

Chapter 1 Introduction

Welcome to your 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 work with SIAM.

1.1 Why Publish With SIAM?

We understand that there are many factors that authors consider when choosing a publisher. Below is a list of key features of our book publishing program that we believe our past and potential authors find attractive.

1.1.1 Support of Your Profession

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

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

1.1.2 Worldwide Distribution and Aggressive Marketing

As an international society with over 10,000 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.

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.

1.1.3 Web Site

SIAM's Web site makes our full book [catalog](#) available to potential customers, with a shopping cart feature to make purchasing books quick and easy. All credit card orders placed via our Web site are processed through our secure server.

Our Web site also has easy-to-navigate sections dedicated to featuring new books and informing potential readers about forthcoming volumes.

1.1.4 Distribution

Within the United States our entire inventory of books is housed on site, so orders can be shipped from our offices within three business days of receipt. SIAM books also can be ordered through e-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, pay in local currency, and receive their books more quickly.

1.1.5 Extended Shelf Life

SIAM's policy is to keep all books, with the exception of proceedings, in print until they are replaced by updated editions. This means that your book will remain available to readers indefinitely, not just for a few years. Should this policy ever change and your book were to go out of print, all publishing rights to the book would be returned to you.

1.1.6 Affordable Pricing

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

All SIAM books are offered at two prices: a list price for nonmembers and a discounted price for members. The member price reflects a 30% discount off the list price, making our books even more affordable for SIAM members. This member price is offered to all attendees of SIAM conferences as well as attendees of non-SIAM conferences at which we have an exhibit.

1.1.7 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. Our editorial staff also proofreads books after copyediting, and our authors receive a set of proofs to review. The copyediting and proofreading stages of production help to ensure that the published book will be free of inconsistencies in format, grammar, and punctuation.

1.1.8 Flexibility

Our staff is well versed in LaTeX2 ϵ 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.

1.1.9 Special Assistance

SIAM's acquisitions and publications staff prides itself on giving each book we publish the individual attention it deserves. As one of our authors, 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.

1.1.10 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 book, they can purchase them at a 40% discount off SIAM's list price.

1.2 *SIAM's Book Series*

SIAM offers a choice of 14 book series. Each series' Web site contains descriptions, the editorial boards, and listings of books already published in that series. You should consult the book series description to determine the appropriate acquisitions editor to send your proposal to.

[Advances in Design and Control](#)

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

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

Editor-in-Chief: Martin T. Wells, Cornell University

[CBMS/NSF Regional Conference Series](#)

CBMS Liaison: Ron Rosier

[Classics in Applied Mathematics](#)

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

[Computational Science and Engineering](#)

Editor-in-Chief: Omar Ghattas, University of Texas - Austin

[Frontiers in Applied Mathematics](#)

Editor-in-Chief: James M. Hyman, Los Alamos National Laboratory

[Fundamentals of Algorithms](#)

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

[Mathematical Modeling and Computation](#)

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

[Monographs on Discrete Mathematics and Applications](#)

Editor-in-Chief: Peter L. Hammer, Rutgers University

[MPS/SIAM Series on Optimization](#)

Editor-in-Chief: Michael L. Overton, Courant Institute of Mathematical Sciences

[Other Titles in Applied Mathematics](#)

[Proceedings in Applied Mathematics](#)

[Software, Environments, and Tools](#)

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

[Studies in Applied and Numerical Mathematics](#)

1.3 SIAM Publishes Textbooks

We encourage authors to submit for publication texts that can be used in college and university courses. Many current SIAM books are used as main and supplementary textbooks for graduate-level courses, and we also publish books that are appropriate for undergraduate courses. Every textbook manuscript undergoes an accuracy review before it is put into production. To help our readers easily locate these texts, our Web site and marketing materials clearly identify which books are [textbooks](#).

1.4 SIAM Staff

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

Your first and main contact person at SIAM will likely 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 on your book and, if your project is accepted, will prepare your publishing contract.

After your book is under contract, you will also work with a *developmental editor*, who can answer questions about SIAM's LaTeX2ε 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. The developmental editor will also inform you of your book's production schedule when it has been set.

After your book goes into production, you will be contacted by your *production editor*, who will see your book through the copyediting and proof stages of production.

During your book's production, you also will hear from SIAM's *marketing specialist*, who 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.

Chapter 2 Proposal Submission, the Review Process, and the Contract Decision

All potential SIAM authors are required to submit a proposal describing their book project so we can have the project reviewed by 3 to 5 experts in the field. To submit a proposal, you'll need to assemble the following items:

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

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 8 weeks.

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. 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 with you the reviewer suggestions that SIAM feels are most important to follow.

If the reviews are positive or recommend publication with revision, your acquisitions editor will present your book for contract decision to our Book Acquisitions Committee. This committee judges the technical merit and marketability of your book and also discusses any production issues that need to be addressed in the contract (e.g., color figures). The committee will issue one of three decisions: (1) accept outright, (2) accept conditionally, or (3) decline. In the first case, a contract offer will be made, with terms to be negotiated by you and your acquisitions editor. In the second case, you may be offered a contract containing guidelines set by the Book Acquisitions Committee that will need to be met before the book is published. In the third case, we will not offer a contract because, for example, the book does not address the needs of the SIAM audience. However, if your book is declined, 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, you should be aware that another peer review—known as the final review—will 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.

Chapter 3 The Publication Agreement

This chapter 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.

3.1 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 greatly 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.

3.2 Copyright

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

3.3 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. It is important for you to notify your acquisitions editor of any delays since books are scheduled and budgeted a year in advance.

3.4 Warranty

This clause states that you take responsibility for securing written permission to reproduce all nonoriginal and/or previously published material.

3.5 Royalty

This clause contains the royalty percentage for your book and the dates that royalty payments will be made to you or to the Student Travel Fund if you have chosen that option. You should negotiate this point with your acquisitions editor before the contract is prepared.

3.6 Authors’ Copies

As 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.

Chapter 4 Components of Your Manuscript

SIAM publishes authored books, proceedings for select SIAM-sponsored conference, and, occasionally, edited volumes. Each type of text should have certain components. Please take note of which components are crucial for your particular project.

4.1 *Authored Books*

Each author writes with his or her own writing style, or voice, and our editorial staff makes every attempt not to change it. However, we do have some general guidelines geared toward improving your book's readability and usability, and we ask all authors to follow them to the extent possible.

4.1.1 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 postpublication reviewers and potential buyers. You should write the preface in the first person and use a reader-friendly tone. Keep in mind as you are writing that your preface should make your book sound appealing to readers so they will want to purchase and use it.

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, 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.

If your book can be used as a textbook, use part of the preface to state which courses it is meant for and how it could be used. Be sure to list prerequisites and to point readers to any supplementary material that is available electronically.

You should also describe your style of notation and explain why you are using that style. It is important to use the notation that is accepted in your field so your text will be accessible to the widest audience.

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

4.1.2 Introduction

Sometimes an introductory chapter is appropriate, for example, in textbooks or particularly long books. In these cases, the introduction's key purpose is to outline the book's contents for readers. Before you begin the main portion of the book, you need to inform your readers about what information will be presented, how it will be presented, and why it will be presented in that way. Below is a description of the type of information that introductory chapters should contain. Otherwise, this material should be placed 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.

4.1.3 Main Text

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). Here are some things to keep in mind while writing:

- Determine the readership level to which you are writing and keep it consistent.
- Keep your notation and reference style consistent throughout the book.
- Review your preface periodically to make sure you have not strayed from your goals.

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.

4.1.4 References

SIAM's recommended reference styles are explained in the Organization and Numbering part of section 5.2.2. 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 up-to-date as possible.

4.1.5 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.

4.1.6 Appendices

An appendix includes information that is essential but does not fit comfortably within the main part of the text. 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, detailed numerical results, or lists of supplemental readings. (See section 5.2.4 for additional information.)

4.1.7 Index

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, available from your acquisitions editor, before beginning the index. (See section 5.2.4 for additional information.)

4.1.8 Supplemental Electronic Material

SIAM can accommodate supplemental electronic material for your book. Software, datasets, solutions manuals, etc., that enhance the value of your book can be produced on the Web or DVD. You should discuss these ancillaries with your acquisitions editor prior to preparation of the publishing agreement. Files for such material should be submitted with your manuscript.

4.2 Edited Volumes

SIAM publishes edited volumes on rare occasions only. Please contact an acquisitions editor before submitting a proposal for this type of book. If the acquisitions editor determines that the project should be pursued, you will be sent guidelines for compiling the volume.

4.3 Conference Proceedings

SIAM publishes proceedings from select SIAM conferences only. We prefer to publish proceedings in time to be distributed at the conference; therefore, submission of a proposal and completion of the papers needs

to be done well in advance of the meeting. If you are the editor of a proceedings, you will be provided with instructions for compiling the papers in a publishable form.

Chapter 5 Preparing Your Manuscript in SIAM's Format

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.

5.1 *SIAM's Book Macros*

SIAM will supply you with our LaTeX2e macro files and instructions for using them as you prepare your book manuscript. You can download the [macros](#) and a sample file from our Web site. 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 book macros from the start to help avoid potential incongruities between your own LaTeX2e style files and the SIAM macros. As you are working to apply the macros, questions should be addressed to your acquisitions editor or developmental editor.

SIAM's book macros will format your book to a standard 7-inch x 10-inch trim size, with headings, mathematical items, etc., set in our house style. SIAM's book macro uses a font package that should only be used if Mathtime and Mathtime Plus fonts are installed on your machine. If you do not have those fonts, you will need to comment out these lines of code as you run your files. The default font family will be Computer Modern, and your developmental editor will incorporate the correct fonts when your final manuscript is received by SIAM. Keep in mind that changing the fonts 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.

5.2 *Elements of a Manuscript*

A complete book typically contains front matter, main text, and back matter. Each of these elements can have many components, which are explained below.

5.2.1 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. SIAM's standard marketing questionnaire will ask you to supply this information exactly as you would like it to appear.

Copyright Page

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

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

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

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

- the warranty, used primarily for software manuals
- any information or permissions statements for previously published material
- a credit line for the cover art
- trademark information for non-SIAM products
- a royalty statement for those books for which all or part of the royalties go to the SIAM Student Travel Fund

Series Page

If your book is part of a SIAM series, this page will include the names of the editor-in-chief and editorial board members. It will also list all the previously published books in the series. This page is created by SIAM.

Dedication

The dedication is an optional element and is created by SIAM. If you wish to dedicate your book to someone, 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.

Reviewers

For conference proceedings, a list of reviewers should be submitted by the book's editor. Unless this list is very long, it should be included at the end of the preface.

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. In proceedings, however, grant support information is included on the copyright page.

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.

Foreword

A foreword is a statement about the book by someone other than the author or editor. Sometimes forewords are written by important researchers in the field of study covered by the book. This is an optional element, and you should discuss it with your acquisitions editor prior to contacting anyone about preparing a foreword.

Preface

The preface is a necessary element in each book SIAM publishes. It is a short statement of the book's purpose, outlining its objectives, structure, and the audience for whom it is intended. 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 clearly written and reader friendly. More information on writing a strong preface is in section 4.1.1.

Introduction

Some books contain an introductory chapter. In contrast to the preface, which discusses the book's purpose, the introduction describes the text itself, usually on a chapter-by-chapter basis. The introduction is primarily meant to prepare the reader for the content of the book by explaining what material will be covered and how it is organized. The introduction is an optional element, and if the book does not have an introduction this material can appear in the preface. (See section 4.1.2 for more information.)

5.2.2 Main Text

The main text of a book consists of many elements that help organize and give structure to your book. These included headings and subheadings, mathematical items (e.g., theorems and lemmas), equations, illustrations, tables, and references. SIAM's book macros will take care of numbering and formatting these items for you. If you are not able to use LaTeX2e, you should contact your acquisitions editor to receive formatting instructions.

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

General Formatting

SIAM's book macros will set the margins and line spacing for your manuscript, so you should not add such commands to your source file.

Fonts

As previously mentioned, SIAM uses the Times font family in most publications. However, as you prepare your manuscript you'll need to comment out the lines of code pertaining to fonts and run your files with the default font, Computer Modern, unless you have Mathtime or Mathtime Plus fonts on your machine. Your developmental editor will call in the Times font package after you have submitted 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 LaTeX2e can automatically cross-reference them. Hard-coding does not allow for ease in updating cross references and should be avoided.

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 LaTeX2e files. Other items not defined by our macros should be set as described below:

Item	Heading	Text
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. Also, 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.

Note: Figures or tables created by someone other than the author or borrowed from a previously published source, even those created by the author him- or herself, must carry an appropriate credit line at the end of the caption. (See section 5.2.5 for additional information.)

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. References should be listed after each chapter of an edited volume and at the end of an authored book. 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.

The SIAM .bst file is for use with BibTeX. When you send in your files, please send only the .bbl file created by BibTeX; there is no need to also send the .bib file.

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. 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]). References 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.

5.2.3 Figures

SIAM will accept figures in electronic (PostScript, including EPS; LaTeX2e) or nonelectronic forms. It is the author’s responsibility to provide either usable PostScript files or clean, scannable hard copies of all figures. These should be created in black and white unless color art has been approved for the book and stipulated in the contract. Hand-drawn artwork, or artwork with hand-written labels, is not acceptable because of the poor reproduction quality. Such figures will be returned to you to be replaced by computer-generated figures.

You are responsible for adding the input commands for PostScript figure files to your LaTeX2e file. All artwork submitted should be in its final size so that it does not have to be resized in the LaTeX2e file.

When creating PostScript figures, you must use lines or dots that are 1 point thick or larger. Because of printing limitations, 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.

Authors should try to avoid using psfrag elements within their figures because this can cause problems with characters dropping out of figures or appearing incorrectly. Please speak with your acquisitions editor or developmental editor if you feel it is necessary to use psfrag when creating your figures.

5.2.4 Back Matter

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

Appendices

Material considered supplementary to the main text should be placed in an appendix so it does not break the flow of the text for readers. The SIAM book macros will designate the appendices with consecutive capital letters (e.g., Appendix A, Appendix B).

Glossary

A glossary is a list of specialized or technical terms and their definitions. Terms should be listed alphabetically and their 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. You are responsible for preparing the index for your book, either by tagging terms within your LaTeX2e file or by highlighting terms on your set of proofs. SIAM strongly encourages the use of a system like MakeIndex for creating your index electronically.

Before creating your index, please obtain SIAM's index preparation guidelines from your acquisitions editor or developmental editor. These guidelines address the basics of index structure as well as how to use the MakeIndex program to tag your file.

5.2.5 Permissions

As mentioned in your contract, the responsibility for obtaining permission to reproduce previously copyrighted material rests with the author. Contact SIAM if you are unsure whether specific material requires permission.

In general you must obtain permission for figures and tables that have been published in exactly the same form and copyrighted elsewhere. This includes instances when you were the original creator of the material in question. 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.)

Quotations that exceed the "fair use" doctrine also 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

... it 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.

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.

You must obtain all permissions prior to submitting your manuscript, and you must include copies of all permissions letters with your submission. 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 sample permissions letter follows. Note that you will need to give your book's title, expected publication date, approximate page count, and cover type (hard or soft). If you have any questions about these items, refer to your publishing agreement or 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.

Sample Permission Request

Dear Permissions Editor,

I am seeking permission to reprint Table 4.1 from *Handbook of Numerical Analysis* by Anne Smith and John Jones, Springer-Verlag, 1992. A copy of the table is attached.

This table will appear as Figure 2.2 in *Numerical Analysis and Scientific Computation* by Mary Johnson, to be published in 2007 by the Society for Industrial and Applied Mathematics. The book will be published in softcover and will be approximately 300 pages. I am requesting permission to reprint this selection with nonexclusive world rights in English in this edition and all future editions and revisions and also in all electronic formats.

Full credit will be given as you indicate below. For your convenience, I am including a release at the bottom of the page. Thank you for your help.

Sincerely,

Mary Johnson

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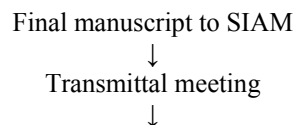
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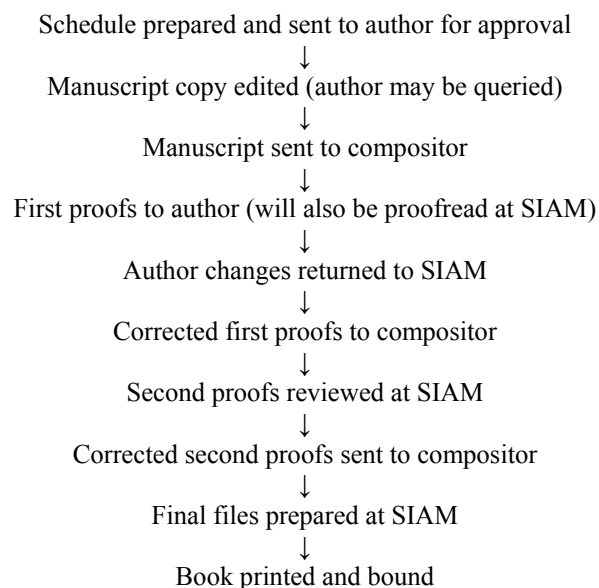
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Chapter 6 The Book Production Process

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 production department. In order to prepare for transmittal, the developmental editor will likely contact you with questions pertaining to details of your book that need to be settled prior to production, such as whether you'd like your photo on the back of the book or what figure 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 editor and acquisitions editor answer any questions the production editor or other staff might have about the project.

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, etc. In such cases, the production schedule will be adjusted to accommodate your own schedule or the developmental editor 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. You should expect that 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. These are the proofs that you will be sent for review. You will receive proofs of the body text of the book, the frontmatter (table of contents, preface, dedication, etc.), 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 at the same time 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 the number of complimentary copies stipulated in your publishing agreement.

Chapter 7 Marketing Your Book

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

7.1 Book 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 in the past as well as to lists from other societies and publishers and to 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 audience, 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. Information about the series or subject is provided in addition to a list of pertinent SIAM titles. We always take the opportunity to announce new or forthcoming titles in this section. *Inside SIAM* is substituted three times a year by *SIAM Book Spectacular* and the Spring and Fall *Bookmart*, both of which are described below.

The *SIAM Book Spectacular* comes out every January and is included in the January/February issue of *SIAM News*. This promotion is an opportunity to announce new titles, promote current ones, and offer a discount on a select number of books. It can be accessed on our Web site, where it is referred to as the Winter Book Sale.

Bookmart is included in the April and October issues of *Inside SIAM*. *Bookmart* is an opportunity for SIAM to announce new titles and re-introduce current ones. A select number of books are offered at sale prices. The list of sale books can be accessed electronically on our Web site.

Math News You Can Use is a 4-page newsletter mailed in April and October to an international group of department heads, librarians, and professionals who teach mathematics or compile mathematics-related materials for colleges, universities, and organizations. This newsletter contains articles about recent SIAM events and projects and information about our books. Anyone involved in mathematics education will find the information useful.

7.2 Textbook Promotions

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

7.3 Print Catalog

Each year a comprehensive, up-to-date [catalog](#) is produced and mailed to more than 25,000 SIAM members, agents, bookstores, and individuals who have expressed interest in SIAM books.

7.4 Online Catalog

If you go to our online catalog you will find categories for *New Books* and *Forthcoming Books*. Within these categories you can access information about each of the listed titles. Orders for forthcoming books can be placed, and the books will be shipped upon publication. To find books of interest, you can search for books by author, title, and book series, and the *Search the Book Catalog* feature allows you to also search by key word, order code, or ISBN. Our online catalog is constantly updated to reflect the newest publications as well as to provide customers with access to our backlist.

The homepage of our Web site contains a *Book of Interest* feature. If you click on the icon, it will take you to a page that has information about the content, author(s), and purchasing for the book shown. The book that is featured—always a recent publication—changes frequently for maximum exposure.

7.5 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.

7.6 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.

7.7 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 Web sites. We also 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.

7.8 Bookstores

SIAM books can be found in 162 campus and technical bookstores in over 35 countries. 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. The online bookstores Amazon.com and Barnes & Noble.com also carry SIAM books.

7.9 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 books and materials to many smaller, specialized conferences, meetings, and workshops throughout the world. SIAM staff cannot attend all of these conferences, but we arrange to display books and other promotional material along with a price list so

attendees can order electronically or by phone or fax. If an author would like his or her book displayed at one of these small conferences, SIAM will make arrangements with the organizers.

7.10 *Package Stuffers*

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

7.11 *Partnership with Cambridge University Press*

SIAM partners with Cambridge University Press (CUP) to optimize distribution channels, pricing, and service to our 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 nonmembers who live outside of North America can save on lower shipping fees, pay in local currency, and receive their orders more quickly.