



UNIVERSITY OF WALES PRESS

Proposal Questionnaire

1. Name:
2. Book title:
3. Date/place of birth:
4. Home address:
5. Home phone/fax/e-mail:
6. Office address:
7. Office phone/ fax/ e-mail:
8. Present and former posts:
9. Professional and other honours:
10. Colleges, degrees, etc.:
11. Books published:
12. Other important writings:
13. Please supply a description of the content and objectives of the manuscript and the reasons for its importance. (This should include a synopsis of 2-3 pages.) If your proposal is for a multi-author work please ask each contributor to provide a one-paragraph description of his or her chapter. You should show clearly how these chapters will combine into an integrated whole.
14. Please provide your current author details/affiliation, in 20-30 words (we will check with you nearer publication that your details are still correct). If your proposal is for a multi-author work please supply short biographical details for each of the contributors.

15. If illustrations are an integral part of your text, please supply a draft list annotated with source and copyright information in each case. Note whether or not these can be provided at no cost to the publisher.

Please try to be as specific as possible at Proposal stage regarding the number and type of image. It will be assumed that they will be black and white unless otherwise stated.

We would advise that monographs and collected volumes do **not** include images, unless absolutely necessary.

16. Estimated length in terms of number of words including all references.

(For proposed books containing poetry, please include the number of words for text and also the number of lines of poetry (including blank spaces between verses) and also the total number of poems.)

17. Proposed submission date:

18. Please specify your proposed readership - main market, lay readership, international potential. How does this book meet the needs of the target market?

19. Please provide a brief description aimed at the non-specialist (for example, some booksellers or journalists will not have specialist knowledge of the subject of your manuscript).

20. Are there other books on the subject that we should know about? How does your book differ from them? What are its 'unique selling points'?

21. Please list those periodicals and journals most likely to review your book.

22. Please list columnists, editorial writers, radio and television commentators, etc., who in your opinion would be interested in your book.

23. For advertising consideration, please list periodicals and journals in order of priority. Please also supply the name of the Review Editor and postal address of journal/periodical.

24. Please supply the names, addresses, and telephone numbers of groups and organizations that might be of special help in promoting the book – for example, those that might supply mailing lists for direct mail advertising and promotion.

25. Please supply the names of professional meetings you plan to attend where promotion of your book would be desirable.

26. For which courses in the school, college or University curriculum could your manuscript be used as text? Give specific courses and locations where possible in UK and elsewhere.

27. Are specific bookshops likely to be particularly interested in the book because of your relationship with them or their community or because of their specialization in the field of your manuscript? Please provide the manager's name if known.

28. Please name one or two eminent individuals in your field of research who would endorse the book for sales/marketing purposes.

29. Can you recommend any publishers which might be interested in purchasing translation rights in your book?