



# Submitting a publication proposal to NCB

Your proposal will be reviewed by subject specialists within NCB, so it is important that it includes all the information that reviewers will need to consider. These notes are intended only to ensure that your report does not omit anything of importance. Please do not hesitate to contact the publications department ([publications@ncb.org.uk](mailto:publications@ncb.org.uk)) for assistance or further explanation of what is required at any time while you are preparing your proposal.

## Personal Details

Enclose your CV, including qualifications, academic and other career details, present appointment, and a full list of previous publications (including anything due for publication).

## Rationale and Approach

Explain the purpose of your book.

- Why is the book needed?
- What new approaches do you propose to take?
- What features will you include?

## Market

- What is the intended audience for the book?
- Are there any secondary markets?
- Is the market national or international?
- How often will the book need to be updated?

## Competition

List the main competing titles, and detail the major strengths and weaknesses of these books. You should list the advantages your book will have over each competing title.

## Other details

State your anticipated price (or price range), length (there are about 375–425 words on a printed page of text) and number of illustrations. Will the book include any halftones (photographs)? Will colour need to be used? How long will you need to write the book?

## Referees

Please give the names and addresses of at least two people who would be qualified to give an opinion on your work. (We will not necessarily approach these people.)

## Sample Text and Contents List

Include a full contents list, explaining briefly what each chapter will cover. Your editor will then advise you whether to include a sample chapter so that we can assess your writing style and approach.

## Funding

Is there any funding attached to your project/book?

## Miscellaneous

Please add any other information that you think might be helpful to us in evaluating your proposal.