



Your Global Fats and Oils Connection

## How To Get Published FAQ

### Q: What are my publishing options?

A: Web, book, part of a book, CD-ROM, journal article, *inform* article, eLearning course, Official Method. View the details about each here. (links to Get Published page w/ table)

### Q: Do you have any tips for writing a scientific paper for a journal?

A: Yes! Please see our [inform article](#) on this.

### Q: Do you have author guidelines?

A: Author guidelines vary by product.

[Book Author Guidelines](#) (.pdf)

[JAOCS Author Guidelines](#) (.pdf)

[JSD Author Guidelines](#) (.pdf)

[Lipids Author Guidelines](#) (.pdf)

[inform Author Guidelines](#) (.pdf)

[Writing and Approval of Methods](#) (.pdf)

[Evaluation and Design of Test Methods - Collaborative Study Procedures](#) (.pdf)

[How to Write a Scientific Paper](#)

### Q: What happens once I have my product idea formulated, and I'd like AOCS to consider it for publication?

A: We ask that you fill out our [book proposal](#) form and either submit it online or print and email or mail to:

AOCS Press c/o Jodey Schonfeld  
2710 S. Boulder  
Urbana, IL 61802-6996  
jodeys@aocs.org

It will then go through an internal review process focusing on:

- Your areas of specialization
- Size of audience
- Is the material for a U.S. audience, international, or both?
- Names of trade or professional organizations interested in the topic
- Colleges/universities that could use the book as a textbook
- Short courses and seminars where book could be marketed/sold
- Distance learning courses to develop with the book
- Potential sponsors: Commodity suppliers, product manufacturers, consultants (use as "leave-behind" at clients), your company's website

The first technical review of your book proposal is done by the AOCS Books and Special Publications Committee (BSPC). An "In-depth Reviewer (IDR)" and members of the committee review your proposal and the market research that is compiled by AOCS marketing staff. BSPC members consider your proposal, all supporting documents, and information on competing products. They evaluate whether the topics in your proposed book are appropriate for AOCS Press? Are they timely? What is the market potential for your book? The BSPC may suggest additions and/or deletions. They also consider whether your contributors are known in their respective fields. If AOCS decides to accept your proposal, you will be contacted by AOCS staff with the good news.

**Q: What happens once my proposal has been accepted?**

A: You will be contacted regarding contracts and your product schedule. AOCS will negotiate a publishing agreement with you. Once the agreement is signed, "AOCS Author Guidelines" will be supplied for you and your authors to follow in manuscript preparation.

Throughout this process, we encourage all authors and editors to maintain contact with AOCS staff to ensure that everything moves along smoothly.

**Q: I've finished my first draft, what next?**

A. Once your first draft is completed and revised per any technical reviewers' requirements, it is submitted to AOCS Press for production.

**Q: What happens after I submit my final manuscript to AOCS?**

A. Once the final drafts are submitted to AOCS, we hold a New Product Information Meeting with the following staff:

- Designers
- Page (inside design)
- Cover (cover design)

- Editors
- Production (typesetters)
- Marketing

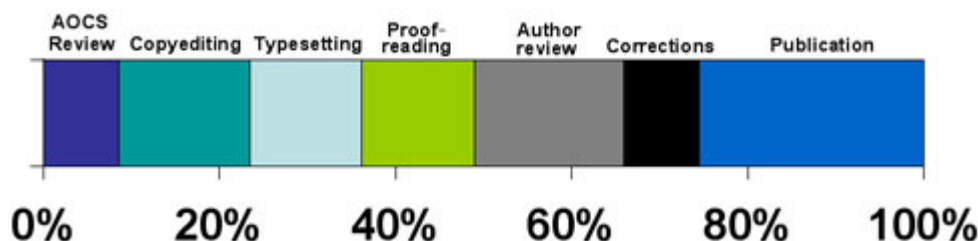
AOCS staff consults with you to ensure that the book reaches its intended audience. We hold a Product Information Meeting; and the agenda includes many of the following:

- Topic: tie-ins with current and upcoming products, meetings, courses.
- Audience for the book
- How the book content will be used—online? Office use? In lab? Libraries?
- Any new markets for this information?
- Possible distribution outlets like other associations? Knovel databases, etc.

Now your book is ready to be physically created!

**Q: How long does production take?**

Book production can take anywhere from 10 weeks to 8 months, depending on the complexity of the book and the involvement of the editors/authors. Open lines of communication from editor to AOCS can drastically reduce the overall time, and as you can see in the graph below, the percentage of time it takes for each task is variable.



At each of the stages of production, AOCS staff checks your manuscript files against the proofs (PDFs created from the InDesign files used by the printer) to make sure mistakes do not occur in the final product. As you can see, there are various media that your work must pass through before going to the printer, and mistakes inevitably creep in. Due diligence and cooperation with AOCS staff means fewer errors! Once the manuscript has been typeset, we will send you a PDF of how the chapter will look in the final book. At this stage, you will then review this "proof" for any **typesetting** errors. The PDF files used for author review closely resemble how your chapter will look in the final book so for this reason, corrections at this stage can be quite expensive because they require changing the final book layout.

**Q: How do I get to review a proof before the final product is printed?**

A: In terms of time and scheduling, the greatest variable is author review of proofs. We give authors and editors 1 week to review their proofs before we proceed with publication. When authors do not observe the one-week deadline, significant delays can occur. With this in mind:

**Do**

**Do NOT**

Fix any *errors* that affect the scientific accuracy of the chapter

Answer all queries from AOCS editors

Check all artwork, tables and captions

Contact AOCS if you have any specific questions/concerns about your proof

Rewrite your material

Omit any permissions information from your figures

Replace artwork (unless there's an error)

Take more than 1 week to review

### **Q: Who does what in the reviewing process?**

Both editor and author review proofs; the author reviews his/her chapter, and the editor reviews the entire book. Their roles are as follows:

- A lead editor:
  - acts as principal liaison with AOCS staff
  - provides accurate contact information
  - submits final manuscript copy
  - reviews all proofs
  - ensures that authors meet deadlines for submissions and revisions
- A lead chapter author:
  - supplies acceptable electronic files
  - receives permission to use any figures from other sources
  - provides high-quality art
  - ensures manuscript follows AOCS Author Guidelines
  - returns galleys within the 1-week time period

Once the proofs have been reviewed, we are into the final stages of production. Indexing and marketing now take center stage.

### **Q: Who designs the cover for my book/CD-ROM?**

A: Our graphic artist will design the cover with your help! As editor, you should start thinking early about cover design. Images from instrumentation used in the book (which may be sponsored by the company that sells the instrument), color schemes applicable to the subject matter, and other graphical elements (such as chemical structures) are all elements that can be used in a cover design. All images must be 600 DPI or higher, and as always, keep your audience in mind. What would you, as a potential buyer of your book, look for on the cover?

### **Q: How will you market my product?**

A: After determining the sales potential and markets receptive to the product, AOCS will use our extensive network of fats and oils professionals to get the word out about your product.

The AOCS website Store is a prime source for marketing.

We also market through direct mail, fliers, brochures, press releases, indirectly through book reviews, as well as the AOCS print catalog. (links to <https://members.aocs.org/source/catimages/AOCSCatalog-March-2009.pdf>) New products are also tied in with articles in *inform*. In short, we use our products to push your product, ensuring that you reach the widest audience possible.

AOCS meetings, both nationally and internationally, are prime opportunities to market AOCS products. Our journals and books are sold in the AOCS Bookstore at the Annual Meeting & Expo, at special short courses, distance learning, and at relevant industry meetings. You can improve sales through word of mouth, using the book in courses you teach, and touting your book at conferences.

**Q: Who can I contact if I have further question?**

A: Questions on product development or production, contact Jodey Schonfeld. (mailto:[jodeys@aocs.org](mailto:jodeys@aocs.org))

+1-217-693-4812

Questions regarding AOCS marketing, contact Brian Lehn. (<mailto:blehn@aocs.org>) +1-217-693-4805

All other questions: +1-217-693-8091.