

McGraw-Hill Higher Education Freelance Development Manual for The Specialized Publishing Group

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Unless otherwise noted, the tasks discussed in this manual are the responsibility of the Freelance DE.

SPG Guidelines

Note: If a project does not meet all of the SPG Guidelines, contact your SE. Exceptions will be tracked by the McGraw-Hill Project Manager (MHPM) and may need EIC approval.

Project Management

- All SPG titles will have a Full-Service Project Manager (FSPM).

Author Launch after Reviews are Completed

- Prior to Author Launch, the SE, DE, and PM should meet to discuss and confirm the revision plan, book specifications, production plan, and schedule.
- Once the team has confirmed the desired revision/production plan, an Author Launch (via conference call) should be held with the SE, DE, PM, and author team. It is preferable that this meeting be scheduled directly after the editorial meeting if possible.
- The goal of the author launch is to direct manuscript preparation, provide the author with a schedule to achieve desired BBD, and to lay out expectations on each aspect of the project.

Author Production Involvement

- 1st editions
 - Author reviews copyedited manuscript prior to paging
 - Two rounds of pages/author review
- Revisions
 - Author reviews copyedited manuscript during review of first pages
 - One round of pages/author review

Manuscript Prep

- 1st editions: 100% electronic manuscript (Word or LaTeX/PDFs).
- Revisions: 90% electronic manuscript
 - Electronic “tearsheets”/annotated PDFs
 - Hardcopy tearsheet to be scanned and edited electronically
 - Extracted Word files strongly discouraged
- Manuscripts to be submitted in adherence to the Manuscript Preparation Guidelines located on the SPG Resource Site (www.mhhe.com/spgresource).

Manuscript Turnover to EDP

- One batch turnover to EDP to include:
 - All manuscript, including FM, EM, endsheets/inside cover
 - Approved cover images (USE and ISE image if applicable), cover template, and back cover copy.
 - All line art and text credits (outstanding permissions due by transmittal)
- Transmittal meeting only.

Covers¹

- Design:
 - Template chosen from the [MHHE Design Website](http://www.mhhe.com/design)
 - Match previous edition
- Image: free-source (with DAL upgrade acceptable) and no special manipulation (i.e., Photoshop detailing, silhouetting, etc.).
- No printed inside covers or endsheets unless it contains course content.
- No special printing cover treatments (i.e., matte varnish, embossing, etc.).

¹ Editorial will indicate any exceptions during proposal stage.

Interior Design

- 1st editions:
 - Template chosen from the [MHHE Design Website](#)
 - Match the design of another McGraw-Hill book
- Revisions: Can be updated for visual impact every other edition.
- Any design modifications must follow the Specialized, Income, and Growth guidelines on the next page.
- All design decisions must be made prior to manuscript turnover to EDP.
- Front matter: no new walkthroughs. Minor updates to existing walkthroughs are allowed.

Photos

- 1st editions: 100% free-source or author-provided photos for both cover and interior.
- Revisions: goal to replace all licensed photos with free-source or author-provided photos within 3 revisions.
- For disciplines that are identified as DAL-challenged, editorial must consider the following prior to manuscript turnover:
 - A photo shoot (new photos will be then added to the DAL)
 - Work with author to fund appropriate photo research
 - Set a target for that discipline that achieves an appropriate percentage of DAL versus researched photos with the intent of increasing our DAL collection for future editions. Photo Acquisitions Manager will be accountable for increasing the DAL Library for those identified disciplines.

Line Art

- Revisions: Maximum of 15% of previous edition total line art can be rendered new or revised.
- Art must be reviewed on pages (no separate art proofs).

Copyediting, Proofreading, Indexing

- Copyediting, proofreading, and indexing remain domestic-based services and are managed by the FSPM from a MH-approved list of freelancers.
- The compositor will perform a character proofread as part of the composition rate. An additional domestic proofread will be hired by the FSPM.
- Exceptions to sequential proofread may be needed if the title requires an accuracy check.

SPG Preferred Design Modifications

(Up to 4 changes for a modified design)

Element	Design Modification	Change (Global or Manual)*	Specialized	Income	Growth
Chapter or Part Opener	Deletion of elements	G	X	X	X
	Change title font (needs to blend with design)	G	X	X	X
	Rearrange layout of chapter/part opener elements (without adding length)	G	X	X	X
	Change background element (e.g., screen or image)	G	X	X	X
	New opener design (could include all elements)	G		X	X
Main Text	New element added (e.g., list, head level, marginal element, icon)	G	X	X	X
	Head level color or percentage change (2c book)	G		X	X
	Head level color change (4c book—using an existing color in the palette)	G		X	X
	Head level color change (4c book—creating a new color in the palette)	G			X
	Pickup icon (supplied or from Icon Library) to an existing element	M	X	X	X
	New icon that needs to be designed to an existing element	M			X
	New display font (FM/EM heads, head levels, EOC heads, etc.)	G		X	X
	Changing a graphic design element that is used multiple times	M			X
	Screened background change or addition	M		X	X
Tables/Boxes	Table head color or background color change	M		X	X
	New table, box, or feature design	M		X	X
Figure Legends	Figure legend design or font change (head, title, legend, source note)	G		X	X
End-of-Chapter	Changing from 1 column to 2 column to save length	M		X	X
FM/EM	New FM or EM design	G			X
	New Walkthrough is not allowed.		No	No	No
	Revised Walkthrough with minor updates	M	X	X	X
	Added head level in TOC	G	X	X	X
	Added photos from the DAL or interior (free source only) in TOC	M	X	X	X
Miscellaneous	Changing the PMS ink in a 2-color book is not a modification and is allowed.		X	X	X
	Repeating the cover image (line art or photo) in the chapter/part opener or throughout the text is not allowed.		No	No	No
	**"Global" is a one-time change that will incur a design fee. "Manual" is a reoccurring change that will incur a design fee as well as increase the comp rate.				

1. Project Start-Up

1.1 Editorial & Author Contact

- Once a proposal is authorized and the Sponsoring Editor (SE) is ready to start up a project (ideally around 18-24 months prior to publication), a freelance Developmental Editor (DE) will be hired. The SE will complete the SPG Freelance DE Project Turnover (See [Appendix 1](#); also found at www.mhhe.com/spgresource) form with all of the pertinent information for the project. NOTE: the turnover date noted on this form is approximate as the actual turnover date will be determined by the revision and production plan.
- You will receive a Work-for-Hire agreement through P2P once the costs of the project have been determined.
- Once you have accepted a project, the SE will send a confirmation email to DE, and copy the Project Manager (PM), triggering the PM to send out a tentative schedule and spec email to the SE and the DE and requesting a joint meeting once reviews are completed (see [Section 1.3](#)).
- The SE will introduce you to the author via email.
- Respond to the SE's email, providing contact information to the author(s). Any and all correspondence must have clear identification to indicate that you are working on behalf of McGraw-Hill, including the MH logo. See [Appendix 2](#) for the signature template you should use when conducting business on behalf of the SPG group for McGraw-Hill. (Note: this is for SPG use only)

1.2 Reviews

- Obtain the previous edition's final PDF files through the Digital Archive Department; see [Appendix 3](#) for the Archive Request Form. This form should be completed and sent via email to dbq_archive@mcgraw-hill.com. The PDFs will be used for review purposes as well as the basis for manuscript revision. On the form, ask Archive to make the PDFs "comment-enabled."
- Discuss the review plan with your SE (number of reviews to obtain, how much to pay reviewers, full review, chapter reviews, or survey). Confirm you have enough money in the honorarium budget.
- The Sponsoring Editor will provide you with a list of potential reviewer targets.
- Provide the authors with a general review questionnaire for their input; they may already have ideas on changes/updates they want to make, which may affect the questions. If needed, provide that list to SE for any further input. Compile final list of questions as a survey/questionnaire in Survey Analytics.
- Determine the type of materials that will be provided to reviewers (i.e. PDFs of chapters, previous edition bound book, new Word manuscript).
- Determine date(s) for completion of reviews/survey; generally allow three to four weeks to complete; note all applicable deadlines on RL.
- Send invitations via email to list of reviewers; may be done in several rounds or batches until desired number of confirmed reviewers is reached. See [Appendix 5](#) for Sample Reviewer Invitation (also available at www.mhhe.com/spgresource).
- Customize RBS-Invoice form for your project (see [Appendix 6](#)). Be sure to use the new edition's information on the RBS as that is where the honorarium will be charged. This form should be sent to reviewers once they agree to review the text and is necessary for payment processing.
- Create/maintain Reviewer Log (RL), an Excel spreadsheet; this will include all confirmed reviewers. Also indicate the budget on the RL and what type of review (full book, chapter, survey). See [Appendix 4](#) for the Reviewer Log template.
- Log confirmed reviewers on the RL as they agree to review. Provide them with all necessary documents (text to be reviewed, RBS-Invoice form, survey link, etc.). If you need to request a complimentary instructor copy, email the instructor's contact information to the AA.
- Track progress on completed reviews, sending reminders as necessary. Enter completed reviews on RL as they come in.
- Provide RBS-Invoice forms to Administrative Assistant (AA) to process payment.

- When all reviews are in, create a cut & paste, compiling all reviewers' answers to each question. This can be generated automatically through Survey Analytics. Export PDF copies of the individual reviews from the survey.
- Read through cut & paste and create a brief synopsis (if needed/requested) and send to SE (copying the Marketing contact) along with the cut & paste. The synopsis should be a short one- or two-page summary of the reviews that will give the author team a clear direction for their revision. The SE will read thoroughly and possibly add additional comments. The SE will give the DE the okay to send the synopsis to the author team. The synopsis and/or cut & paste will serve as a starting point for the Author Launch meeting.
- Send copies of reviews to the **Administrative Assistant** to upload to Salesforce.com.

1.3 Status Reports/Maintenance

- Report project status to the in-house editorial team at least every month using the status report template in [Appendix 7](#). The electronic document is available at www.mhhe.com/spgresource.
- Pages 2-3 of the SPG Freelance DE Project Turnover form include a development checklist for you to track each project's progress and ensure no steps are missed.

2. Author Launch with Editorial & Production

2.1 Editorial/Production Orientation Meeting

- Prior to Author Launch, the DE, SE, and PM should meet to discuss and confirm the revision plan, production plan, and schedule.
- Ensure all of the items that will be discussed with the author are covered in your editorial meeting first so you and production present a united front to the author team. Once the team has confirmed the desired revision/production plan, an Author Launch (via conference call) should be held with the SE, PM, DE, and author team. It is preferable that this meeting be scheduled directly after the editorial meeting if possible (30 minutes for the Editorial/Production Meeting and an hour for the Author Launch immediately following). The PM should attend the full Author Launch in case production questions arise.

2.2 Confirmation of Revision Plan with the Author

- Go over the synopsis and/or cut & paste with the authors, pulling out and discussing the most important items from the reviews. Confirm the revision plan, incorporating suggested content changes.
- Review the project information that was provided to you and make sure the revision plan aligns with the SPG guidelines as well as the reality of the project. Use the following as a checklist to ensure all aspects of the project are covered in your discussion with the book team.
 - When will the author begin writing, and are there any schedule conflicts you should be aware of?
 - Remind author to keep a list of changes as (s)he updates the manuscript. Discuss the need for this from sales/marketing perspective (BCC), and also remind them about Higher Education Act and the need for a “What’s New”-type section for the preface.
 - Manuscript preparation (please refer to the Manuscript Preparation Guidelines, posted at www.mhhe.com/spgresource). Our first choice is for authors to work with electronic tearsheets (annotated PDF manuscript)². Request that the author provide you a sample chapter for review before proceeding onto the rest of the chapters.
 - Discuss all major schedule milestones; this will be based on the production schedule that the PM sent you, but the author should be given a batch schedule in order for you to receive the manuscript and review it prior to EDP turnover.
 - Page length (budgeted manuscript pages and bound book pages)
 - Art program (budgeted new and revised art)
 - Photo program: Review Project Turnover form (provided by SE) to determine who is responsible for acquiring/paying for photos. New photos should be either author-provided hi-res images or obtained through the DAL. Try to replace as many costly and permissionable pickup photos as possible with DAL images; the goal is 100% free photos. The McGraw-Hill PM should have provided the previous edition photo log indicating photo costs with their preliminary schedule.
 - Usage of the McGraw-Hill Digital Asset Library (free photo source hosted by McGraw-Hill)
 - Interior design: Discuss any potential new elements, icons, etc. Review Project Turnover form to determine if a match, modified, or template design has been budgeted for.
 - Cover design: Should be a DAL image and a template chosen from the [MHHE Design Website](#).
 - Discuss any permissions issues or needs; who’s handling, costs, etc
 - Discuss the index: who will prepare and who is paying for it. This is generally a conversation that the SE should have with the authors.
 - Discuss if the endpapers or inside covers will print; only course-content allowed—no advertising materials. Defer to the PM for budget questions.

² Note: there is a WebEx recording that demonstrates the use of the PDF tools on SPG titles posted at www.mhhe.com/spgresource.

- Discuss supplements, print and electronic, including website resources. Try to determine at this early stage what supplements will be available and who will create or update them: hired contributors or the main text authors. Also review the budget to ensure you have adequate funds for your supplement plan.
- After the Author Launch, the PM will email the recap notes *pertaining to production only* to the DE (cc: SE, Faye, and Shawntel).
- You will incorporate the production notes with his/her editorial notes, and email the complete recap notes to the author (cc: SE and PM), removing the final EDP turnover dates or internal discussions from the recap notes that go to the author, including only the author's batch turnover schedule to *you*.
- Request author access to the DAL if applicable. In order to sign an author up for the DAL, email a completed DAL External User Registration Form to DAL_Registration@mcgraw-hill.com. This form is available at www.mhhe.com/spgresource. It is preferred that external DAL users be given access only when they plan to access the library within 30 days.
- Provide the author with "base manuscript"—either a link to or hardcopies of the previous edition PDFs. As mentioned in the Manuscript Prep Guidelines, revisions in Word are strongly discouraged. Ensure the authors have been provided with the guidelines.
- If the authors will be acquiring text and line art permissions, provide all needed forms for them to use (both text/line art permission form and photo permission forms are available at www.mhhe.com/spgresource). Also provide the authors with the permission log template (See [Appendix 8](#) - Excel form available at www.mhhe.com/spgresource). In addition, our SPG Text and Line Art Permission Guidelines are located at www.mhhe.com/spgresource.

3. Follow-Up during Revision

3.1 Keep in Touch with Author

- Check in with authors periodically during their writing/revision, at least every month, but more frequently as milestones such as manuscript turnover approach. This may change as the project progresses and as project needs change.
- Continue to send your MH editorial team status reports at least every month, increasing in frequency as the manuscript submission dates gets closer.
- Your conversations with the author should cover the following aspects (sections 3.2–3.8).

3.2 Review Sample Chapter of Manuscript

- The authors should send you a complete first draft sample chapter to ensure that they are preparing the manuscript correctly before they continue with the rest of the chapters (this should have been requested at the time of the Author Launch). When you receive the chapter, review it for pedagogy and content updates to ensure completeness. Also ask the PM to review it for production readiness. Return the sample chapter with feedback to the authors. If needed, have the author submit an updated sample chapter. Note: this should happen *much* in advance of manuscript turnover to EDP.
- When reviewing the sample chapter, keep the following items in mind: page length (especially if a lot of new material was added), budgeted number of new & revised line art, new and pickup photos & their sources (should be DAL or author-provided), permissionable content. Notify your SE if the author is not conforming to agreed-upon project specifications.

3.3 Ensure Text/Line Art Permissions Are Started

- If the author team is responsible for acquiring text/line art permissions, verify they have started and are tracking permissionable items on the permission log. Note that screen captures and cartoons are counted as line art and it is the responsibility of editorial (not a photo researcher) to acquire permission for them.
- If you are taking care of requesting/securing text/line art permissions, please maintain the permission log (see [Appendix 8](#)) and ensure all permissions are applied for and cleared prior to manuscript turnover to EDP. If there are outstanding permission concerns, contact your SE.
- Encourage the authors to redraw, recreate, and paraphrase as much as possible. We prefer to own all of the content in our books.
- If you have a permission budget and have invoices to be paid, forward any invoices to the Administrative Assistant for payment.
- Make sure you keep copies of all permission agreements and enter the applicable information on the permission log. Also, some rights holders include their requested credit line in their permission agreement, so make sure any and all necessary credits are transferred to the manuscript.
- If there are text/line art credits at the end of book, you will be responsible for providing manuscript for them to the PM. Either compile them yourself or work with a freelancer (to be determined by SE - based on budget) or the author to gather this information.

3.4 Revisit Schedule/Budget Items

- Keep a close eye on the budget as project progresses. During your follow up with the authors, make sure they are on track for page length, art and photo plans, etc.
- Discuss the revision with the authors as necessary to keep them on schedule.
- Review the recap of the Author Launch meeting again to make sure there were no missed action items and that everything was indeed covered.
- Use the PM as a reference as needed as the project progresses.

3.5 List of Changes/Marketing Information Form

- You should have already reminded the authors to keep track of their chapter changes during the Author Launch. Send a reminder of this during revision follow-up, at least 3-4 months prior to turnover.
- Several months prior to production turnover, send the authors a Marketing Information Form (MIF), asking them to provide input on an overview, key features (and how they benefit the student/instructor), important changes, etc. They can use previous edition BCC as a starting point. See [Appendix 9](#) for the form. An electronic version is available on the SGP Vendor Site.
- Determine if the TOC will change.

3.6 Finalize BCC with SE & Marketing

- The MIF should be returned to you at least 3 weeks prior to turnover to EDP. Use this document to create a draft of the back cover copy (BCC).
- Send the MIF and the draft BCC to the SE and Marketing at least two weeks before turnover to production. Marketing will then review and edit the back cover copy and return it to the DE for inclusion with turnover.

3.7 Determine Cover Image and Template

- A month or two prior to production turnover, gather ideas or themes from the author team to search the DAL for cover images. This discussion regarding potential cover images and the need to use DAL images should begin at the Author Launch stage (see [Section 2.2](#)). The cover image and cover template must accompany the full manuscript at turnover.
- Provide the author with a few cover image options that you have discussed with the SE. Secure a “quick print” from the DAL of the author-approved image to turn over to EDP.
- Get author input about possible *mock-ups* to use (don’t use the word “template” with authors). Cover design layouts must be chosen from the [MHHE Design Website](http://www.mhhe.com/designwebsite/) (<http://www.mhhe.com/designwebsite/>).

3.8 Interior Design/Design Memo

- The majority of SPG titles will have little to no design modifications. If the design from the previous edition will be a complete match, no design memo is needed.
- If it has been determined at the Author Launch and approved by the SE that the design will be either new, modified, or a template, a design memo will be necessary. See [Appendix 10](#) for a sample design memo. Design memos should be turned over to production with the manuscript or prior to turnover if requested by production. Ensure the authors are on board with any interior design updates prior to turnover.
- If the interior design is not a pickup of the previous edition, make sure that the elements in the manuscript are all represented in the chosen design. Be sure to indicate in the design memo which elements in the chosen design correspond to which elements in the manuscript.

4. Turnover of SPG Main Product to Production

4.1 Prepare Final Manuscript

- Although the final manuscript should be turned over to EDP in one complete batch, the author has likely turned manuscript over to you in multiple batches so you have time to review it for completeness, clarity, potential art and design issues, length, etc. At this point, you should have already resolved any manuscript prep questions while reviewing a sample chapter early on in the author's revision.
- Ensure the manuscript conforms to the Manuscript Preparation Guidelines (available at www.mhhe.com/spgresource), including:
 - Consistent page numbering
 - Accurate numbering of figures, TAs, tables, etc.
 - Cost photos were replaced with DAL/AU images
 - Complete art grids included for all new art and photos
 - Authorized page length has been considered
 - Text/LA permissions have been cleared & credits included
- Review the revision plan and make sure the authors have followed through with plans that were suggested by the editorial team and/or reviewers.
- Confirm the book-specific website URL with the SE and ensure it is updated throughout the manuscript.
- Review front matter in detail:
 - Include at least a brief TOC within the FM.
 - Ensure any applicable updates to the About the Authors page are made.
 - The author(s) should have made updates throughout the preface, including a detailed list of changes and/or new and retained features.
 - Confirm accuracy of supplements section. At this point, it may be a good idea to start the Media Turnover Form (see [Section 6.1](#)) so you can document the website structure as well. You will want to confer with the SE as well to confirm what MH-wide supplement information should be included (CourseSmart, Tegrity, Blackboard, etc.).
 - Update all references to previous edition texts and websites.
 - Update the reviewer list in the acknowledgements. Make sure the reviewers have agreed for us to use their names in the book.
 - Walkthroughs are generally not to be included in SPG titles, but if you are unsure if a previous edition walkthrough should be updated, check with your SE.
- If you have any questions regarding manuscript prep, consult your PM prior to turnover.

4.2 Complete Turnover Transmittal Form

- You are responsible for completing all of the yellow-highlighted items on the Turnover Transmittal Form (form found at www.mhhe.com/spgresource). You will be able to complete the majority of the fields using your Project Turnover form (provided by your SE) and your experience with the project, but there may be some fields that you will need to contact your SE for. A few additional notes on certain fields:
 - Input author names exactly as they should appear on the cover (including middle initials and order of names). Previous editions can be referenced for revisions, but always confirm with author.
 - Confirm all author contact information and indicate "late" when one of the authors is deceased but his/her name still appears on the book.
 - Editing should be light for the majority of titles. If a revision is heavy or the author has provided new manuscript in Microsoft Word, a medium or heavy copyedit may be warranted. Consult with your SE if this is the case.
 - Include an accurate count of line art and photos as categorized on the form. Note that screen captures and cartoons are counted as line art.
 - The "Need e-rights for Supps" field should indicate "yes" if any of the electronic supplements (primarily on the website) use the photos from the book.
 - Remember to indicate the cover template # in the interior design section on the back of the form.

- Be sure to include any supplements on the back of the form (print or electronic) and include a content turnover date for each. Examples are OLC/websites, CD/DVDs, and print supplements. Note that CourseSmart or any other eBook does not belong in this section.

4.3 Manuscript Turnover to Production

- Create a project folder (Author_MHID) and place the following items (in ONE batch) in the [SPG Manuscript Drop Box \(ftp://MSP_TO_EDP_SPECIALIZED:sp3c14I1z3d_3DP@ftp.eppg.com/\)](ftp://MSP_TO_EDP_SPECIALIZED:sp3c14I1z3d_3DP@ftp.eppg.com/)³:
 - All manuscript, including FM (with brief TOC), EM, & endsheets/inside covers (Note: if the manuscript is hardcopy, it can just be sent to the EDP Coordinator and the PM will take care of scanning it for comp.)
 - Back cover copy (in Word format)
 - Text insert files
 - Files for new photos, cartoons, etc.
- Alert the EDP Coordinator by email (copying the SE) that materials have been posted, attaching the Turnover Transmittal Form and DAL Quick Prints of the SE- and author-approved cover image(s).
- Include in your turnover email any project-specific notes or additional information you would like the PM to be aware of (author preferences, etc.).
- All text and line art credits should be in place at time of turnover. If there are some yet to come, indicate in the manuscript or in your turnover email the status of the forthcoming credit lines. If credit lines will be updated after pages are released, any changes must be marked on the first page proof PDF and returned with first page corrections.
- Many interior designs will match the previous edition. If there are any design modifications, new elements, or you're using a template design, include a design memo with your turnover. Note that for a first edition a template from the Design Library or another MH interior should be used.

4.4 Provide Marketing with Brief TOC

- At the time of manuscript turnover, provide your marketing contact with a brief TOC so they can populate the McGraw-Hill systems. Once the manuscript has turned over to EDP, Marketing can pull front matter materials from the comp vendor's FTP site.

4.5 Attend Transmittal Meeting

- Approximately four weeks after manuscript turnover to production, a transmittal meeting will be held to review the production aspects of the main text. **You will receive an email invitation when the meeting is scheduled.** The PM will route a preliminary transmittal meeting form prior to the meeting and all fields of the form will be confirmed at the meeting. You will attend this meeting via teleconference and answer editorial questions as needed.

Note: Within four weeks of turnover to EDP, turn over the preliminary Media Turnover Form to the Project Manager (by Transmittal Meeting). See [Section 6.1](#).

³ If the direct link doesn't work, the host is <ftp.eppg.com>, username: MSP_TO_EDP_SPECIALIZED; password: sp3c14I1z3d_3DP.

5. Production

5.1 Review Pages

- Review paged chapters briefly, looking more closely at heavily revised chapters, new art, etc. See the MHHE Production Process document posted to www.mhhe.com/spgresource for information on appropriate issues to address during the page proof stage.
- Take a closer look at the front matter pages. Content should have been nailed down at manuscript prep stage, but review the preface material closely and make sure all sections were updated appropriately and are accurate.
- Answer any editorial queries from the Full-Service Project Manager (FSPM).

5.2 Review Cover

- Review all information on the cover for accuracy, including author order, names & initials, title, and back cover copy. Since the cover was created from the final transmittal form and the final BCC, this should truly be a confirmation stage.
- Send the cover options on to the authors, SE, and Marketing for their feedback. NOTE: This should NOT be the first time the authors have seen the cover image(s). Collate all feedback and send one annotated PDF back to the DC, copying the PM.

6. Media Components

6.1 Confirm Supplement Information

- Within four weeks of manuscript turnover (by transmittal), you should email a Media Turnover Form (MTF) for the website/OLC to the PM ([cc to the Marketing contact](#)). [The Media Turnover Form is available at www.mhhe.com/spgresource](#). All site content need not be available, but the site content/structure should be outlined on the form and info center content should be posted to the [SPG Media Drop Box \(ftp://SpecializedMedia:sp3c.m3d14@ftp.eppg.com/\)](#) at this time. The PM will then start up the site production with a Hurix Media Project Manager (MPM).
- You should have determined at project start-up if the authors take care of the supplement updating or if contributors need to be hired. You can find this information on the Project Turnover form.

6.2 Working with Supplement Author(s)

- If you are hiring supplement authors, you'll want to confirm with the SE that there is money allocated to pay them.
- If required, potential supplement authors should be discussed at project start-up. Perhaps a previous contributor can once again update the content. Strong reviewers - particularly users of the text - are also great candidates for supplement authors. Discuss the options with your SE.
- Discuss the desired live date of the website with the SE to determine the final turnover date for the supplement files. Sites typically take 6-8 weeks from the last asset turnover date to go live. Be sure to give yourself time to review the files for completeness and accuracy.
- Once compensation has been confirmed and a supplement author has agreed to the terms, provide the terms of the contract (project info, contributor contact information, compensation, deadline for work, description of work) to the AA, who will then route a work-for-hire.
- Download the supplements to be updated from the previous edition website. The URL will be in the front matter and/or on the back cover and the username/password should be on your Project Turnover form. Email or post these for your supplement authors.
- If your project has had a computerized test bank (EZ Test) in the past, we will want to maintain that for the next edition. If possible, we prefer that authors work directly to create or update test banks in the EZ Test software. There are an EZ Test User Guide and a PPT overview available at [www.mhhe.com/spgresource](#) that you can share with potential EZ Test authors. If the supplement author agrees to work within EZ Test, you'll need to complete an EZTO Account Request Form (see [Appendix 11](#)) and email the information to [Malcolm Duncan](#) (W_Malcolm_Duncan@mcgraw-hill.com).
- You will need to provide your supplement authors with the marked-up manuscript so it is clear what content has been added or removed. Their names can also be included on the page proofs distribution so they can reference the final pages. If desired, you will need to provide their email addresses to the PM before or at the transmittal meeting.
- Provide guidelines to your supplement authors on exactly what you expect them to update. Be as clear and specific as possible and reiterate to them that the content is considered final when they submit the files, so they should be aware of spelling, accuracy, formatting, etc.
- Once the supplement author has fulfilled the terms of the WFH, contact AA to let them know he/she can be paid.

6.3 Review Supplement Files and Post Final Content


- By and large, the files you post for the OLC will NOT be proofread and should be in final form. Therefore, ensure that the formatting, spelling, etc. are all OK before posting. When everything is final, post in the [SPG Media Drop Box \(ftp://SpecializedMedia:sp3c.m3d14@ftp.eppg.com/\)](#). You'll need to notify your Hurix MPM, copying the PM, that additional content is posted and provide an updated MTF to the PM if anything on the form has changed.

7. Project Wrap-Up

7.1 Return Materials to SE at Project Completion

- Post mortem report (see guidelines posted to www.mhhe.com/spgresource), addressing the following items:
 - Author preferences
 - Supplement info: authors or contributors, their performance, & amount paid
 - Any budget or schedule issues and suggestions for the next edition
- Electronic Permission Log and hardcopy permission file.
- Reviewer Log

Appendix 1 Freelance Development Project Turnover Form

 Connect Learn Succeed™		SPG FREELANCE DEVELOPMENT PROJECT TURNOVER FORM		McGraw-Hill Higher Education 501 Bell Street Dubuque, IA 52001 Sponsor: Phone: Email:	
Date:					
GENERAL PROJECT INFORMATION					
Freelance DE:					
Author/Title/Edition: ISBN: MHID: Business unit: Select Copyright year:			Sponsoring Editor: Marketing Contact: Project Manager:		
Author contact info:					
Priority: Select Stat Spon: Discipline: Core Matrix: Select Prev Ed MHID: Prev Ed ©:	# of chapters: Budgeted MS pages: Budgeted Book pages: Trim size: # of colors: Select	Binding: Net price: Unit run: Design: Select Cover: Template & DAL image(s)			
<u>Key Dates</u> Approx MS turnover: In-Stock Date:		<u>Line Art</u> New: RPU: SPU:		<u>Photos</u> Responsibility: Select Budget: New: SPU:	
REVIEW PLAN					
Review budget:		Number of reviews:		\$ per reviewer:	
Overall review plan:		Need synopsis: Select			
SUPPLEMENTS					
Supplement responsibility: Select OLC/Website URL: www.mhhe.com/ Site includes: <input type="checkbox"/> Instructor's manual <input type="checkbox"/> Test bank <input type="checkbox"/> Lecture PPTs <input type="checkbox"/> Image library <input type="checkbox"/> Solutions manual <input type="checkbox"/> Student quizzes <input type="checkbox"/> Other: Editorial budget for OLC/Website: Username/Password for p/e website: Additional supplements <input type="checkbox"/> EZ Test <input type="checkbox"/> Print supplement: Overall supplement plan:					
TEXT/LA PERMISSIONS					
Responsibility: Select Budget: Rights needed: <input type="checkbox"/> World/English <input type="checkbox"/> World/All <input type="checkbox"/> eBook <input type="checkbox"/> Website					
*See next pages for development checklist.					

Modified June 10, 2011

Unprotect document to customize

Appendix 2 Freelance Development Signature Template

Best Regards,

FirstName LastName

Freelance Development Editor

Specialized Publishing Group

McGraw-Hill Higher Education


(xxx) xxx-xxxx

e-mail address



Do More

Appendix 3 Archive Request Form

The McGraw-Hill Companies	
 Higher Education	
Archive Request Form Updated 10/1/2008	
<div>Send requests to: E-mail address: dbq_archive@mcgraw-hill.com Today's date: 4/25/2011 MHE Global Address Book: Archive, DBQ Digital Archive McGraw-Hill Higher Education 501 Bell St. 3rd Floor Dubuque, Iowa 52001</div>	
<div>Requested by (your name): Job title: MH Division: Office Location/address: Phone number: Next edition information: Author: Title: Edition: ISBN: Copyright year: Compositor: <input type="checkbox"/> ftp location (please specify): <input type="checkbox"/> Other (please specify):</div>	<div>Date you need files(mm/dd/yyyy): Publication you need files from: Author: Title & Ed: ISBN: Copyright year: Compositor: Type of file format you need: <input type="checkbox"/> Application files including art, photos, paging, and PDF files delivered in Mac format. <input type="checkbox"/> Text only files to be delivered in Microsoft Word via email. (Add additional addresses in the comments section.) <input type="checkbox"/> PDF files <input type="checkbox"/> PDF files to the Copy Center <input type="checkbox"/> XML (copyright 2008 and forward) <input type="checkbox"/> Art, individual pieces (list in Special Comments). <i>Include a clear photocopy with chapter, figure number, and page number or copy of book with the same information.</i></div>
<div>Please check all that apply on how files will be used: <input type="checkbox"/> Next edition of text or supplement <input type="checkbox"/> Web Site/Media Product <input type="checkbox"/> Custom/Primis <input type="checkbox"/> Other (please specify): <input type="checkbox"/> International printing <input type="checkbox"/> International adaptation <input type="checkbox"/> Translation</div>	
<div>Permissions (please answer the questions below): <input type="checkbox"/> Will Photos be used? <i>(Please have all photo permissions cleared for world rights. Documentation confirming permissions must be attached to this request form).</i> <input type="checkbox"/> Will Electronic files be delivered to a party outside of McGraw-Hill – other than the author or the contracted vendor? <i>(If yes, licensing must be cleared through Bonnie Beacher in the McGraw-Hill Rights and Permissions group. You can reach her at bonnie_beacher@mcgraw-hill.com. Documentation you receive from her must be attached to this request form).</i></div>	
<div>Special Comments: If files are to be sent somewhere other than to you, please indicate to whom and where.</div>	

Appendix 4 Reviewer Log Template

[illegible]

Appendix 5 Sample Reviewer Invitation

Hi Professor XXX,

My name is XXX, and I'm the Developmental Editor working with Author names on the XXX edition of Title.

I'd like to ask if you're interested in providing us with a review of [a few chapters from] the XXX edition of this text. The review will consist of some overall course and text questions, with a more focused review of three selected chapters. Compensation for this review is \$XXX and is payable upon completion and return of the review and Reviewer Background Sheet (to be provided).

If you are interested in participating in this review panel, please provide the following:

- confirmation that you currently teach this course
- what text you currently use
- selection of the three chapters for which you can provide the most constructive criticism (see attached TOC if you are not a current user).

Upon receipt of these items, I will send you a link to an online survey where you will provide your feedback. I can also provide you with a link to the edition text in PDF format.

We would like to receive your review feedback by XXX, so your prompt response is appreciated!


Thanks for your consideration, and I look forward to hearing from you.

Best Regards,

FirstName LastName
Freelance Development Editor
Specialized Publishing Group
McGraw-Hill Higher Education
(xxx) xxx-xxxx
e-mail address



Appendix 6 RBS-Invoice Form

The McGraw-Hill Companies			
			
Please fill out <i>both</i> sections of the form below, and return <u>with</u> your review to:			
Freelance DE Name Freelance DE Email Address			
PERMISSION FORM			
<p>Yes <input type="checkbox"/> No <input type="checkbox"/> I give McGraw-Hill permission to list my name in the front matter of Author, Title, /e.</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/> I give McGraw-Hill permission to list my name and quote my remarks in advertising and marketing information for Author, Title, /e.</p> <p style="text-align: center;">It is acknowledged and agreed that the Reviewer is performing services for McGraw-Hill Publishing. Any recommendations, information, approaches, suggestions, concepts and ideas received from the Reviewer may be used by Publisher without any further compensation.</p>			
INVOICE			
Name (First & Last)		Date	
Social Security # <small>(*required for tax reporting)</small>		Office Ph #	
Email			
School			
Note that your honorarium will be sent to your home address. Please provide it below (physical address only – no PO Boxes).			
Home Address			
City/State/ZIP			
<u>FOR EDITORIAL USE</u>			
Author, Title, /e: ISBN: Honorarium: \$			

Appendix 7 Status Report Template

SPG FREELANCE DEVELOPMENT STATUS REPORT					
GENERAL INFO				TEAM	
Author:	ISBN:			Freelance DE:	
Title/Ed:	BU:			Sponsor:	
Copyright year:				MHPM:	
SCHEDULE					
REVIEWS			OVERALL		
	Goal	Actual		Goal	Actual
Reviews started:			Editorial/Production Mtg:		
Reviews completed:			Author Launch Mtg:		
Synopsis completed:			MS from AU (range):		
			MS to MHPM:		
			In-Stock:		
OVERALL COMMENTS:					
<p>Report once per month on overall status showing new comments in red.</p>					
Review Status					
Cover & BCC Status					
Design Status					
Photo/Art Status					
Permissions Status					
Supplement Status					

Note: Freelance DEs should be checking in on authors a minimum of every 4-6 weeks and should recap their correspondence or correspondence here.

Appendix 8 Permission Log Template

[illegible]

Appendix 9 Marketing Information Form

MCGRAW-HILL SPECIALIZED PUBLISHING GROUP Marketing Information Form

Information from this form will be used to write back cover copy as well as marketing copy for your book. No one knows your book better than you, so having your input as to the unique features and characteristics of the text will help us to most effectively introduce it to the marketplace. The information you provide will be edited to fit marketing needs and space constraints. We appreciate your thoughts and insights!

Author:

Title:

Subtitle:

Edition:

1. **Text Overview:** Please provide a brief, one paragraph overview of your text. It may list one or two key changes in the last sentence, but it is an overall description. It should be written so that either a student or an instructor can read it. Things to consider for inclusion are: the overall concept of the book, how it is presented, any differentiating highlights/factors (from its competition), main threads, features or areas of coverage.

2. **Key Changes:** In order of importance, please list 3-5 key changes to the new edition.

CHANGE	BENEFIT	PROOF (where is it in the book?)

3. **Hallmark Features:** In order of importance, list 4-6 of the hallmark features of the text. Include 3-4 that are traditional hallmarks, and 1-2 that have become hallmarks in the last one or two editions. Use the attached fact sheet that contains the hallmark features from the previous edition as a starting point.

HALLMARK FEATURE	BENEFIT	PROOF (where is it in the book?)

Appendix 10 Sample Design Memo

Bayens/Smykla, Probation, Parole, and Community-Based Corrections, 1e Design Memo

- I. General Information
 - A. 8 x 10
 - B. Soft
 - C. 2/c
 - D. 480 pages
- II. Interior Design
 - A. No parts, 12 chapters, Glossary
 - B. Pick up an modify Lauer, *Social Problems*, 12e 0073528285 (see annotated PDFs)
 - C Replace distorted display font with “sewn” font.
 - D. Chapter opening elements:
 - Chapter number/title
 - Objectives (numbered) – May need to make the type smaller to accommodate longer objectives. We’d also like the lead-in: *After completing this chapter you should be able to do the following* designed for.
 - Keep the Chapter openers on spreads since the CO photos relates to a CO story that will appear on the second page of the chapter.
 - Lighten background on CO and Career Profile.
 - E. Chapter body elements:
 - Career Profile (feature). Use Lauer Global Comparison box, but use “sewn” font and the upper left-hand will be used for a profile photo instead of a static icon. Can it be made a little larger?
 - CBC Online (feature). Use Lauer involvement box, but use “sewn” font. Put the CBC Online on the side and then put a box number in the middle of the box (see PDF) – 1.1, 1.2, etc.
 - We’ll have text and line art exhibits.
 - Please use the Lauer art style to render our art. A few samples prior to page proof review would be good. The vendor should probably receive the full Lauer archive in order to have access to the different kinds of art.
 - F. Chapter closing elements
 - Summary (match Lauer design).
 - Key terms (match Lauer design, but add page numbers)
 - Questions for review (match Lauer study questions)
 - Question of Policy section (will have subhead – see PDF and ms)
 - What Would You Do? Match Lauer summary setup.
 - Endnotes: Match Lauer study question setup.
 - G. Frontmatter: contents TBD, but we can stick with what we have in the Lauer.
 - H. Endmatter
 - Glossary
 - Index
 - I. I will gather author input.

Appendix 11 EZ Test Online Account Request Form

EZTO Account Request Form for McGraw-Hill Employees and Contractors

Name:

Email:

Full email address (e.g. dolly@parton.com) - NOT required to be @mcgraw-hill.com!

Manager:

McGraw-Hill manager approving this request...

Will this person be creating, authoring, or accuracy checking content? (y/n)

Will this person be deploying content? (y/n) should be NO
for standalone EZ Test Online? (y/n)
for ARIS/EZTO? (y/n)
for Connect? (y/n)

If they are deploying content, to what areas of the repositories will they be deploying content? should be n/a

B&E? (y/n)
Career? (y/n)
HSSL? (y/n)
ARIS SEM? (y/n)
Connect SEM? (y/n)
Other? (y/n, please specify)

Appendix 12 List of Resources/Links

The following items are available on the SPG Resource Site (www.mhhe.com/spgresource).

Procedures:

- Freelance Development Manual
- Manuscript Prep Guidelines
- MHHE Production Process
- SPG Text/LA Permission Guidelines

Forms/Templates:

- Archive Request Form
- Art/Photo Grid template
- DAL External User Registration Form
- Freelance DE Project Turnover Form (includes DE Checklist)
- Marketing Information Form
- Media Turnover Form
- Permission Form - Photo
- Permission Form - Text/Line Art
- Permission Log
- Photo Model Release Form - Adult
- Photo Model Release Form - Minor
- Reviewer Background Sheet Invoice (RBS)
- Reviewer Log
- Reviewer Invitation Sample Email
- Signature Template
- Status Report Template
- Turnover Transmittal Form

Links:

- Digital Asset Library (DAL): https://connect-ext.mcgraw-hill.com/dana-na/auth/url_9/welcome.cgi
- Manuscript Drop Box: ftp://MSP_TO_EDP_SPECIALIZED:sp3c1411z3d_3DP@ftp.eppg.com/
- Media Drop Box: <ftp://SpecializedMedia:sp3c.m3d14@ftp.eppg.com/>
- MHHE Design Website: <http://www.mhhe.com/designwebsite/>
- Survey Analytics: <http://www.surveyanalytics.com/a/showLogin.do>

Guides/Tutorials:

- EZ Test Authoring PPT Tutorial
- EZ Test Instructor User Guide
- PDF Tools WebEx Recording
- Postmortem Analysis