals so they can review it. Copies of all reviews are sent to you, and we often use them in future promotions for your book.

## Bookstores

SIAM books can be found in campus and technical bookstores worldwide. We continue to expand the visibility of SIAM books in bookstores through personal contact and major mailings in both the United States and other countries. Our books are available at online bookstores, primary among them, Amazon.com and Barnes & Noble.com.

## Conferences

We display our books at our own [conferences](#) as well as at conferences sponsored by other organizations, and we advertise in conference programs. We also send promotional materials to smaller, specialized conferences, meetings, and workshops throughout the world. If an author would like his or her book displayed at one of these small conferences, SIAM will make arrangements with the organizers.

## Package Stuffers

Most outgoing shipments of books contain flyers and brochures for new publications in similar interest areas.

## Partnership with Cambridge University Press

SIAM partners with Cambridge University Press (CUP) to optimize international distribution for our overseas members and customers. Since CUP is an established presence in other countries—they have offices and representatives who call on libraries and bookstores—this partnership insures that our books get maximum exposure outside of North America. CUP's relationship with Amazon.uk and Amazon.de insures that our prices on these sites will be equivalent to domestic prices. SIAM members and other customers who live outside of North America can save on shipping fees, pay in local currency, and receive their orders more quickly.

## Textbooks

### Targeted Promotions

Books appropriate for classroom use are heavily marketed to department chairs and to targeted lists for appropriate courses. [Examination copies](#) are provided upon request to department heads and instructors for course adoption consideration. Follow-up letters are sent to determine how the book was used. [Desk copies](#) are provided to professors who adopt a SIAM book for a course.

### Special Student Pricing

SIAM's [Student Discount Pricing program](#) enables students to buy SIAM textbooks at a reduced rate. SIAM offers 20% of the list price of any SIAM textbook adopted as the primary text in an under- or graduate-level course. This offer is available only on books ordered directly from SIAM.