



## Association of College & Research Libraries Publication Proposal

**Please send any questions and proposal submissions to:**

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**1. Author/Editor Contact Information:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_

**2. Proposed Title of Publication:** \_\_\_\_\_

**3. Overview**

Please describe your book in two or three paragraphs (500 words or less). Include not only what the content will cover, but why it will meet the specific needs of your audience, and why they should read it. Think of this as the copy that goes on the back cover of your book.

#### 4. Detailed Table of Contents and Sample Chapters

Please attach a full table of contents—one to three pages—with brief summaries of each chapter. If available, please include one to two sample chapters.

5. Expected Manuscript Completion Date: \_\_\_\_\_

6. Estimated Length of Completed Manuscript (page count or word count, and approximate number of illustrations, if any): \_\_\_\_\_

#### 7. Target Audience

Who is your core audience, the most likely readers of this book? Are they experts or beginners? What other groups and types of readers will also be interested?

#### 8. About the Author/Editor

Provide information about the author(s)/editor(s), showing your qualifications for writing this work. A resume or vita may be attached.

Please also include the name, address, telephone number, and pertinent expertise of the person(s) who will be asked to substantively review the content before publication.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Pertinent expertise: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### 9. Competitive Titles

List and very briefly summarize the major competitive titles or other resources with the same target audience as your work. Please explain why yours is different from each, and illustrate the unique features of your work that will compel your audience to read it.

## 10. Marketing and Promotion

Please help ACRL actively promote your book by providing detailed information on outlets for disseminating information about your publication.

- Reviews: What magazines, literary journals, blogs, your local and/or school media, and other media outlets cover content similar to your work, and would be interested in receiving a review copy from ACRL? Please list a minimum of five.

1. \_\_\_\_\_
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9. \_\_\_\_\_
10. \_\_\_\_\_

- Social media: How can you leverage your own social networks to get the word out about your book? Are you on Facebook, Twitter, Instagram, Pinterest, YouTube, have or contribute to a blog, etc.? (ACRL will provide a high resolution image of your book's cover for your social media use after the book's publication.)

- Presentations and speaking appearances: Does this book or your prior experience give you credentials to speak on any current topics of interest to the academic library community? What are the topics and potential target outlets? Do you have any speaking engagements scheduled over the next two years where the book could be promoted?

- Additional content: In conjunction with the publication of your book, ACRL would like to create supplemental content around you and your work to be published on the ACRL sites. Options include any and all of the following: blog post, podcast, webinar, video or text author interview, and e-learning session. In which of these are you interested, and please suggest some topics featured in your book that would work in that format?