

Zenith Press Submission Guidelines

Zenith Press receives a large number of proposals and in order to streamline the submission process we have implemented the following requirements for consideration.

Your proposal must follow the format outlined below to be considered.

Please provide only:

- A ONE-PAGE COVER LETTER with your basic credentials for being an authority on your book's subject matter (please save detailed biographical information about yourself for the **MARKETING SUMMARY REPORT**).
- A **SYNOPSIS** of the book and its specifications such as: anticipated word count of finished manuscript (a range is fine); number and type of photos (color, black and white, archival— please see “**BOOK DEVELOPMENT REQUIREMENTS**” below); illustrations, maps, and diagrams.
- An **ESTIMATE** of how long it will take you to write the book or, conversely, when you know it can be delivered.
- A **CHAPTER OUTLINE** – this can simply be a working Table of Contents;
- A **SAMPLE CHAPTER** (please see “**SAMPLE CHAPTER TIPS**” below)
- Five **SAMPLE PHOTOGRAPHS**
- A **ONE OR TWO-PAGE MARKETING SUMMARY** (explained below)

Please send all of the above by mail or, preferably, email. Please note that we cannot guarantee the safe return of any unsolicited materials, including photographs.

MARKETING SUMMARY REPORT

It is extremely important that you, as the author, research the potential market for your book idea and summarize the results of your research in a Marketing Summary Report. Please compile this information into one document. Below is some basic information that you should include in this report:

1. **COMPETITIVE BOOKS:** Please check and record the performance of other recent comparable titles that have been published. There are many sources, such as Amazon, that will help you gather this information.
2. **CONTEXT:** Please consider the contextual nature of your book. Why should this book be published? Is it newsworthy? Is the content of the book current relevant to any current events or any events that will still be of interest for when the book goes to print (1-3 years from now).
3. **AUDIENCE:** Who is the audience for your book? General interest readers? Scholars? Enthusiasts? Please determine and describe the approximate number of readers who

would be interested in your book. Please list any associations, organizations (professional or non-professional), clubs, groups, etc. and their approximate membership numbers.

4. **MARKETING YOURSELF POST-PUBLICATION:** Which marketing efforts are you (and any co-authors) willing to take part in?

- Radio interviews;
- Book signings;
- Book sales at appropriate association gatherings?

5. **WHERE ELSE CAN WE SELL YOUR BOOK?** Do you have any other suggestions regarding any other special markets into which Zenith Press can market your book?

6. **AUTHOR INFORMATION:** Please provide us with your:

- Years of participation/service in different organizations;
- Previously published works (a complete list of books, articles, etc.);
- You're access to locations, archives, notable people in your field, etc.
- If appropriate for the book, Photography Skills. For instance, if you are providing original photography, please list photography experience, skills, published work, and equipment to be used (for photography tips, please see below);

BOOK DEVELOPMENT AND REQUIREMENTS

If Zenith Press accepts your book idea, here are some (but not all) of Zenith Press's requirements that are important to know in advance in the planning and development of your manuscript:

1. Zenith Press only accepts manuscripts in electronic format.

2. If your book will contain photography, we prefer digital images (see #3 below) UNLESS the images are historical and archival in nature. If that is the case, please strongly consider sending us the original film over digital scans of the aforementioned prints. Why? Film captures images with greater depth and vibrancy and permits greater flexibility in laying out the book. If planning to provide archival photography from a source other than yourself, such as a company or museum, list your access to these sources in the Marketing Page(s) and provide us with a confirmation letter of photo permission.

3. For digital images to be deemed acceptable for publishing, all of the following conditions must be met:

- Images must be shot at the highest resolution possible on your camera. We prefer 10 megapixels at the minimum and a minimum size of 6 inches by 9 inches. This

gives Zenith Press the necessary design flexibility (experience dictates that you will need several additional memory cards for photo shoots).

- If your proposal is accepted and your book approved, you will need to provide a contact sheet with thumbnails of every image and file names for each image to be used for photo editing.

4. Digital images obtained from outside sources must meet the specifications required for the project. We do not accept internet thumbnail photographs, though do accept high-resolution downloads of photographs from reputable photography agencies.

5. Closely adhere to the contracted word count. Exceeding the contracted word count does not help the efficiency of the project. Zenith Press reserves the right to cut text to match the specified word count.

6. Understand that Zenith Press will decide the final title, cover, and design.

SAMPLE CHAPTER TIPS

Here are some tips in setting up your proposal's sample chapter (and your eventual book):

1. Your sample need not be the first chapter, but one representative of the rest of the book.
2. This chapter should be at least 10 double-spaced, typewritten pages.
3. With military subjects, Zenith Press prefers lower case over upper case for generic military terms like "helicopter support team" and "vertical landing zone." The following website is a good reference guide for many such terms:

www.dtic.mil/doctrine/jel/doddict/index.html

- Acronyms should be spelled out in the following way on first usage. Spell out all military ranks—do not abbreviate (e.g., Master Gunnery Sergeant Pete Smith, not MGYSgt Pete Smith or MGySgt Pete Smith)
- Research proper style for names of institutions, associations, etc. Also, be consistent.
- When in doubt, we defer to Zenith Press house style first, *Chicago Manual of Style* second.

We do accept queries via email at eric.gilg@quartous.com.

Please email me with any questions about these guidelines. Thank you for your interest in Zenith Press!

Erik Gilg, Editorial Director, Zenith Press