



NEW ALPHA PRESS

Your IDEA

Summarize the main points and organization, or provide a table of contents for the work. Explain the scholarly contribution or unique niche that inspired you to develop the material. What specific need will it fill in an academic setting?

Why will it be purchased?

The PUBLICATION

What is the current page length of the project? If you anticipate a specific timeline for delivery of the manuscript please note the approximate date. Are there any special production issues- photos, artwork or illustrations that we will need to address? Representative examples of graphics related items will need to be provided in order to discuss in detail. What elements of layout and design will be important to you? When should the work be published for distribution/sale?

What is the planned revision cycle?

The AUDIENCE

Describe the intended user for the work and the primary course in which it will be adopted at your campus. What is the enrollment per semester, and per year? Will the title become the core source of content for students enrolled? How will readers make use of this publication?

Ancillaries. What teaching ancillaries, if any, should be planned for the book (e.g., web site, instructor's manual, test bank)? Are you willing to develop these materials in collaboration with us if they support your teaching approach?

If the book meets the criteria for marketing, we will need a short list of competing titles and the way that your book should be positioned in the academic market. Why is it different? Possible reviewers will also play a part in many marketing plans so their contact information will be necessary at an early stage. In addition, a curriculum vitae for the author(s) or editor(s) may be requested.

Your PUBLISHER

When compared with the high profit/low service model imposed by most corporate publishers – from design to production, our processes are actually reversed. We evaluate your specific needs, qualify production concerns and help you visualize the work from concept to delivery. While initial pricing and royalty may be important considerations, building a lasting alliance with authors is the cornerstone of our business model.

New Alpha Press is not a self publishing house or print on demand entity, but an academic publisher committed to representing a variety of content across the curriculum. Explore the possibilities of your publishing journey with us today.