

SETAC Books Author Guide



Contents

About SETAC Press.....	3
Sources of SETAC Books	4
Approval Process for SETAC Books.....	4
The SETAC Press Team	4
Contact the SETAC Press Team	5
If You Want to Propose a SETAC Book.....	6
If Your Proposal is Accepted.....	7
Author Entitlements from SETAC Books.....	8
Example Book Production Timeline.....	9
Sample Production Flowchart.....	10

Forms

Proposal for a SETAC BOOK.....	11
Contract between SETAC and SETAC Book Editors and Authors + Annex.....	13
Reviewer Checklist for SETAC Workshop Readability	16
Peer Reviewer Checklist.....	17
Guidelines for Tables and Figures	18
Guidelines for Permissions	20
Guidelines for References + Citations	21
Marketing Questionnaire for SETAC Editors and Authors	23

About SETAC Press

SETAC Press is the publishing arm of the Society of Environmental Toxicology and Chemistry (SETAC), a globally recognized scientific society whose membership is drawn from environmental scientists and students of environmental science. Founded in 1979, SETAC provides an interdisciplinary forum for exchanging views and information among biologists, chemists, toxicologists, and others such as managers and engineers interested in environmental issues. Its geographical units include North America, Europe, Asia/Pacific, and Latin America.

SETAC publishes the journals *Environmental Toxicology and Chemistry (ET&C)* and *Integrated Environmental Assessment and Management (IEAM)* and convenes major international conferences and training events. Its members are committed to practicing good science, to communicating research widely and effectively, and to encouraging professional interactions and personal exchanges. SETAC is unique in its tripartite approach to membership, governance, and publications, which ensures a balance among academia, business, and government.

SETAC's peer-reviewed publications enjoy a high level of respect and acceptance among the worldwide science community. SETAC Press produces timely in-depth reviews and critical appraisals on scientific subjects relevant to understanding the fate and effects of chemicals and technology on the environment. The diversity and breadth of subjects covered in these publications reflect the wide range of disciplines encompassed by environmental toxicology, environmental chemistry, hazard and risk assessment, and life-cycle assessment. The goal of these books has been consistent: to present readers with authoritative coverage of the literature, as well as methodologies, controversies, research needs, and new developments specific to the featured topics.

For authors, SETAC Press provides a quality professional publishing outlet, with access to the highest levels of review. The acceptance of a book for publication ensures professional recognition of the authors within the area of environmental science.

SETAC Press continuously seeks to widen its range of publications and actively encourages potential authors and groups of authors to submit book proposals. These guidelines are intended to assist you through the submission process and to give an overview of the production stages of a new book. We look forward to hearing from you.

Sources of SETAC Books

- Books can be developed from SETAC-sponsored conferences, workshops, or symposia.
- Books can be developed from other sources, including individuals or groups of individuals working in the field of environmental science, whether or not they are members of SETAC.

Approval Process for SETAC Books

The SETAC **Publications Advisory Committee (PAC)**, under the direction of the SETAC World Council (SWC), decides whether to accept a book proposal on the basis of its technical merit and potential market. Acceptance is not, however, based solely on potential market; some books of interest to SETAC members will have a limited market.

The **SETAC Executive Director**, working with the Publications Office, determines whether the publication of a proposed book is financially viable for the Society. Because the Society typically does not have funds to support the cost of production, most books published by SETAC require outside funding. SETAC does not pay royalties to authors.

Both technical merit and financial viability are required for a proposal to be accepted.

The SETAC Press Team

Within SETAC, the following groups or individuals work together with you, the content editor or author, to develop and produce a book.

- The **PAC** reviews and accepts or rejects book proposals on the basis of technical merit.
- The **SETAC Executive Director** determines the financial viability of a book proposal.
- The **Coordinating Editor of SETAC Books** identifies a Peer Review Coordinator, if necessary, often with input from the content editor or author, and works with the PAC and the SETAC Publications Office to develop the book.
- The **Peer Review Coordinator** oversees the peer review of the book and ensures that peer reviewer comments are adequately addressed by the book's content editors and authors.
- The **SETAC Publications Office**, under the supervision of the SETAC Executive Director, conducts all business associated with

the book's production, including budgeting, contracting, printing, and distribution.

- The **SETAC Publications Manager** coordinate book production with the content editors and authors of the book, ensuring that content and design standards are met, that permissions and copy-rights are obtained, that production schedules are adhered to, and that marketing materials are developed.
- The **Lead Editor** for your book is the designated representative of the book's other editors and authors. This person is responsible for acting as liaison between the author group and SETAC and for all required submissions.

Contact the SETAC Press Team

Email

Volunteer Coordinating Editor of SETAC Books

Larry Kapustka, lkapustka@slrconsulting.com

SETAC Executive Director

Michael C. Mozur, mike.mozur@setac.org

SETAC Publications Manager

Mimi Meredith, mimi.meredith@setac.org

Mail: 229 S Baylen St, 2nd Floor, Pensacola, Florida, USA 32502

Phone: Voice: +1 850 469 1500 | Fax: +1 850 469 9778

Web: www.setac.org

If You Want to Propose a SETAC Book

- 1) Contact the **Coordinating Editor** or the **Publications Manager** to discuss your ideas for the book's content and relevance and to determine its potential for SETAC support. **NOTE:** If your book will result from a SETAC workshop, you will be working with the Science Committee and should include a plan for publication in your workshop proposal.
- 2) Develop a proposal for the book (see Proposal for a SETAC Book, p 11–12).
- 3) Establish authorship and editorship responsibilities for the book: The following guidelines are intended to address ambiguities that have arisen as book proposals have been reviewed by the PAC. The guidelines are just that; they are not rigid requirements. However, substantive deviations from the guidelines should be accompanied by a concise and coherent statement that presents the rationale for the deviations. Adhering to the guidelines or offering alternatives will neither ensure nor deny approval of a proposal, but will likely contribute to the overall weight-of-evidence that PAC members consider in making their decision to support a book proposal.
 - a) The PAC recommends that the workshop steering committee select 2 to 5 co-editors who would be tasked with shepherding the publication through production and will be listed as the publication editors.
 - i) One of the co-editors shall be identified as the lead editor, responsible for communicating with the Publications Manager, the Coordinating Editor, and if necessary, the contracted publisher, on behalf of the steering committee and workshop participants.
 - ii) Ideally, the co-editors should, to the extent possible, be representative of SETAC's tripartite structure and, as appropriate to the book's subject matter, its global geographic units.
 - b) Because workshop participants will shape the dialogue and conclusions as they interact with members of the workgroup and as they contribute to plenary sessions, all participants should be listed as authors of the chapters that their workgroups produce, unless they explicitly decline to be listed as an author.
 - i) The suggested order of authors is the Group Leader, Rapporteur, and remaining members of the working group in alphabetical order. However, the group members may mutually

- agree to be listed in some other order of authorship.
- ii) The length of written contributions relative to a whole chapter is not a substantive basis for inclusion or exclusion as an author, nor is it a good way to determine the order of listing.
 - c) A workshop participant may be named as co-author on more than one chapter
- 4) Submit the proposal to the **Coordinating Editor** or **Publications Manager** for review and submission to the PAC and Executive Director. **NOTE:** During the review process, the proposal may be reviewed by others who have expertise in the subject area.

If Your Proposal is Accepted

- 1) Coordinate the development of a production schedule with the **Publications Manager** (see Sample Production Timeline, p 9).
- 2) Enter into an agreement with SETAC to ensure timely publication of the book (see CONTRACT between SETAC and SETAC Book Editors and Authors, p 13–15).
- 3) Provide electronic files of the book’s content to the **Publications Manager**, either directly or by instruction via an electronic project management system.
- 4) Work with the Coordinating Editor and the **Peer Review Coordinator** and to conduct the peer review.

SETAC workshop books: Given the nature of their internal review, books that result from a SETAC workshop undergo a slightly different peer review, called a “readability review,” than do others (see Reviewer Checklist for SETAC Workshop Readability, p 16).

Other books: See Peer Reviewer Checklist, p 17.

- 5) Submit a revised manuscript, along with a summary of your responses to the peer review to the **Publications Manager**, who will forward it to Coordinating Editor of SETAC Books, the Peer Review Coordinator, and the peer reviewers to determine whether there are any outstanding concerns. The **PAC** may become involved in the process if there are issues raised in peer review that cannot otherwise be resolved. **NOTE:** Peer reviews and associated revisions must be completed within 1 year of acceptance of your book proposal. If this schedule is not met, the PAC reserves the right to decline to publish the book.

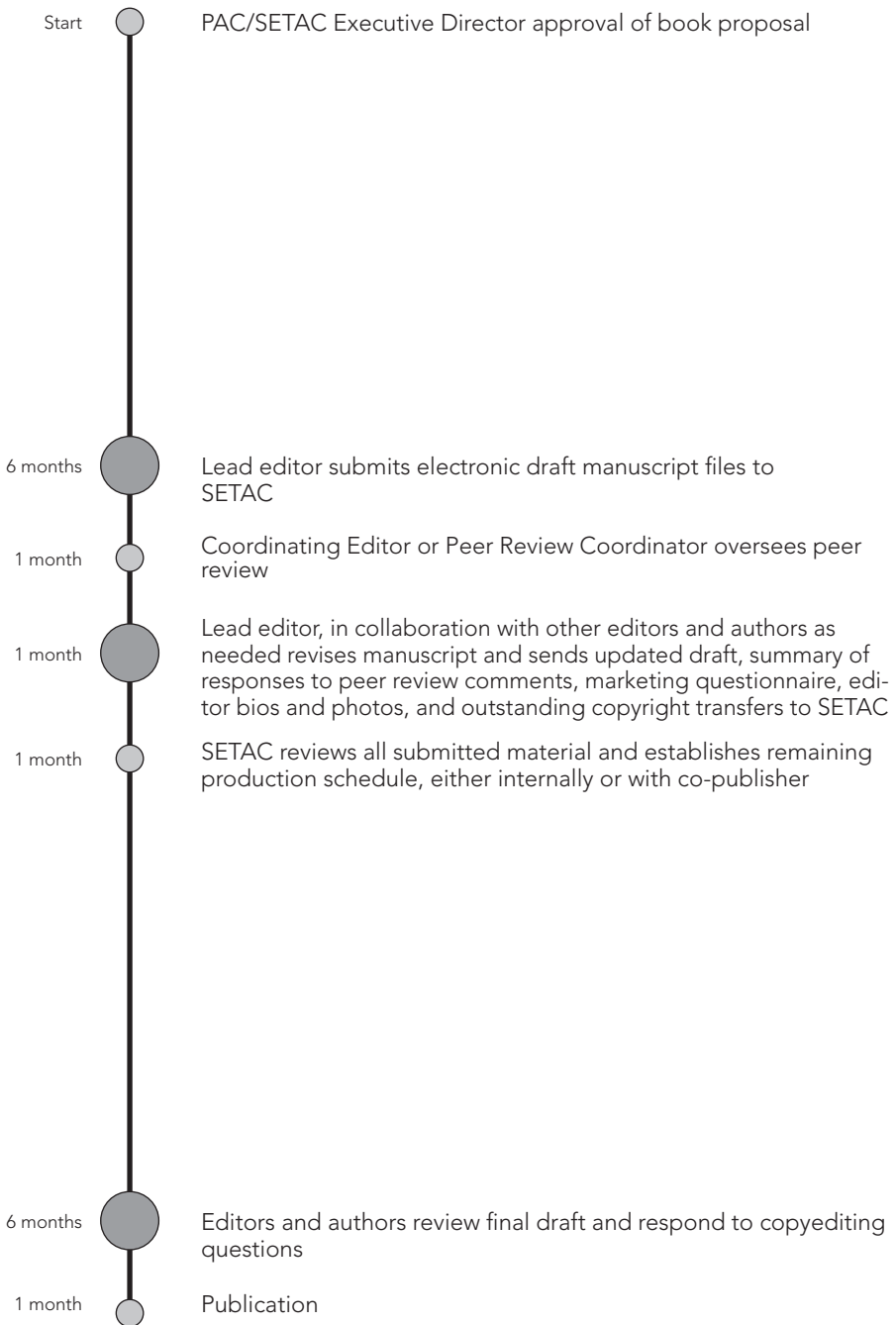
- 6) Resolve any editorial concerns or questions, obtain clarifications from chapter authors, provide adequate graphics (see Guidelines for Tables and Figures, p 18–19), ensure that permissions are obtained where needed (see Guidelines for Permissions, p 20), ensure that references and citations are complete and properly formatted (see Guidelines for References and Citations (p 21–22), and submit the Marketing Questionnaire (p 23–24) to the **Publications Manager**. **NOTE:** If the book is to be produced by a Co-Publisher contracted to SETAC, you will be asked to complete the Co-Publisher’s marketing questionnaire.
- 7) Confirm that final manuscript is correct, in cooperation with the **Publications Manager**.

A complete description of the book proposal and development process, SETAC Standard Operating Procedure: Developing a Book through SETAC, is available from SETAC.

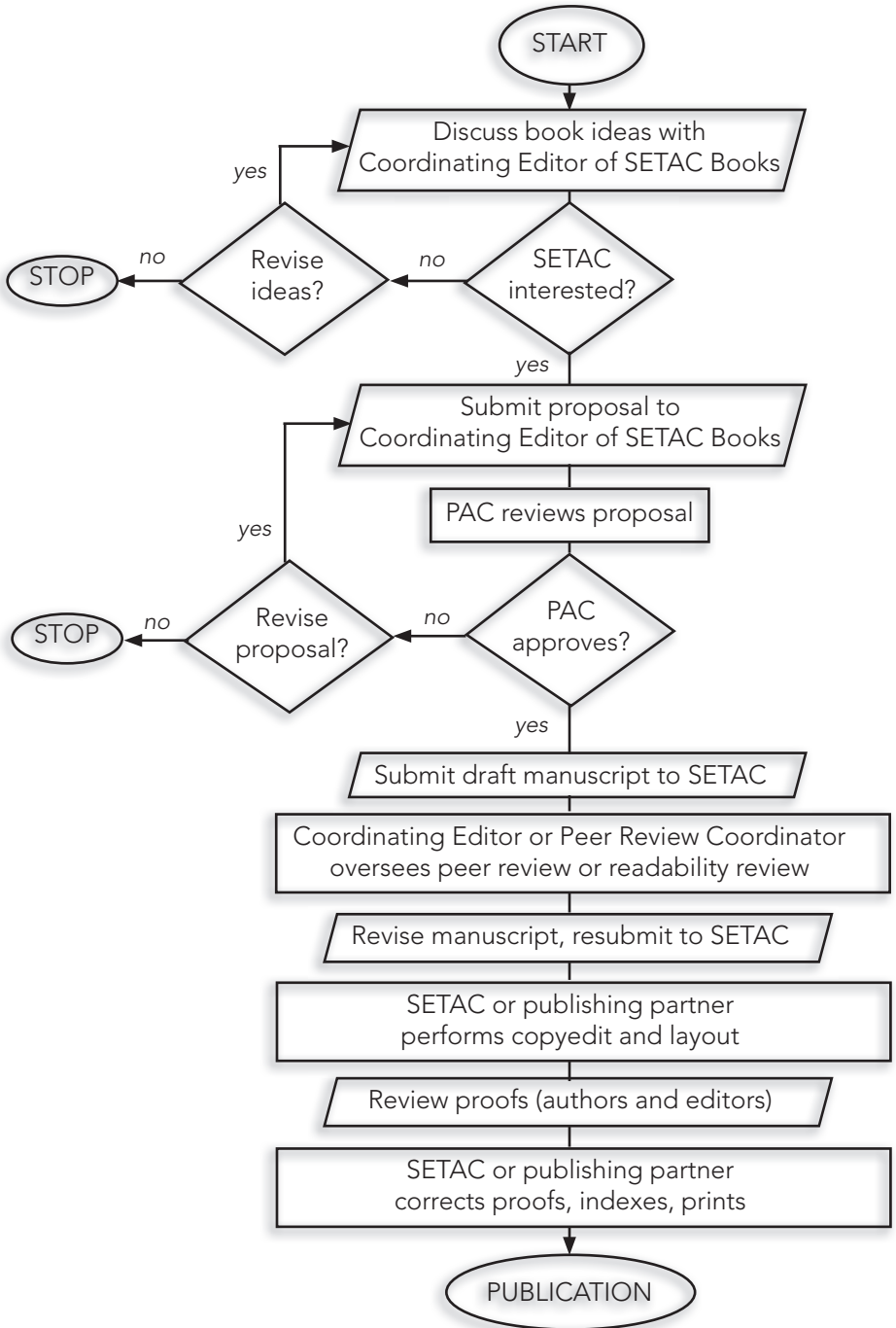
Author Entitlements from SETAC Books

- 1) Complimentary copy for each editor and author
- 2) Promotions
 - a) Personalized email news releases for author distribution to organization/company/society/alumni newsletters or other publications, to local print media, or to email lists or web pages
 - b) News release on SETAC’s web site and in the SETAC Globe newsletter
 - c) Promotional materials distributed at SETAC’s and other societies’ conferences and meetings
 - d) Book offerings at online bookstores, including SETAC’s and Amazon’s
 - e) Book offerings through wholesalers to libraries and universities
 - f) News releases for book awards
 - g) Submission of book for review in respected scientific and book trade publications
 - h) Advertisement in SETAC journals as space is available
- 3) Distribution and promotion through Co-Publisher network

Example Book Production Timeline



Sample Production Flowchart



Proposal for a SETAC BOOK

- 1) Proposed title
- 2) Editor's or co-editors' full names, positions, affiliations, and mailing addresses (include telephone, fax, and email)
- 3) Rationale
 - a) Why do you want to write this book?
 - b) Why will someone want to read it?
 - c) How is the subject timely? Timeless? Of relevance or importance?
- 4) Purpose
 - a) What will the book achieve? For you? For the reader?
 - b) What will be different after it is written?
 - c) What new information will your book provide?
 - d) How will your book contribute to the state of the knowledge or practice?
- 5) Target audience
 - a) Who will be the audience for this book?
 - b) How will they use the book?
 - c) What journals does your audience read?
 - d) Which organizations, societies, or companies will purchase this book in quantity?
- 6) Contents: Please provide these items
 - a) Working title
 - b) Introduction, overview, or executive summary
 - c) Sentence outline by chapter
 - d) Sample tables, figures, or appendixes, if available
 - e) Estimated number of pages
 - f) Estimated number of tables and figures
- 7) Potential sources of funding: List contact name, organization, phone, email and mailing address
- 8) Potential peer reviewers: List contact name, organization, phone, email and mailing address
- 9) Competition

List other books that might compete with yours, either previously published works or in-progress works (include title, authors, publisher, date of publication, and price and length if known).

- a) How will your book differ from its competitors? How is it better?
- 10) Your strengths (Note: please complete for all co-editors.)
 - a) Attach your curriculum vita or resumé
 - b) If they are not included in your vita,
 - i) List your professional affiliations that are relevant to the book
 - ii) List other publications that you have authored or co-authored
- 11) Estimated calendar
 - a) Date for completion of first draft and beginning of peer review process
 - b) Date for completion of peer review, associated revisions, and beginning of editorial review
- 12) Other publishers
 - a) Have you submitted a proposal for this book to another publisher?
 - b) If yes, to whom?

CONTRACT between SETAC and SETAC Book Editors and Authors

Recognizing that the production of SETAC Books requires both close coordination and commitment of the parties involved, the following contractual agreement constitutes the obligations of both parties during the publication of (*book title*).

SETAC appreciates that Book Editors volunteer their time, and Book Editors and Authors appreciate that SETAC has limited capability to deal with delays. Book Editors and Authors (*list names*) therefore agree to the following commitments:

- 1) Book Editors and Authors agree to transfer copyright of their work in the subject book to SETAC.
- 2) Book Editors and Authors agree to provide SETAC with written permission from the appropriate copyright holder to reprint each previously published figure, table, graphic, or text greater in length than 250 words.
- 3) Book Editors and Authors will provide draft chapters within an agreed time period (generally within 6 months) after the approval of the book proposal. This commitment will require chapter authors to meet publication schedules. The Book Editors and Authors should agree on the deliverables and timing **and include their indicative timeline as an annex to this contract.**
- 4) Book Editors and Authors will provide names of at least 4 individuals who have knowledge of the book topic, but who have not been directly involved in the development of the book. These individuals may be contacted to serve as the Peer Review Coordinator or peer reviewers. These individuals must be willing to complete reviews within 1 month.
- 5) Peer review comments must be (within 1 month of receipt) addressed promptly by Book Editors and Authors. A brief summary of a Book Editor or Author responses to peer review comments must be submitted to SETAC with the final manuscript.
- 6) Editors must commit to meet publisher's (SETAC Press or other) deadlines to avoid delays.

SETAC agrees to the following:

- 7) Designated SETAC staff will negotiate publication schedules that are agreeable to all parties, including Publishers, Book Editors and Authors.

- 8) Designated SETAC staff will advise Book Editors and Authors of potential delays due to shortage of staff or Publisher backlogs, and will explore options to meet anticipated release and promotion schedules (e.g., having the book available at a SETAC Annual Meeting).
- 9) Designated SETAC staff will act as liaison with Publishers on deliverables, schedules, etc.

Financial support for the book publication, including that identified in the book proposal approved by the Publications Advisory Committee (PAC), has been reviewed by the SETAC Executive Director and publisher and found adequate to proceed.

Failure of Book Editors and Authors to meet their commitments may result in delayed publication, including loss of a book's place in SETAC's queue. If failure is significant or lengthy, the book may be withdrawn from the SETAC Books program.

I agree to fulfill my obligations as noted above:

_____ Date: _____
Book Editor or Author

_____ Date: _____
SETAC Executive Director

Annex to CONTRACT between SETAC and SETAC Book Editors and Authors

Book Production Timeline

Project Title: _____

Author/Editor: _____

Peer Reviewers: _____

Timeline

PAC/SETAC ED Approval: 00/00/00

Initial Draft Completed: 00/00/00 and submitted to SETAC Publications Office within 6 months of PAC/SETAC ED approval

Peer Review Completed: 00/00/00 and submitted to SETAC Publications Office within 1 month of submission to peer reviewer

Author Revisions Completed: 00/00/00 and submitted to SETAC Publications Office within 1 month of designated lead editor's receipt of peer review comments, accompanied by summary of responses to peer review comments

To Publisher: 00/00/00 within 2 weeks of SETAC Publications Office receiving final manuscript and all accompanying materials* and with approval of summary response to peer review comments by the Coordinating Editor of SETAC Books

Expected Publication Date: 00/00/00 within 7 months of To Publisher date, barring delays on part of designated lead editor or authors

- Transfer of copyright to SETAC
- Permissions to reprint any previously published materials
- Preface
- Acknowledgments (financial supporters and others)
- List of editors, authors, and workshop participants' names, affiliations, mailing and email addresses
- Editor short biographies and headshot photo of at least 300dpi
- Marketing questionnaire

Book title:

Chapter title:

Reviewer Checklist for SETAC Workshop Readability

General

- | | yes | no |
|--|-----------------------|-----------------------|
| Do the title describe accurately the contents of the chapter? | <input type="radio"/> | <input type="radio"/> |
| Should the title be shortened? | <input type="radio"/> | <input type="radio"/> |
| Are the materials and content presented in a clear and logical way? | <input type="radio"/> | <input type="radio"/> |
| Is the chapter too lengthy or redundant? If so, please indicate sections to be condensed or eliminated. | <input type="radio"/> | <input type="radio"/> |
| Are experimental designs, statistical methods, and data-analysis techniques adequately described? | <input type="radio"/> | <input type="radio"/> |

Scope

- | | yes | no |
|--|-----------------------|-----------------------|
| Is the material consistent with the scope of the workshop? | <input type="radio"/> | <input type="radio"/> |

Tables and Figures

- | | yes | no |
|---|-----------------------|-----------------------|
| Are all tables and figures relevant? If not, please suggest those to be eliminated, combined, or condensed. | <input type="radio"/> | <input type="radio"/> |
| Are all columns in tables labeled properly? | <input type="radio"/> | <input type="radio"/> |
| Do inconsistencies between tables and figures exist? | <input type="radio"/> | <input type="radio"/> |
| Would some text be better presented as a graphic or vice versa? | <input type="radio"/> | <input type="radio"/> |

Language

- | | yes | no |
|--|-----------------------|-----------------------|
| Should the paper be returned to the author with instructions to seek assistance with the language? | <input type="radio"/> | <input type="radio"/> |
| Is the message of the author clearly and concisely conveyed by the language used? | <input type="radio"/> | <input type="radio"/> |

Comments or suggestions

SETAC
1010 North 12th Avenue
Pensacola, FL, USA 32501
Ph (850) 469-1500 Fax (850) 469-9778

Submit your responses automatically via e-mail to the SETAC Office

Print your responses to mail or fax them to the SETAC Office

Book title:

Chapter title:

Peer Reviewer Checklist

General

	yes	no
Is the material current enough to be useful?	<input type="radio"/>	<input type="radio"/>
Is new knowledge presented?	<input type="radio"/>	<input type="radio"/>
Does the title describe accurately the contents of the chapter?	<input type="radio"/>	<input type="radio"/>
Should the title be shortened?	<input type="radio"/>	<input type="radio"/>
Are the materials and content presented in a clear and logical way?	<input type="radio"/>	<input type="radio"/>
Is the chapter too lengthy? If so, please indicate sections to be condensed or eliminated.	<input type="radio"/>	<input type="radio"/>
Are experimental designs, statistical methods, and data-analysis techniques adequately described?	<input type="radio"/>	<input type="radio"/>

Tables and Figures

	yes	no
Are all tables and figures relevant? If not, please suggest those to be eliminated, combined, or condensed.	<input type="radio"/>	<input type="radio"/>
Are all columns in tables labeled properly?	<input type="radio"/>	<input type="radio"/>
Do inconsistencies between tables and figures exist?	<input type="radio"/>	<input type="radio"/>
Would some text be better presented as a graphic or vice versa?	<input type="radio"/>	<input type="radio"/>

Language

	yes	no
Should the paper be returned to the author with instructions to seek assistance with the language?	<input type="radio"/>	<input type="radio"/>
Is the message of the author clearly and concisely conveyed by the language used?	<input type="radio"/>	<input type="radio"/>

Determining Acceptability

	yes	no
Is the quality of the science adequate?	<input type="radio"/>	<input type="radio"/>
Is the scientific methodology flawed?	<input type="radio"/>	<input type="radio"/>
Are more experiments needed?	<input type="radio"/>	<input type="radio"/>

Comments or suggestions

SETAC
1010 North 12th Avenue
Pensacola, FL, USA 32501
Ph (850) 469-1500 Fax (850) 469-9778

Submit your responses automatically via e-mail to the SETAC Office

Print your responses to mail or fax them to the SETAC Office

Guidelines for Tables and Figures

Follow these requirements when you prepare tables and figures for a SETAC book.

Size

The standard print size for a SETAC book page is 4.75" × 7". A graphic that appears to be perfectly readable on an 8.5" × 11" or A4 sheet can become perfectly unreadable at the reduced size.

Figures

- Submit figures in pdf, eps, or tiff format only.
- Assume that all your graphics will be printed in black and white
- Avoid shades of gray; they do not reproduce well. Instead, use diagonal or horizontal lines, checks, or solid black and white bars.
- Do the size test: Print your graphic in black and white, and fit it to SETAC's standard print size. Ask yourself these questions:
 - Are differences in line strength, dash characteristics, and symbols readily apparent?
 - Are maps uncluttered, with labels for only the most pertinent features?
 - Can fewer numbers be placed on x or y axes in order to reduce clutter?
- Keep all captions short. Put explanatory passages in the text.

Tables

- Use the simplest formatting; SETAC or its Co-Publisher will reformat all tables to SETAC standards.
- If you do not use your word processor's table function, simply separate each row with a hard return. Within rows, separate each column entry with 1 tab.
- Every column must have a heading.
- Keep all titles short. Put explanatory passages in the text.

Note: Individual pages of your table of figure must fit in this space, in either portrait or landscape orientation.

Guidelines for Permissions

Determining When Permission Is Needed

You'll want to consult the **Publications Manager** about any quotation, table, figure that is copied or derived from another source, published or unpublished. When in doubt, assume that permission must be obtained and that attribution alone is not sufficient.

Note: Blanket approval is automatically given for all SETAC-owned copyrighted material.

How to Notify SETAC about Permissions

When you submit the electronic files of your book's chapters, be certain to include the following information about each previously published item and to submit a written confirmation of permission to reprint (paper, or email or other electronic transmittal). If a Co-Publisher is producing the book, you may be required to sign their permission verification form.

- Cite sources (author last name and year of publication) for tables and figures in the table or figure caption. Include the page number or numbers where the table or figure appeared in the original source.
- Cite sources for quotations in the text (author last name and year of publication).
- For personal communications, cite sources (author last name and year of publication) in the text and include complete contact information (full name, mailing address, and telephone or email address) in the reference list.
- In the reference list, give complete information for every source.
- Limit your use of personal communications to those that are absolutely vital to the content. Do not cite unpublished data.

Obtain Permissions

Most publishers now have online systems by which you can request permission to reprint. If you are unable to locate such a request system, please work with the **Publications Manager** to obtain permissions. If you include personal communications, you must obtain written permission to use them.

Guidelines for References

Use the following basic formats for references. See *Scientific Style and Format: the CSE Manual for Authors, Editors, and Publishers*, 7th ed., for additional instructions and examples.

NOTE: For every reference listing, there must be an accompanying citation in the text.

Book

Baker JE, editor. 1997. Atmospheric deposition of contaminants to the Great Lakes and coastal waters. Pensacola (FL): SETAC. 451 p.

Beyer WN, Heinz GH, Redmon-Norwood AW. 1996. Environmental contaminants in wildlife: Interpreting tissue concentrations. Boca Raton (FL): Lewis.

Suter II GW. 1993. Ecological risk assessment. Boca Raton (FL): Lewis. 390 p.

Chapter in a book

Dillon TM. 1993. Developing chronic sublethal sediment bioassays: A challenge to the scientific community. In: Gorsuch JW, Dwyer FJ, Ingersoll CG, LaPoint TW, editors. Environmental toxicology and risk assessment. Volume 2. Philadelphia (PA): American Soc for Testing and Materials (ASTM). STP 1216. p 623-639.

Book from a workshop (or proceedings)

Grothe DR, Dickson KL, Reed-Judkins DK, editors. 1996. Whole effluent toxicity testing: An evaluation of methods and prediction of receiving system impacts. Society of Toxicology and Chemistry (SETAC) Pellston Workshop on Whole Effluent Toxicology; 1995 Sep 16–25; Pellston (MI). Pensacola (FL): SETAC 340 p.

Journal article

Ankley GT, Schubauer-Berigan MK, Monson PD. 1995. Influence of pH and hardness on toxicity of ammonia to the amphipod *Hyaella azteca*. Can J Fish Aquat Sci. 52(10):2078–2083.

Hall LW, Ziegenfuss MC, Anderson RD, Killen Jr WD. 1995. Use of estuarine water column tests for detecting toxic conditions in ambient areas of the Chesapeake Bay watershed. Environ Toxicol Chem. 14(2):267–278.

Government report

[USEPA] U.S. Environmental Protection Agency. 1991. Evaluation of dredged material proposed for ocean disposal: Testing manual. Washington (DC): USEPA, Office of Water (WH-556F). Report No.: EPA-503-8-91-001. 20 p.

Smith C. 1999. Environmental concerns. Washington (DC): U.S. Environmental Protection Agency. Report No.: 001-2543. 23 p.

Computer software

[NLM] National Library of Medicine. 1990. GRATEFUL MED [computer program]. Version 5.0. Bethesda (MD): NLM.

Web-accessed publication

Pollution abatement and control expenditure in OECD countries [Internet]. c1993. Paris (FR): Organisation for Economic Co-operation and Development; [cited 2001 May 2]. Available from www.oecd.org/env/online-pollut.htm.

Forthcoming

Cohen M. Forthcoming 1995. Zidovudine interaction with probenecid. *AIDS Res Hum Retroviruses*.

Thesis or dissertation

Berglund O. 1999. The influence of ecological processes on the accumulation of persistent organochlorines in aquatic ecosystems [PhD thesis]. [Lund (SE)]: Lund University. ISBN 91-7105-114-7.

Citations

Citations should be in name–year format, in ascending order by year of publication:

(Jones 1995; Smith 2002; Nriagu and Terez 2005)

For every citation in the text, there must be an accompanying reference.

Marketing Questionnaire for SETAC Editors and Authors

Taking a few minutes to complete this survey will help SETAC market your book to as appropriate and as wide an audience as possible. Most questions require only a checkmark, a circle, or a short answer.

- 1) Features and benefits: Please help us define what sets your book apart.
 - a) List 1 or 2 phrases that describe how the book is new, different, or better than others.
 - b) List 1 or 2 problems or issues that your book is designed to resolve.
 - c) List 1 or 2 features of your book that best support its benefits (appendix, figures or tables, glossary, for example). Give the title or a specific example for each.
 - d) List 5 to 10 key words that describe the subject of your book.
- 2) Target groups: What groups are most likely to buy your book?
 - a) List professional societies or special-interest groups that would benefit from your book.
 - i) Are you a member?
 - ii) If so, please supply contact name, phone, email, and mailing address.
 - b) List job titles, disciplines, or industries that might help SETAC target marketing efforts (such as obtaining mailing lists for a particular industry).
- 3) Conferences, meetings, and lectures: At what conferences, meetings, lectures, or other public engagements should we promote your book?
 - a) Title of conference, meeting, or lecture
 - b) Sponsoring organization or institution
 - c) Date and location
 - d) Will you attend?_____ Will you speak? _____
- 4) Ad placement: In what publications (journals, newsletters, or magazines, for example) and at what web sites should we publicize your book?
 - a) Title of publication or web site address
 - b) Sponsoring organization or institution

- c) Contact person, phone, email, or mailing address
- 5) Reviews and endorsements:
 - a) Who is particularly knowledgeable about the subject of your book or particularly well known in the field of study that the book addresses? (Please do not list people who are associated with the book's creation.) SETAC may contact the people you list to request a review or an endorsement of your book.
 - i) Name and title
 - ii) Professional affiliation or employer
 - iii) Phone, email, and mailing address
 - b) Would you be willing to be interviewed by the press?
 - i) Yes
 - ii) No
- 6) Textbook or bulk sales opportunities: Which organizations, companies, universities, or individuals might be interested in purchasing bulk quantities of your book for use as a textbook, in training courses, at seminars, or for other professional purposes?
 - a) Name of organization, company, university, or individual
 - b) Potential use (please specify class or title if possible): textbook, seminar, training, other
 - c) Contact name, phone, email, and mailing address
- 7) Library or bookstore sales opportunities: Does your university, department, or company have a library or a bookstore that might stock your book? Would a local bookseller stock your book?
 - a) Name of library or bookstore
 - b) Contact name, phone, email, and mailing address
- 8) Biography and photo: Please submit your bio and a recent photo (electronic, 300 dpi minimum) to SETAC no later than _____.
- 9) Your turn: Please offer suggestions or ask questions in the space below.