The publication process is designed to ensure that works of the highest quality are published and distributed in the best way possible.
Our Mission

The University of Alaska Press (UAP) is the premier publisher of scholarly and other high quality works of the history, cultures, peoples, and natural environments of Alaska, the Pacific Rim, and the circumpolar North. Through its publications, UAP serves the scholarly community, K-12 educators, and the general public.

Our History

Launched in 1967, the University of Alaska Press is a nonprofit scholarly publisher and distributor of books associated with Alaska and the Arctic. Although physically located at the University of Alaska Fairbanks campus, the Press represents the entire University of Alaska System—its three main universities (UAA, UAF, and UAS) as well as their satellite campuses—and by extension the entire state.

Our Board

The Press has an independent advisory board of scholars and writers with a diverse range of expertise. The board is responsible for final review and selection of titles published by the Press.

UAP is a member of the American Association of University Presses.

Alaska, the Arctic, and issues concerning this region of the world are the common thread for most books published by UAP.

Our Books

UAP publications cover an expanding range of subject areas, including:

- politics and history
- Native languages and cultures
- science and natural history
- biography and memoir
- poetry
- fiction
- anthologies
- original translations
- oral histories
- childrens books
- chapter books for young readers

The Press publishes and distributes books in print and electronically for both the scholarly community and the general public.

UAP books reach a global audience through sales and distribution provided by the University of Chicago Press.

UA-pressinfo@alaska.edu
Submitting a Proposal

If interested in publication, please follow the guidelines below to create a proposal for submission. Once completed, email all materials to UA-acquisitions@alaska.edu.

Please do not send unsolicited full manuscripts without first submitting a proposal.

Please use the following bullet points to create your proposal.

MANUSCRIPT
- What is the title?
- In two to three paragraphs, please describe your book. Who is the audience? How is this manuscript unique? Why would the intended audience purchase your book?
- Write a detailed table of contents. What is each chapter about?
- Give a synopsis of the book that includes:
  1. word count
  2. number of illustrations (graphs, photos, artwork, tables, etc)
  3. approximate date for completion (if not done)
- Please attach a few example chapters of your manuscript for review.

AUTHORS
- Please provide full names of all authors/contributors and contact information (address, email, and phone number).
- If pertinent to your project, please attach CVs or resumes of all authors. Include both research and publishing histories.

We try to contact authors with a decision within six weeks. If you have not heard from an editor within two months, please follow-up by email.

FUNDING
- Are there outside agencies with an interest in your book that might be willing to fund it?
- If a book is large or contains many full color images, UAP may require subvention funding to supplement production costs. Do you have access to funding through your institution or other external partners that could assist with publication?
- Do you wish to contact an agency for funding but are unsure how to approach them? If so, a member of UAP can assist.

MARKETING AND PUBLICITY
- List and summarize competitive or similar titles. Include the complete title, publisher, and ISBN please. Why is your book different?
- What is the genre of your book?
- Who is the target audience? Give some details about the intended audience.
- Do you have an established platform or field to promote your book? Are you on social media?
- Are there any organizations or agencies that would be interested in your book?
- List any conferences you plan to attend where participants would be interested in your book.

UA-acquisitions@alaska.edu
Submitting a Full Manuscript

Once the initial proposal has been reviewed, an editor may contact the author for a full manuscript.

The full manuscript should be complete with all text, notes, bibliography, and/or images.

Images should be submitted as separate electronic files, with each image clearly named in the manuscript where it appears.

If location maps would help the reader, once the full manuscript is accepted then authors can work with an editor to locate or create a map.

After reviewing the full manuscript, an editor will decide whether or not to accept the book and pursue it for publication. Once accepted, the book will go through an editing and peer review process, but the final decision on whether or not to publish the book is made by the Board.

Our Editing Process

Once a full manuscript has been accepted, an editor may work with the author to prepare the book for peer review.

This process may include edits to grammar, style, structure, image editing or creation, and more. The author will be expected to complete all edits before the peer review process can begin.

Scholarly Peer Review

As a University Press, all manuscripts must go through a scholarly peer review. The editor will send the manuscript to three individuals within the book’s subject or genre field for anonymous review. The peer reviewers will consider several points in assessing the manuscript’s potential, such as:

- the purpose of the manuscript
- the importance of the subject
- the manuscript’s contribution to scholarship
- whether or not the content is current and relevant
- the style and organization of the content
- the manuscript’s potential audience
- any suggestions to improve the manuscript

The editor will share the results of the peer reviews with the author.

All suggestions and comments made by reviewers are simply there to help an author better their manuscript. Unless the information is factually incorrect, it is up to the author’s discretion to determine which revisions to make, though authors may be advised by editors to prioritize certain revisions.
Once peer review and final revisions have been made, all manuscripts are presented to the Board.

Board meetings occur in the Spring and Fall. At these meetings, editors present individual book projects to the Board and Board members decide on which projects to pursue for publication.

To help the editors present each project to the Board, authors are asked to write a letter to explain their revision decisions and their response to all peer review requests.

The author letter and manuscript revisions must be completed prior to the Board meeting or the project will be delayed.

Permissions

Authors are responsible for obtaining written permission for use of all content in the book including all images, quoted materials, and interviews prior to being slated for production. Written permission can be in the form of an email from the source or a standard, signed permissions form.

The Press will supply the author with any needed forms and a method for tracking permissions, but it is up to the author to make certain all permissions are in place prior to the start or production.
Funding

The scholarly and cultural merit of a book is foremost in deciding whether or not to publish. However, UAP also considers a book’s marketability, intended audience, and available funding for production costs.

Production costs are not trivial, and they increase in proportion with a book’s length and with color images. It is encouraged that authors locate and source supplemental funding, especially for large projects with many color pictures.

Publication is not contingent on external funding, but it is necessary that we consider external funding throughout a book’s review and production processes.

Contract

Once approved by the Board, a contract will be drafted. This contract will outline the responsibilities of the Press and the author including:

- licensing and copyright
- deadline for final manuscript
- copies to be sent to the author/reviewers
- author royalties
- index costs
- any additional details unique to the project

All publication details should be discussed and included in the contract, including, for example, who will pay for the indexing of the book (if an index is needed). UAP authors usually pay for the index.

Contracts must be signed before the manuscript enters production.

As a practice, the University of Alaska Press does not pay authors advance royalties prior to publication.

Nate Bauer
DIRECTOR AND ACQUISITIONS EDITOR
The production process includes:

**Copyediting**
UAP adheres to the Chicago Manual of Style for all general copy decisions. The UAP Copy and Style Guide provides guidelines for terms unique to Alaska.

A UAP copy editor will edit the manuscript in the first stage of production.

All editorial changes or questions will be communicated to the author before revisions are made to the text.

**Interior Layout**
UAP will create the interior pages, or layout, of the printed book.

Authors have the option to review the interior layout at each stage of production and provide feedback on design and content.

**Proofreading**
Once an interior layout is created and reviewed by the author, a UAP proofreader will read the complete book looking for any errors in content or formatting that might have been missed.

Any proofread edits will be shared with the author.

Proofread changes will be incorporated in the layout and a final version of the interior layout is created.

**Authors work with the production editor to take the book from manuscript to printed and electronic book form. Author involvement is welcome in each step of production.**

**Indexing**
If a book requires indexing, the terms of the index will be included in the book contract.

UAP will create the index, but as it is considered content, authors are often responsible to cover the cost of index production.

The cost of an index varies depending on the length and complexity of the book.
Design and Cover Questionnaire

The UAP works to design a cover that communicates the content of the book. Both interior and cover design will be done by UAP in collaboration with the author.

All authors must fill out the Cover Design Questionnaire prior to the start of production so that the best designer can be selected for each project.

This Questionnaire gives the production editor an idea of what the author wants the book to look like, what styles are preferred, and what feelings to communicate.

If the author has specific images or art to use on the cover, please include this with the submitted manuscript.

Deadlines for final front cover designs:
   October 1 for Spring
   March 1 for Fall

Please keep in mind that while the production editor will work to design a book interior and cover that fits the author’s vision, UAP will make all final design decisions.

Krista West
production editor
Please be aware that the publication process is long. From submitting a proposal to publishing a book, the process takes time.

<table>
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<tr>
<th>PRODUCTION STEP</th>
<th>TIME</th>
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| Author submits FINAL manuscript and art. No substantial changes after this point. | June 1 for Spring  
Dec 1 for Fall |
| Manuscript copyedited | 3-4 weeks |
| Copyedited manuscript reviewed by author, queries answered. | 1 week |
| Front cover design deadline | 4 weeks |
| Layout and design of book interior | 1-2 months |
| Page proofs sent to author for review  
“Final” layout created | 1-2 weeks |
| Proofreading of final layout | 3-4 weeks |
| Indexing | 3-4 weeks |
| Printing and shipping | 6-8 weeks 
longer for color |
| Release date | 4-6 weeks after printing and shipping |
Marketing Plan

UAP works with marketing experts at the University of Chicago Press to develop a detailed marketing plan for each book. Books will be taken to relevant shows and conferences; with input from the author we make a list of interested parties, magazines, and newspapers who will receive a complimentary review copy of your book. Reviews will be uploaded to Amazon and put on our websites. We also send out an electronic press release to our database of nearly 2,000 interested parties when the book is released.

Marketing Questionnaire

All authors are asked to fill out the Marketing Questionnaire after they have signed their contract. This will help both the Press and the University of Chicago Press build a marketing plan to promote and sell books, and to build the season catalog.

Sales and Distribution

Books will be sold and marketed through University of Alaska Press and our distributor, the Chicago Distribution Center (CDC). CDC is a distributor for many university presses, and has many years of experience and knowledge. Leading up to and upon a book’s release, the Chicago Distribution Center makes all ordering information available to bookstores, who then make determinations on sales.

CDC helps UAP manage accounts, fulfil and ship book orders, warehouse books, and market books in their national catalogs. CDC has sales reps throughout Canada and the US, as well as warehouses in Europe and Australia.

Book Promotion

Along with CDC marketing, UAP can help you with printed promotion pieces for events, signings, conferences, etc. We can prepare materials such as sales flyers, postcards, business cards, and more.

Upon publication UAP will promote your book online via email and social media. The Press can email about 1,500–2,000 customers tailored to specific markets. In addition, the Press will promote your event on our social media outlets.

Please consider following the Press on Facebook, Twitter (@ualaskapress), and Instagram (@ualaskapress).

UAP can also help facilitate interviews of authors as well as events such as book signings and readings. Please let us know if you need help organizing or promoting such events.

Dawn Montano
PUBLICITY COORDINATOR

Laura Walker
SALES AND MARKETING MANAGER