**SIU PRESS WORKFLOW**

### ACQUISITIONS

- **Author submission**
  - Author submits either proposal or MS
  - AE either rejects or takes to an ACQ meeting
  - If proposal, talk to author about full MS

- **Peer review**
  - AE finds reviewers
  - Peers review
  - If negative reports, auth revises
  - More peer review
  - AE checks MS changes

- **Editorial board**
  - EDP reviews ms., images for possible problems
  - Project presented at ed board for voting
  - First PDQ (price, discount, quantity)
  - Auth may have to revise again or more peer review
  - Book goes under contract

- **Confirmation & transmittal**
  - There’s a whole long list of things to check before metadata is released
  - EDP reviews ms., perms, etc. again.
  - Confirmation meeting
  - Check everything again
  - Transmit to EDP

### EDITORIAL, DESIGN, & PRODUCTION (EDP)

- **Production & printing**
  - Cover mechanical is created and routed
  - Everything final, packaged, sent to print
  - E-book creation begins
  - Advanced copies approved
  - Stock sent to warehouse
  - Set up for SRDP
  - 4–6 weeks later, pub date
  - files archived

- **Design**
  - Book is designed and final MS is typeset.
  - Pages go to auth for review
  - Index created
  - Pages are finalized for print
  - Cover design routed & sent to author

- **Copyediting**
  - MS is styled & sent to a copyeditor
  - Redline ms to auths
  - More copyediting & reviewing
  - Ms is finalized at the end of CE

- **Launch**
  - Review materials
  - Discuss book, cover, etc. in launch mtg.
  - Linda schedules/ books copyeditors, etc.

### MARKETING & SALES

- **Book launch**
  - Send author pub pack
  - Monitor inventory
  - Support author events.
  - Nominate books for post-publication awards

- **Publicity**
  - Review list
  - Flyer
  - Create social announce
  - Create email announce

- **Sales**
  - Sales deadlines are roughly 4/1 (for Fall books) & 11/1 (for Spring books)
  - Create Edelweiss catalog
  - Create Ingram sheet
  - Contact buyers
  - Have pitch meetings

- **Pre-pub starts**
  - Author introduction
  - Endorsements
  - Marketing copy
  - Cover copy
  - Make awards plans

**MARKETING CONTINUES WELL AFTER PUBLICATION**