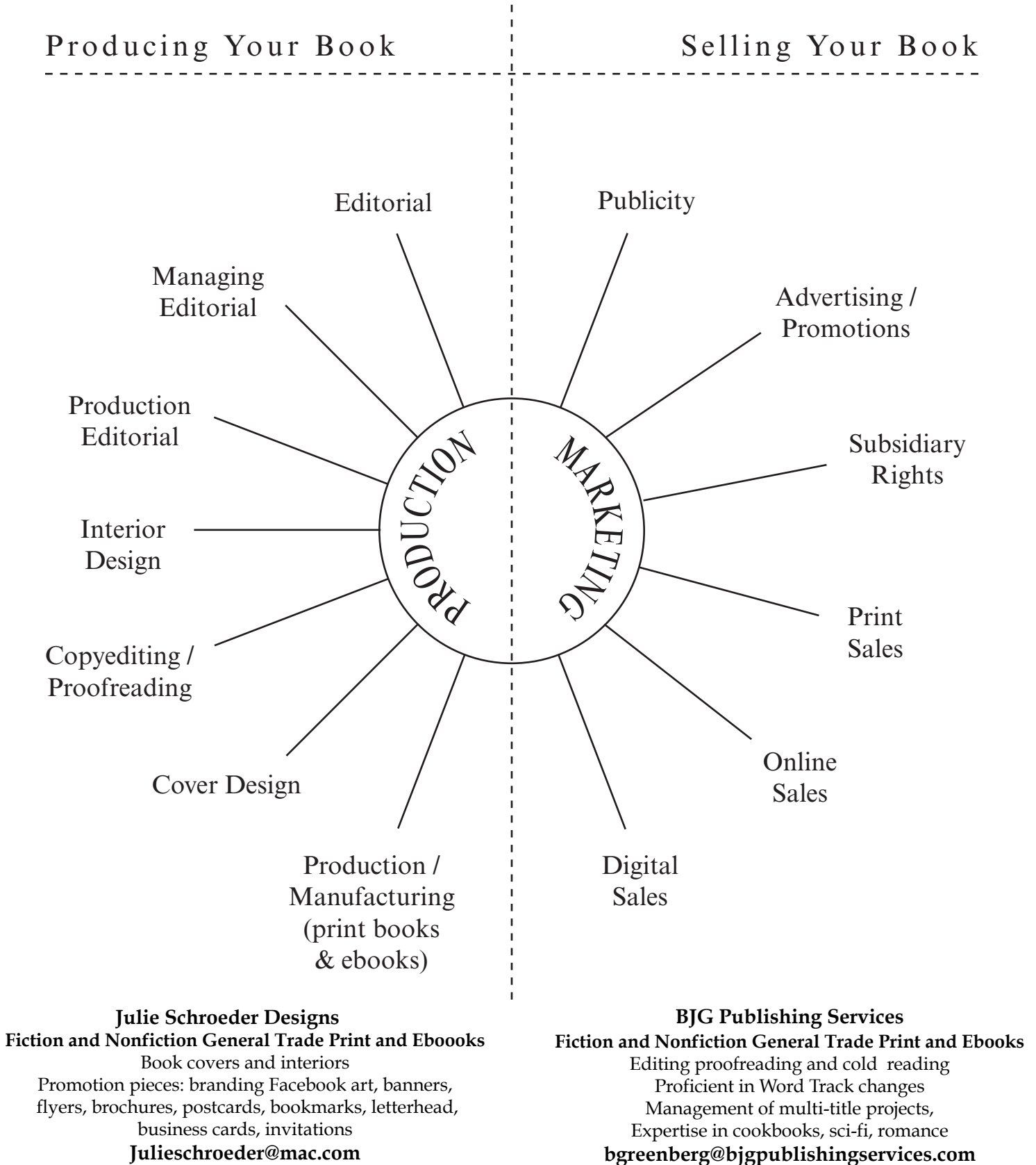


General Setup of a Publishing House

(may differ some from house to house; some departments may be combined)



“Who Does What” in a Publishing House

Editorial: This is your editor’s department. Once your editor has decided they want to buy your book, she must make the case for buying your book. Sometimes this is as easy as going to the editor in chief or the publisher. Other times it requires convincing a larger group of people. Once your ms. is approved and your deal is done, the editor becomes your biggest advocate in the company, lobbying for marketing money, publicity money, sales attention, and working with both the art department for your cover, and the design department for your interior design, to get the best possible showcase for your book. In addition, s/he is the person who will help you shape and polish your manuscript, and be your liaison to the production editor and the production manager, who handle the nuts and bolts of getting your ms. ready for printing.

Managing Editorial: This department is responsible for keeping everyone on track for the overall publishing scheduling of your book.

Production Editorial: Part of the managing editorial department, these are the people who are responsible for having your manuscript copyedited and proofread. They will work with your editor to get any editorial queries resolved, and to produce the most error-free book possible. They also work closely with Production to keep your book on schedule.

Interior Design: Here your book will be given to a designer, who will visually represent the feel and atmosphere of your book while keeping the visual readability in mind. While the editor is responsible for polishing your content, the designer is responsible for making it appealing to a reader, and easy on the eyes. Most interior designers do not do the covers for the books they design.

Copyediting and Proofreading: These jobs are most often freelanced out of the publishing house. The production editors are responsible for finding copyeditors and proofreaders, and then working with you and your editor to resolve any outstanding queries in the ms. Copyediting is done first. Copyeditors are responsible for checking grammar, punctuation, story lines, time lines and physical characteristics, along with making sure that usage is consistent throughout (capitalization, abbreviations, spelling). The copyeditor will also prepare your manuscript for design, calling out all the design elements for the designer, so that s/he knows how many elements the design will encompass. Once the copyediting and design are completed, your book will be typeset, and then go to a proofreader, who will read it against your ms. to be sure that nothing has been dropped, and that spelling, grammar, and punctuation are all correct. Like the copyeditor, proofreaders keep an eye out for discrepancies in story line, time line, and physical characteristic errors that might have been missed in earlier stages.

Cover Design: The Art Department is working on your cover very early on, often from unedited manuscript. Covers are done early in the process so that they will be available to sales, marketing, publicity, and sub rights to help sell your book. The front cover is done first, and often a proof is made which is used by these departments as they sell your book. The designers in this department generally work exclusively on jackets and covers, and are responsible for choosing type, finding or commissioning art, or overseeing the job when it is given to a freelance designer. Sometimes a cover design, even if it is not 100% final, is also given to the interior designer to show what direction the book is heading in.

Production/Manufacturing: This group is responsible for working with all the departments to coordinate materials used to sell your book, like proofs and bound galleys, and for taking the raw materials and turning them into a finished book. They schedule the typesetting (either in house or at an outside typesetter), the cover printing, and the book printing and binding. They work closely with Production Editorial to keep your book on schedule.

Publicity: They work to get your books noticed in the media. They want your book and your name out and about, and are responsible for getting your book in front of people who will review it for the reading public.

Advertising/Promotion: This department is responsible for putting ads together and placing them where the consumer will see them, and for making special items for conferences and bookstores, like posters, bookmarks or shelf talkers.

Sub Rights: Now often done by your agent, is the department that sells your books to other publishers, either for paperback publication, or for magazine excerpts, or for publication in other countries.

Sales: These are the people who are responsible for getting your book into retail outlets: independent bookstores, online retailers, warehouse clubs, newsstands, drugstores, supermarkets, etc.

Julie Schroeder Designs

Fiction and Nonfiction General Trade

Print and Ebooks

Book covers and interiors

Promotion pieces: branding Facebook art,
banners, flyers, brochures, postcards, bookmarks,
letterhead, business cards, invitations

Julieschroeder@mac.com

BJG Publishing Services

Fiction and Nonfiction General Trade

Print and Ebooks

Editing proofreading and cold reading

Proficient in Word Track changes

Management of multi-title projects,

Expertise in cookbooks, sci-fi, romance

bgreenberg@bjgpublishingservices.com

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delete	~	
delete and close up	~	
insert space	#	
close space	+ #	super star #
equal space	eg #	he / went / out eg #
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move left	⌊	
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center	⌋ ⌊	
close up	()	
hair space	hair #	hair #
align vertically		align horizontally =
indent or insert em space	□	
run in	~	
new paragraph	#	
break or rebreak	⌊	
spell out	sp	
capitalize	cap	
lowercase	lc	
small caps	sc	
italic	ital	
roman	rom	
boldface	bf	
wrong font, size or style	wf	
hyphen	=	
en-dash	—	
em-dash	—	
comma	,	
apostrophe	'	
period	.	
semicolon	;	
colon	:	
question mark	?	
exclamation point	!	
quote marks	single double	
parentheses	()	
brackets	[]	
query to author/editor if this is intentional	OK?	

Proofreading
Marks