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## An Author's Guide

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### Enclosures:

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Thank you for publishing with Clemson University Press. This guide has been put together to answer any queries you might have regarding the permission, production, and marketing processes at Clemson and to ensure the publication of your book is as smooth as possible. However, if you have any questions that are not answered in this guide, then please do not hesitate to contact your commissioning editor.

## 1. A guide to permissions

Unless it has been agreed otherwise in your contract, it is the *author's responsibility* to clear all copyright permissions for any text or illustrative material that is not your own work yet will be appearing in your book. It is also the author's responsibility to pay any permission fees associated with this, unless agreed upon otherwise with Clemson. Clemson offers the following as a basic guide to permissions, but authors are advised to ensure that they approach permissions according to current law and best practices and are ultimately responsible for doing so. Please also be advised that it is important that you begin the permissions process as early as possible, as it can take a long time for publishers and copyright holders to answer your query letters.

For a fuller sense of current US law and permissions procedures, please refer to the first chapter of the *Chicago Manual of Style* online, "Rights, Permissions, and Copyright Administration."

**PLEASE NOTE:** All permissions should be cleared before the final version of your manuscript is submitted to Clemson to avoid delays and additional costs during the production process. As an author/editor, you must follow US copyright law (copyright law is not international: only US law applies, regardless of the copyright holder's nationality).

### Copyright in the US

Works published on or before January 1, 1926 are now in the public domain. (In 2022, this date will shift to January 1, 1927 and so on.)

For works first published on or after January 1, 1978 copyright protection lasts for 70 years from the end of the year in which the author died. For works published before 1978 US copyright law is rather complicated. As a rough guideline:

- Works published prior to January 1, 1964 were required to have copyright renewed during the 28th year of their first term to receive the full period of protection, which now endures for 95 years from first publication;
- Works published between January 1, 1964 and December 31, 1977 are protected for 95 years without the need for renewal. Copyrights in their second term of protection on January 1, 1978 automatically received the full 95-year period without requiring renewal.

If you are unsure whether copyright was renewed for the material you wish to use, you should contact the Library of Congress for advice (Library of Congress Copyright Office, 101 Independence Avenue, S. E. Washington, D.C. 20559-6000, USA. Website: [www.copyright.gov](http://www.copyright.gov)).

### Fair Use

If you are quoting for purposes of criticism, parody, or review or if you are reporting on current events, the fair-use exemption enables you to quote a text legally without license from the copyright holder. While there is no rule of thumb for the length of material covered by fair use, all the quoted, copyright-protected material must be analyzed—it's not sufficient to analyze only a part of the quoted text if you intend to rely on fair use. If you do intend to rely on fair use, please submit a fair-use checklist for every use with your manuscript. You can download a copy of the fair-use checklist here: <https://copyright.columbia.edu/basics/fair-use/fair-use-checklist.html>. If you have any question about fair use, please raise them with your commissioning editor.

**PLEASE NOTE:** 1) even if your use constitutes fair use, you must still give proper credit to the original source; 2) fair use in US copyright law allows scholars to claim fair use on unpublished archival materials (whereas UK fair dealing law only applies to published works).

### **Dealing with publishers**

To cover the cost of processing small permission requests, most publishers charge a minimum fee or set a minimum number of words or figures below which no fee is charged. The publisher, either as owner of the copyright or on behalf of the author, has exclusive right to grant (or withhold) permission and can demand any fee they think reasonable.

Contact the publisher for permission to use the material previously published by them in the first instance. Some may then request that you contact the author of the work to seek their permission directly; other publishers will deal with the matter themselves. Please be sure that your use requires permission before requesting a license, as they are usually non-refundable.

### **Third-party copyright material**

When obtaining permissions, please remember that any third-party copyright material (e.g. extracts or illustrations that were cleared for publication in a source that you wish to reproduce) must also be cleared for your own publication. The permission that would have been granted for an illustration or extract to appear in the original publication will not automatically cover your reproduction of the same material.

### **Poetry and lyrics**

As a guide, reproducing the work of famous poets or songwriters, even as much as a single line, is often difficult and expensive.

In the US, any use of copyrighted song lyrics beyond one line requires permission from the music publisher. To determine who holds the rights to a particular song, contact the American Society of Composers, Authors, and Publishers (ASCAP) or Broadcast Music, Inc. (BMI). Song databases are available online at [www.ascap.com](http://www.ascap.com) and [www.bmi.com](http://www.bmi.com). (Please note that there may be a fee associated with sourcing the copyright holder through such services.)

Some publishers require permission to quote as little as one line of poetry. In order to ensure that your use is considered fair use, avoid long quotations and the reproduction of any poetry not under direct critical scrutiny. Should you have any doubts about copyright or permissions, please raise the issue with your commissioning editor.

## **Works of art**

For works of art, you will need to acquire a high-quality photograph of the artwork (illustrations need to be at least 300ppi (pixels per inch) at the size at which they are to be reproduced) and provide permissions documentation for the image.

You will also need to establish if the *photographer* owns the copyright for the photograph of the artwork that you are using. If so, you will have to apply for permission from the photographer in addition to the copyright holder of the actual artwork.

Please be aware that you may need to pay a reproduction fee to the owner as well as a copyright fee to the artist. For most fine art it is cheaper to approach museums and galleries directly, rather than contacting a commercial art picture library. Photographs and permission for contemporary artists can usually be obtained through their dealer or gallery. Artists' copyright can be cleared through the Artists Rights Society (ARS) 536 Broadway, 5th Floor (at Spring Street) New York, NY 10012 Tel: (1) 212 420 9160 Fax: (1) 212 420 9286. Website: [www.arsny.com](http://www.arsny.com).

## **Photographs**

Unless otherwise stated in the acknowledgments or figure caption for the photograph, you should apply to the publisher for permission to reproduce a photograph. In some instances, copyright may reside with the photographer; but the publisher will inform you if this is the case. You will also need permission for using a photograph from a picture agency.

## **Film stills**

It is often considered fair use for film stills or frame grabs to be used for the purposes of criticism or review, as long as their use is accompanied by a sufficient acknowledgment. In order for the use to be fair, it is advisable that you use only a reasonable number of images from any one film and that, in the case of each individual film, the examples used should not form more than an insignificant proportion of the book.

If there is any doubt about whether your use constitutes fair use please contact the indicated copyright holder. If this information isn't available you can try contacting picture libraries such as the *Kobal Collection* and *The Ronald Grant Archive* for photos of Hollywood and other mainstream films, as these sources can give permission for use. *Do not* approach major studios, as most will refuse permission or charge extremely high fees.

## **Drawings, tables, graphs, and figures**

You will need permission if you intend to use a direct copy of any graph, line drawing, or table that has been previously published in another source or if you intend to adapt a graph, line drawing, or table that has been previously published in another source. However, you do not need permission if you intend to use raw data to construct a figure illustration or table (although the source of the data must be credited).

## **Sample Permission Request Letter**

The following is a sample permission letter that can be adapted for your needs. The main points to note are the rights required, which will be as follows:

**Territory:** World distribution

**Language:** English language only

**Print run:** confirmation will be provided by your commissioning editor, but for hardback monographs it will be less than 400 copies, for which there should be no or a minimum permission fee.

**Editions required:** all editions (so you are covered for any reprints and future editions) including electronic publishing.

It is also worth mentioning in your permissions request that Clemson University Press is a nonprofit academic publisher and that the book will be a scholarly and educational publication. This sometimes reduces any fees assigned to permission requests.

Dear \*\*\*\*\*

I am presently writing a book for Clemson University Press, titled \*\*\*\*\* , and I would be most grateful if you would grant permission for the following material to appear within it:

Name of book (or journal article / illustration /photograph etc.):

Author (or artist, photographer, cartographer etc.):

Date published (or exhibited, etc.):

I would like to use [describe the material you want to use from their publication, including page numbers or the figure number and page number if it is an illustration or graph. You should also include a copy of what you want to use. The more specific the better as it makes it easy for the publisher or copyright holder to find the material.]

This material will appear as originally published in the following book: (If the material is to be altered or amended in any way then please rephrase this sentence and provide details about the changes that will be made.)

Present working title:

Author:

Publisher: Clemson University Press

Approximate publication date:

I request nonexclusive world rights including electronic rights in English language only and for all editions. I would be most grateful if you could take into account when considering a permission fee that the material would be appearing in a scholarly publication with a small print run by a nonprofit university press. I would also use an appropriate citation to acknowledge your publication; however, if you have a preferred form of acknowledgment then please let me know.

I would be most grateful if you would confirm that I have your permission to use the above material in my forthcoming publication with Clemson University Press. For your convenience, you can use this letter to grant permission by signing below and returning in the self-addressed envelope enclosed.

Thank you for your consideration and I look forward to hearing from you in due course.

Yours sincerely

(Sign and print your name)

\*\*\*

[Name of Publishing Company] hereby grants permission to use the above material:

\_\_\_\_\_ Date: \_\_\_\_\_  
(sign)

\_\_\_\_\_ Title: \_\_\_\_\_  
(print)

## 2. Submitting your manuscript

All manuscripts accepted for publication are copyedited and proofread by the Press, but the process is streamlined if manuscripts have consistent usage before they arrive. The following guidelines are by no means exhaustive, but will be very helpful.

**Before you send your manuscript**, please complete the following steps.

1. Please number each page continuously throughout, not chapter by chapter.
2. Please spell-check the manuscript before submission. For US spelling, please refer to Merriam-Webster's (available online).

3. Please double space the entire manuscript, not forgetting the footnotes/endnotes.
4. Do not format the text as if it were a printed book (for instance, introducing page or section breaks, using running heads, formatting subheads in display fonts). Do not fully justify your text; instead, all text should be aligned left unless it needs to be centered for some reason. Italics or bold text is acceptable, but please distinguish the different levels of headings by font size.
5. Please speak with your commissioning editor regarding citation and bibliographic style. Clemson University Press prefers complete endnotes as per the *Chicago Manual of Style* in lieu of a full bibliography. Please do not use *ibid.*, *op. cit.*, *art cit.*, etc. Other citation and bibliographic styles may be acceptable, provided that a consistent system is employed and that redundancies are not incurred.
6. For US style, please refer to *Chicago Manual of Style* for punctuation rules.
7. Treat quotations of 50 words or more as block quotations.
8. As per the *Chicago Manual of Style*, only capitalize titles in a direct address or when then full title is listed (thus “the president of the United States,” but “President Obama”).
9. Spell out numbers up to one hundred and use numerals thereafter.
10. Use an en dash in number ranges thus: 11–12, 22–29, 126–27.
11. If your book requires sidebars, please submit the text for sidebars in a separate file. All sidebars can appear in one file, but they should be clearly labeled with the chapter they should appear in (e.g., Sidebar 1.1). Please indicate in the main text the approximate placement for each sidebar (e.g. [Sidebar 1.1 near here]).
12. If you wish to include tables, diagrams, or illustrations, please supply these separately from the body of the text and indicate in the main manuscript where you would like them to be positioned using square brackets (e.g. [Figure 3.1 near here]). Each piece of artwork should be in a separate electronic file. If your manuscript includes complicated artwork please contact the Press for advice.
13. If you have more than a few images, diagrams, and/or tables, you will need to compile an art log and a captions file. An art log is a list of each illustrative item with file name, caption, and permissions. Please label each item in the art log and the separate file by chapter (e.g., Figure 2.1, 2.2, and 2.3). The art log is primarily for cross checking files, placements, and permissions. Please submit a separate file of just captions for copyediting, which will ensure your captions adhere to house style.
14. Label tables as “Table,” illustrations or diagrams as “Figure,” and musical examples as “Example.” (E.g., Figure 1.1, Table 1.1, Example 1.1, and Example 1.2)
15. Tables should be provided as separate Word or Excel documents with only the information that should appear in the printed table. Please label them by chapter and the order in which they appear (e.g. Table 4.1, Table 4.2, etc.)
16. Illustrations can be supplied as electronic graphic files, of which TIFF files are best. Illustrations need to be at least 300ppi (pixels per inch) at the size at which they are to be reproduced: i.e. a postage stamp image at 300 ppi is no good unless it is being reproduced at postage stamp size, as by the time it is blown up it will lose resolution. Images can be scaled down to fit, but not scaled up too much unless the resolution is very high. Scans need to be gray scale or CMYK. If RGB scans are supplied we will convert them into CMYK for the printers, but the color may alter a bit. So if the illustration needs to be accurate to an original photograph or painting, you must supply CMYK scans with the color corrected to your satisfaction. When submitting electronic files for your illustrations.

### **Sending your manuscript to the Press:**

1. Manuscripts should be emailed to your commissioning editor.
2. Don't supply the manuscript as a single file; rather, please use a separate file for each chapter and the preliminary material. Files should be numbered in correct running order and named using a recognizable version of the book's title.
3. Please do not attempt to create an index until the Press provides page proofs. Unless agreed otherwise in your contract, it is the author's responsibility to index the book. If you would prefer to hire a freelance indexer to do this for you, the Press can supply you with some references. However, you will need to pay the indexer independently for his or her work.

## **3. The production process**

Once your manuscript has passed the peer-review process that all manuscripts undergo at Clemson University Press, and you have made any final revisions to the manuscript following the reader's report, your manuscript finally enters the production department. Following is a brief summary explaining how your manuscript is turned into a book.

Clemson University Press uses a team of highly skilled freelancers who will publish your book to the very highest standard. Once your complete and final manuscript is passed to production it is assessed by our managing editor, who checks that all the material is there and assesses the level of copyediting required for the work. The manuscript is then sent to a freelance copyeditor who will check references and correct grammar, spacing, and spelling mistakes. Please also note that we will not ordinarily send the copyedited manuscript back to you before typesetting unless a large amount of editorial intervention has been necessary. The managing editor will contact you with any queries raised by the copyeditor; normally this will occur when the managing editor sends you the typeset proofs, though if the queries might affect a significant portion of text you will be consulted prior to typesetting.

A copy of the reformatted and copyedited manuscript will be sent to you as PDF proofs. You are now required to check the proofs thoroughly in case errors have been missed. It is strongly advised that any new additions or further changes to the text are *not* made due to the time and expense involved, unless they are absolutely crucial. However, if you have any concerns with the copyeditor's work you should consult the managing editor as soon as possible.

You will also be asked to create the index from the proofs, unless it has been agreed that the Press will commission an index separately (this is rare). The index will form a crucial part of your book, and as such it will require a fair amount of time and effort. You will need to compile (in Word) a list of major people, places, events, publications, and themes mentioned at some length in your book, and the pages on which these terms occur in the typeset text. The production team will assist you with guidance and provide a sample index from a published Clemson UP book, but please be aware that the work will take some time and effort. It is recommended to schedule several days to a week for the indexing work (or perhaps more, if the book is very long and / or complex).



Once all corrections have been made to the text and you have signed off on the final set of proofs, the production staff will arrange for it to be printed and bound. Alongside this process, your cover will be created. Your contact in editorial will consult with you over possible cover images. The image and your blurb are then passed to the production department, who assigns a designer to design your cover. A proof of your cover will be forwarded to you for your approval.

## 4. The marketing process

Just as every book receives individual and careful consideration through the production process, the same applies to the marketing stage, where every book receives a custom-made marketing plan in order to maximize its publicity and sales. However, there are some aspects of this marketing process that are similar to the majority of books we publish and this section attempts to explain these to you.

One of the most important documents that you will be asked to complete for Clemson is the *marketing questionnaire*. This will be sent to you during the final editorial review of your manuscript and it is important you complete this in as much detail as possible. The marketing questionnaire is used and referred to extensively during the course of your book's publication and, with the information you provide and our experience in publicizing and selling books, a final marketing plan is drawn up, which you will be given the opportunity to see and comment upon.

The following stages outline our general marketing activities that will adhere to your book:

### *Stage one—Invisible marketing*

About nine months prior to publication we announce details of forthcoming books internationally via bibliographic information agencies such as Nielson Bookdata and Bowker. This information is disseminated from these companies to libraries, retailers, and websites, ensuring every shop, wholesaler, supplier, library, or website has the book on their system for potential ordering.

### *Stage two—The catalog*

All new books are announced in a new titles catalogue, which is available online and circulated in print to key sales partners. The catalogue is also sent to our representatives and key accounts in Europe, the Middle East, the Far East, and Australasia. The information in the catalogue is replicated in the seasonal catalogues of our American distributors, Oxford University Press, who market and promote the book across the United States, Canada, South and Central America, and the Caribbean.

### *Stage three—Our sales representatives team*

Each year we hold two sales conferences to present our new seasonal catalogue to our sales representatives and review the previous six months' performance. At this point we also distribute Advance Information sheets, highlighting the key selling points of every new book. The representatives then visit national retail chains and bookstores, campus bookshops, and

libraries, library suppliers and wholesalers to ensure that copies of your book are purchased well in advance of publication. We also present our new books at the international book fairs in London and Frankfurt to our international distributors and representatives.

*Stage four—US marketing and distribution: Oxford University Press*

In the US, the largest market for scholarly books, all Clemson UP titles are advertised, marketed, sold, and distributed by Oxford University Press, USA. Their seasonal and subject catalogues, which your book will appear within, are distributed to more than 30,000 booksellers, libraries, academics, and students and we work closely with OUP to ensure every book reaches its US potential. We present all our new titles to OUP twice a year and with strong and constant communication between Clemson and OUP. Any queries you might have about your US sales or publicity will be quickly answered.

*Stage five—Advance publicity*

About three weeks prior to publication we release review copies and press releases to relevant academic journals, national newspapers, magazines, and examination boards.

*Stage six—Direct marketing and social media*

On publication we will launch a direct mail campaign for the book, targeting academics in the US and abroad with details about the work to persuade them to purchase the book and possibly adopt it on their courses. Relevant societies or organizations are also contacted with details about the book offering a special membership discount. You will play a key role in this stage of the marketing process: *most libraries now only purchase monographs and edited collections when a request is placed by one of their faculty members or graduate students.* Reaching out to your networks, posting on social media, circulating flyers to learned societies, and asking all to request that their library purchase the book will be integral to your book's sales success. Clemson will gladly provide a flyer, social media ad, or other promotional materials to support your outreach efforts.

If you are on social media, please post about your book. You might share the initial cover design, share a video of you opening the parcel when your author copies arrive, or simply share a sales link. The Press can also assist in creating a social media ad for your book. Please like/follow the Press and tag us on these posts. Please also like our posts about your book or about discounts that apply to your book.

Facebook: @ClemsonUP

Instagram: @clemson\_up

Twitter: @ClemsonUP

*Stage seven—Exhibitions and conferences*

The marketing and promotion of your book is continuous at Clemson. Throughout the year, we attend a variety of academic conferences and exhibitions at which our books are available for purchase at a discount. Advance information, order forms, show cards, flyers, catalogues, and other promotional material are sent to relevant conferences, even those we are unable to attend in person.

### *Stage eight—Foreign rights*

Clemson actively seeks the sale of foreign rights on its books, widening the appeal and impact of our books by seeking translations and co-publication deals. We attend the international and acclaimed book fairs in Frankfurt and London every year in order to sell translation and new territory rights for our publications.

### *Stage nine—Online and E-books*

All of our books are promoted on our website, as well as being available for purchase from a wide variety of Internet retailers. Wherever suitable, Clemson books are made available as web PDFs for institutional e-vendors, and ePubs for the retail market (e.g Kindle, Apple, etc).

The above summary is only an indication of the marketing we do for our books. It is far from conclusive and we urge all our authors to be involved in the marketing process, to come to us with suggestions, and to be an active part in the promotion of their work.

## **4. Useful contacts**

Director:	John Morgenstern (jmorgen@clemson.edu)
Imprint Director, Clemson Extension Publishing	Drew Griffin (dbgriff@clemson.edu)
Executive Managing Editor:	Alison Mero (amero@clemson.edu)
Marketing Executive:	Lydia Osborne (Lydia.Osborne@liverpool.ac.uk)
Sales and Marketing Manager:	Jennie Collinson (j.collinson@liv.ac.uk)
Postal address:	Clemson University Press 116 Sigma Drive Clemson SC 29634 USA
Website:	<a href="http://www.clemson.edu/press">www.clemson.edu/press</a>



## Final checklist

1. Have you spell-checked each file?
2. Have you double-spaced *everything*, including footnotes/endnotes?
3. Have you cross-checked all references? (All references that appear in the text must also appear in the works cited.)
4. Have you numbered the pages consistently throughout (e.g. 1–450, *not* by chapter)?
5. Have you acquired all illustrations, figures, graphs, etc. that will be appearing in your book? (There should be *no outstanding material* when the manuscript is submitted to the Press.)
6. Have you enclosed a preface, foreword, contents list, list of contributors (if applicable), list of abbreviations (if applicable), introduction, acknowledgments, dedication, etc.?
7. Have you enclosed a list of captions for any illustrations, figures, tables, or graphs appearing in the book as well as mark in the text where they should appear using square brackets?
8. Have you enclosed copies of all permission letters received?
9. Have you completed the Manuscript Submission Form and submitted it with your manuscript?
10. Have you done a final word count (including footnotes, references, list of illustrations, captions, contents list—basically all the text except the index)?
11. Is the title final and correct? If it has changed from when the work was contracted please inform your editor.
12. Have you agreed on a cover image?
13. Marketing: Clemson UP's marketing team is specialized in maximizing the readership for your work. However, a successful marketing plan requires the input of the author, who inevitably has a greater understanding of the field in which they work. On receipt of your final manuscript, your editor will email you Clemson UP's marketing questionnaire. It is vital that you complete this as thoroughly and as quickly as possible so that promotion on your book can begin.

## Book discounts

As a contracted Clemson University Press author, you are entitled to 35% off your own book as well as 35% off all books published by Clemson University Press.

If ordering in North America or the Caribbean, please email Oxford University Press (our distributor) directly at [CSFileMaintenance@oup.com](mailto:CSFileMaintenance@oup.com). When emailing this inbox, you will need to provide the following information:

- The title, ISBN, and quantity of the book they wish to order
- The fact that you are a Clemson author/contributor, and the discount rate of 35% off. Customer Service is aware of the discount, so this is mostly for verification purposes.
- Your preferred shipping address
- If the order is urgent, please note the reason in the email (e.g. copies required for tenure review, a book event on a particular date, etc.)

Customer Service will confirm everything with you before shipping. If you do not hear back in a timely manner, please inform your acquiring editor.

If ordering to ship outside of North America and the Caribbean, please place your order through the Liverpool University Press website: <https://www.liverpooluniversitypress.co.uk>.