

Guidelines for Proposal Submission

Thank you for your inquiry about publishing with Oxford University Press. We appreciate your offering us the opportunity to review your proposal.

In order to best assess the publishing potential of your proposal, please make these elements a part of its presentation:

- a prospectus describing the project
- a detailed table of contents (or scope and sequence)
- two or three representative chapters
- your resume

The prospectus should include the following:

1. **Overview:** In one or two paragraphs describe the rationale for the book, its scope and purpose, and the approach and pedagogy behind it.
2. **Outstanding features:** Highlight what you consider to be distinctive features of the work that will attract teachers' attention and make them want to use it.
3. **Intended audience:** Which levels (beginning, intermediate, etc.) and market sectors (elementary, junior/senior high, vocational college, university, company program, private institute)? Is it a basic course book or a supplementary text. For which courses?
4. **Competition:** If similar books have been published, list the three most successful ones that compete with your text most directly. What do you see as their strengths and weaknesses? How does your book improve on each one?
5. **Physical specifications:** About how long (double spaced pages) will the manuscript be? Do you envisage illustrations and/or photographs? How many? Are you planning to include any copyrighted material? (eg. previously published cartoons, songs, poems, other art or text) that would require permission from the holders of the copyrights?
6. **Components:** Describe the teacher's manual, audio tapes, workbooks, picture cards, or other ancillary components necessary to the project, if any.
7. **Status of the book:** What portion of the manuscript is now written? What is the completion date of the manuscript?

The **table of contents** should be as detailed as possible. The overall syllabus including major topics and sub-topics for each chapter should be presented. Do this in the form of a scope and sequence chart if possible.

Your **sample chapters** should be representative of the level, approach, and writing style used throughout the book. It is advisable to submit any chapter you feel is innovative. Chapters need not be consecutive.

Your **resume** should be up-to date, and reflect your education, professional experience, and previous publications.

Editorial schedules are generally very demanding and it takes some time to properly evaluate a proposal. **Please allow 2-3 months for your proposal to be evaluated.**

Your proposal should be addressed to me at the address above.

Thank you once again for your interest in Oxford University Press.

Barnaby Pelter
Managing Editor, Asia