



UNIVERSITY PRESS  
OF FLORIDA



# Publishing and Proposals

University Press of Florida  
[www.upress.ufl.edu](http://www.upress.ufl.edu)

# University Press of Florida



UNIVERSITY PRESS  
OF FLORIDA

- UPF is proud to be the official publisher of the State University System of Florida since 1945. UPF serves the SUS, its universities, and the diverse communities of our state.
- Produces work of global significance, regional importance, and lasting value
- Publishes scholars from around the world
- 5 million books sold with more than 3,700 titles in print
- Books translated into 7 different languages in more than 10 countries
- The UPF faculty advisory board, composed of faculty members from each of the universities in the SUS, assesses and approves all books that have passed peer review and are slated for publication, ensuring that the peer review process is thorough.

# University of Florida Press

Building on the success of collaborations with the University of Florida, UF Press was established in 2015.

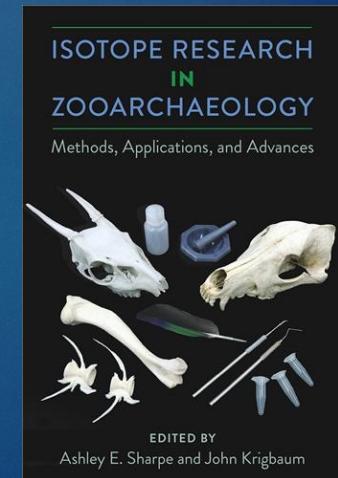
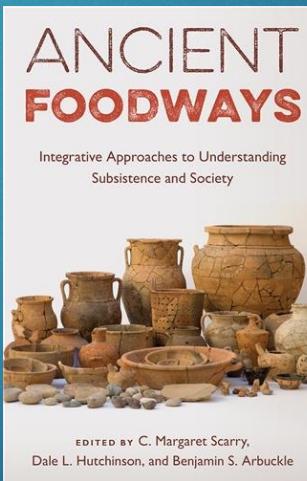
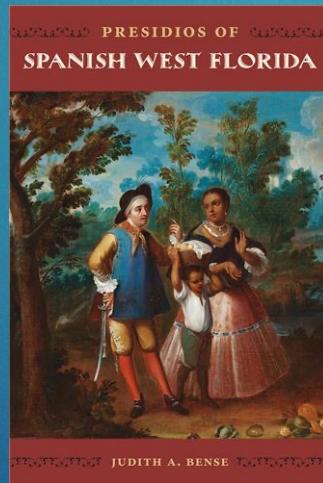
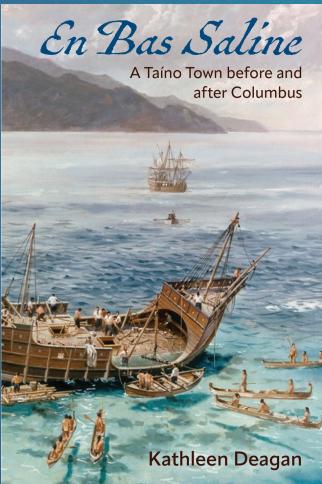
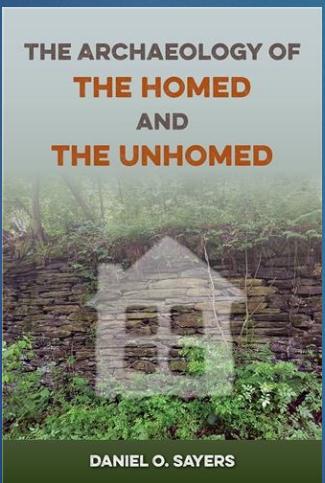
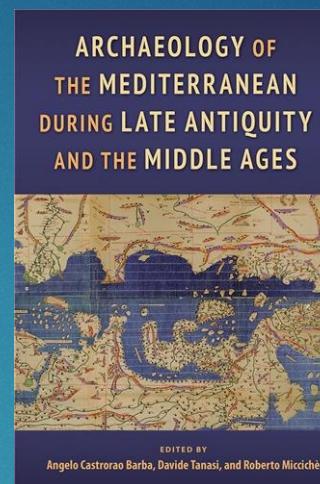
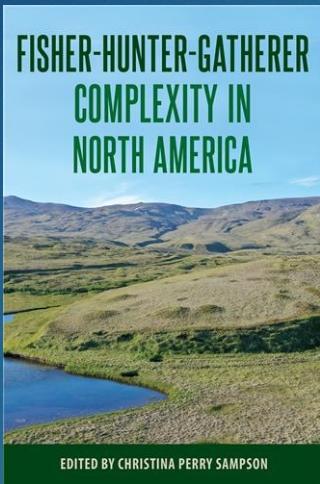
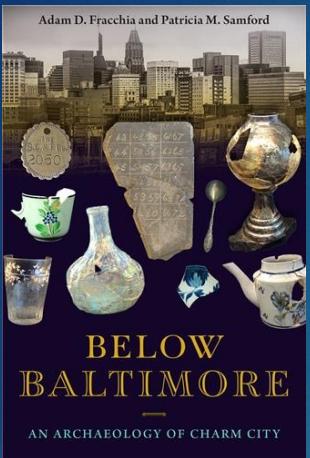
The UF Press faculty advisory board, composed of faculty members from various departments at the University of Florida, approves all books that have passed peer review and are slated for publication.



**UF PRESS**

**UNIVERSITY  
OF FLORIDA**

# Recent University Press of Florida Titles



## ACQUISITIONS



**proposal**



submit  
**manuscript**



peer  
**review**



**approved** by  
editorial board



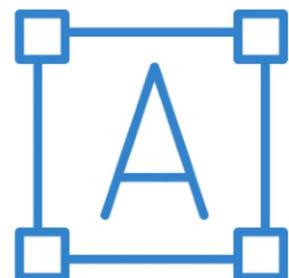
**launched**  
into editorial  
department

Publishing with the University Press of Florida

Life cycle of a book: [https://upf.com/life\\_cycle\\_of\\_a\\_book.pdf](https://upf.com/life_cycle_of_a_book.pdf)



**copyediting**  
and author review



typesetting  
and design



**page proofs ready**  
for proofreading,  
indexing, and final  
author review



book is printed  
and shipped  
2–4  
months



## MARKETING



1 month



### release date

book in warehouse  
backorders ship  
review copies ship

### publication date

book announced  
book in stores

promotion continues:

**reviews  
exhibits  
awards  
ads & direct mail**

# Acquisitions editors want to hear from you!

To make a connection, try any or all of the following:

- Visit the press's website to find which editor acquires in your subject area
- Follow the editor on social media platforms
- Ask a colleague or mentor affiliated with the press, or a faculty member at the press's institution, to introduce you
- Follow the press's instructions for submitting a letter of inquiry or proposal
- Email the editor to request a meeting at a conference

# Purpose of a Proposal

- To convey a book's argument and the stakes of the argument
- To show who will likely be interested in reading your book and why
- To demonstrate that you are capable of writing this book
- To provide your editor with your vision and plan for the book

# Proposal's Audience

- Prospective acquisitions editor
- Other members of the press
- Potentially peer reviewers

# Components of a Proposal

- Proposed title or subtitle
- Description/overview
- Market and audience
- Comparable titles
- Schedules and specs
- Author/editor information
- Annotated table of contents

# Proposed title and subtitle

- Marketing tool
- Finding your readers
- Keywords
- Discoverability

# Description/ Overview

- Thesis
- Why your book matters
- Hook
- Larger conversation
- Methodology

# Market and Audience

Possible audiences:

- Scholarly audience
- Students
- Practitioners
- General audience

# Comparable Titles

Publishers need comps

Think about:

- Books you are in conversation with
- Books your project builds on
- Books with a similar audience
- Books with a similar methodology
- Books published within past 5 years

Including at least one book from the press's list is particularly helpful.

# Schedule and specs

- Realistic timeline
- Word length
- Number of images, tables, etc.
- Any special features

# Author Information

- Brief bio
- Highlights from your CV
- CV should also be included with the proposal

# Annotated Table of Contents

List of chapters with summaries.

1 paragraph each, no more than 2 paragraphs each.

Shows the editor how you will work toward the larger argument.

Show that your chapters build on each other.

# Revising Your Dissertation

## **Structure**

- Reorganize chapters
- Highlight argument
- Find good models

## **Voice**

- Speak with authority
- Ask big questions

## **Audience**

- Go beyond your committee
- Who is your readership?

## **Additional Resources:**

*From Dissertation to Book*, by William Germano

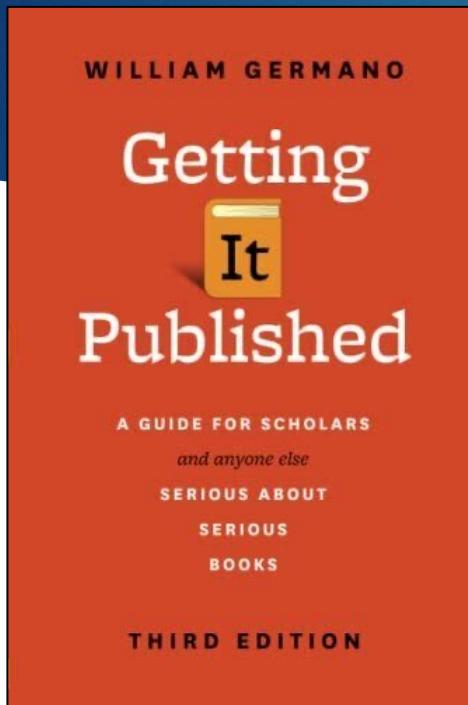
# Timeline

Submit proposal when you have a clear idea and solid timeline.

In advance, you can:

- Make presentations
- Talk to colleagues about their experiences at different presses
- Talk to editors at any point

# Additional Resources



William Germano,  
Getting it Published



AUPresses Ask UP  
[Ask.up.hcommons.org/](http://Ask.up.hcommons.org/)

**The  
Book  
Proposal  
Book**

**A Guide for  
Scholarly  
Authors**

**Laura Portwood-Stacer**

Laura Portwood-Stacer  
The Book Proposal Book



The Association of University Presses is a community of publishing professionals and institutions with the mission of ensuring academic excellence and cultivating knowledge.

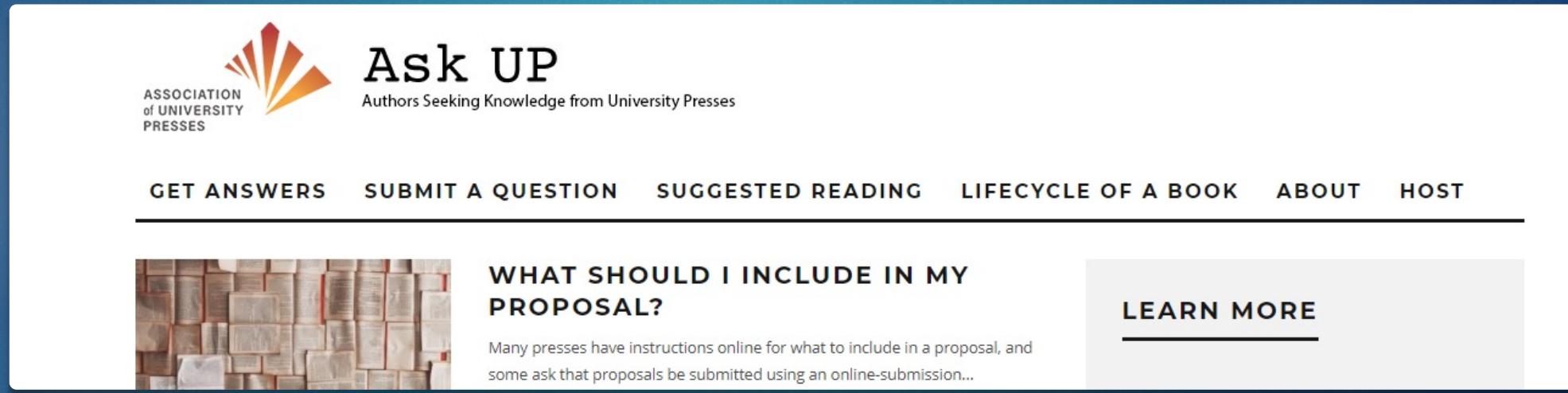
<https://aupresses.org/>

University presses are committed to:

- Scholarly excellence
- Peer review
- Promoting rigorous research
- Promoting emerging areas of scholarship
- Promoting state and regional topics

# AUPresses Resources

AUPresses maintains the website Ask UP, a resource dedicated to helping scholars navigate university press publishing.  
[ask.up.hcommons.org](http://ask.up.hcommons.org)



The image is a screenshot of the Ask UP website, which is a white page with a dark blue header and footer. The header features the AUPresses logo (a stylized orange fan icon) and the text 'ASK UP' in a large, bold, black sans-serif font. Below this, the tagline 'Authors Seeking Knowledge from University Presses' is written in a smaller, black, sans-serif font. A horizontal navigation bar follows, with the following items: 'GET ANSWERS', 'SUBMIT A QUESTION', 'SUGGESTED READING', 'LIFECYCLE OF A BOOK', 'ABOUT', and 'HOST'. A decorative image of a stack of books is on the left. The main content area has a heading 'WHAT SHOULD I INCLUDE IN MY PROPOSAL?' with a subtext about proposal instructions. A 'LEARN MORE' button is on the right.

ASSOCIATION  
of UNIVERSITY  
PRESSES

**Ask UP**  
Authors Seeking Knowledge from University Presses

GET ANSWERS   SUBMIT A QUESTION   SUGGESTED READING   LIFECYCLE OF A BOOK   ABOUT   HOST

---

 **WHAT SHOULD I INCLUDE IN MY PROPOSAL?**

Many presses have instructions online for what to include in a proposal, and some ask that proposals be submitted using an online-submission...

**LEARN MORE**

# Finding a Publisher

- Use the AUPresses Subject Area Grid to find the right publisher for you.
- The subject area grid shows all of the subject areas (listed vertically) that each member press (across the top) publishes.
- Visit:  
<https://aupresses.org/resources/aupresses-subject-area-grid/>

**Mary Puckett**, Associate Acquisitions Editor  
[mpuckett@upress.ufl.edu](mailto:mpuckett@upress.ufl.edu)