

## *Glossary of Publishing Terms*

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**Acquisition Editors-** The person at a publishing company in charge of reviewing and rating incoming manuscripts for possible publication and then supervise the publication process.

**Advance-** A sum paid to the author in anticipation of royalty earnings.

**Advance copies** - (see galleys) prepublication edition of the book, generally used to generate reviews and publicity; also known as ARCs.

**Agent** - represents the author's work to the publisher, negotiates the contract, acts as a liaison through the publishing process.

**ARC** - Advance Readers' Copy (see Advance Copies).

**Authorized** - written with the subject's consent.

**American Booksellers Association (ABA)-** American Booksellers Association is a not-for-profit trade organization devoted to meeting the needs of its core members - independently owned bookstores with store front locations - through advocacy, education, research, and information dissemination

**Appendix-** Supplementary materials printed at the end of the general text.

**Audience-** The group most likely to be interested in the subject matter of the book.

**Backlist** - books in print that have not been recently published.

**Back Matter-** The section after the body of the text and may include the endnotes, index, bibliography, author biography, etc.

**Back Story** — events that occurred before the start of the book

**Bar Code-** A system of stripes and bars printed on the back cover of a book. Used universally in the book industry for automated ordering and inventory systems.

**Binding-** The process of affixing pages together in a single bound book.

**Blueline-** The proof sheet(s) of a book revealed in bluish ink that shows exactly how the pages or cover of a book will look when it is printed.

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**Blurb-** Abbreviated, positive review of the book or the author by well known authors or celebrities often appearing on the back or front covers.

**Boilerplate:** Refers to publishers' standard contracts prior to any changes by an author or agent. Most publishers have a variety of boilerplate contracts to meet different needs. Boilerplates are always weighted in favor of the publisher and should be regarded by authors only as a starting point for hammering out agreeable terms.

**Book-** A bound publication of 49 or more pages that is not a magazine or periodical.

**Book Doctor** - someone hired by the author or publishing house to improve a manuscript.

**BookExpo America (BEA)-** formerly known as the American Booksellers Association Convention & Trade Exhibit, is an education forum, a center of rights activity and the meeting place for the entire publishing industry.

**Books in Print-** A database managed by R. R. Bowker of books in or about to print based on the ISBN numbers issued by them to the publishers.

**Camera-ready-** Final artwork, including typesetting and graphics ready for reproduction in the final book production process.

**Category Romance** — romance written within a set of parameters that establish a set style for tone, page length, sensuality level, and the requisite happy ending. Examples include Harlequin Presents, Silhouette Desire, and Harlequin Historicals.

**Characterization** — character traits and actions that define the people in a novel.

**CIP-** Cataloging in Publication. The bibliographic information supplied by the Library of Congress and printed on the copyright page

**Clip Art-** Generic graphics that can be "clipped out" and used for illustrations. Available on the Internet and software programs for not charge.

**Clips** - copies of published writings samples.

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**Conflict** — the barrier that prevents the hero and heroine from falling in love early on in a novel. Internal conflict refers to emotional issues within the protagonists, such as fear of commitment, abandonment, failure of past relationships, etc. External conflict refers to "outside" barriers that block the path to love, such as feuding families, misunderstandings, prior romantic commitments, etc.

**Content Edit-** An edit of a book that checks the flow of the text, its organization, continuity and content.

**Copy Edit-** An edit that checks for grammar, spelling, punctuation and other "typos."

**Copy Editor** - corrects grammar and spelling in a manuscript and checks facts for accuracy and conformity.

**Copyright-** Legal protection given to intellectual rights such written and published works in a variety of forms such as books, audio and software.

**Cover Art-** the design of the book jacket, Design- Artistic process placing images and/or words into camera ready copy.

**Cover Quotes** (blurbs) - celebrity or author endorsements.

**Critique** — (manuscript critique) an editorial assessment of a manuscript. It includes an analysis of the strengths and weaknesses of the story, including pacing, writing style, voice, internal and external conflict, characterization, and romance. As each critique is personal, one critique may focus more on pacing, while another critique may focus more on characterization. A manuscript critique can be used as a learning tool by an author looking to hone his or her writing skills.

**Cross-collateralization** - a contract provision that allows the publisher to charge unearned advances on a book against another title.

**Desktop Publishing-** Book design, layout, and production completed on a personal computer by specific software.

**Dialogue** — words or conversation spoken by the characters that advance the plot.

**Distributor-** A company that buys books from a publisher or other distributors and resells them to retail accounts.

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**Earn Out** - to sell enough copies to earn the advance against royalties

**E-book- Electronic Book-** A book published in electronic form that can be downloaded to computers or handheld devices.

**Editing-** Changing or correcting the contents of a book in order to improve the final results or to fit a format.

**Editor** - acquires the book, works with the author to polish the manuscript, and champions the title through the sales and marketing process at a publishing house.

**EIN-** Employer Identification Number. Issued by the Federal Government to business for tax purposes. A Social Security Number may be used as an EIN in some businesses.

**Epilogue-** Additional text at the end of the book, that provides readers with additional information on the subject.

**Epistolary** - written in the form of letters.

**Errors and Omissions** - insurance available to authors concerned about possible lawsuits resulting from their work.

**Faction** - a recently coined term used to describe works that straddle the line between fact and fiction.

**Fiction** - a story invented by the author.

**Final draft-** The final proof after all other proofing and editing steps have been completed.

**First Pass** - an early printed edition of the manuscript, which is reviewed for accuracy by the author and copy editor before publication.

**First Serial Rights** - the right to excerpt a work in a periodical.

**Flap Copy** - synopses of the story, blurbs, review quotes, or other information designed to help sell the book.

**Focus Group-** A small cross section of people brought together to provide feedback on marketing ideas and products.

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**Font-** The typeset used in page design.

**Foreign Rights-** Rights granted or sold that allows books to be printed and sold in other countries.

**Four Color Process-** Using the major colors magenta, cyan, yellow and black to produce pictures in a range of colors.

**Freelance** - An independent contractor hired to work on a book, design or marketing plan.

**Front Matter-** The series of pages that appear before the body of text.

**Full Manuscript** — the novel as it appears on 8½ x 11 paper, typed or printed from a computer. The full manuscript refers to the entire novel, from start to end, as opposed to a partial manuscript, which is just a selection of chapters.

**Galley-** The bound, pre-publication edition of a work sent to the author for final proofreading or to reviewers for pre-publication reviews.

**Genre-** A specific sales and marketing category of into which a book falls, marked by a distinctive style form or content. (e.g. mystery, suspense, horror, how-to, self-help.)

**Ghost Writer** - a writer or co-writer who is not credited on the work.

**Graphics-** The non-type parts of a book such as drawings, illustrations, photographs, charts, etc. that are used to enhance the content of a book.

**Hard Copy-** A print out of the manuscript. **Imprint-** The name of the publishing company on the title page.

**Hero** — the main male protagonist in a romance novel.

**Heroine** — the main female protagonist in a romance novel.

**Hook** — the sentence, paragraph or theme that draws, and holds, the reader's attention. It should begin the novel.

**House Style Guide** — (a.k.a. Style Guide) a definitive manual created by a publishing house outlining specific style choices (i.e. grammar, punctuation, spelling, etc.) so that consistency will be maintained throughout all publications.

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**Instant Book** - a book rushed into print that deals with a timely topic or subject.

**ISBN**- International Standard Book Number- An identification number code uniquely assigned to every book and obtained from the R. R. Bowker company.

**Jacket** - the cover.

**Jobber**- A type of distributor who provides books to that works on a smaller scale than wholesalers and provides mass market titles to airports, grocery stores, drug stores, etc.

**Kill Fee** - pre-negotiated amount paid to the author of an article which has been assigned but not slated for publication.

**Library of Congress**- The national library of the United States located in Washington D.C.

**Line Edit** — high-level editing that helps to shape the book by focusing on things such as plot, tone, pacing, characterization, development of romance, etc. (as opposed to copyediting, which focuses on smaller, line-by-line issues such as grammar, consistency, and style).

**List Price**- The sales price printed on your book or the retail sales price.

**List Position** - where in the publisher's pecking order a title ranks. A lead title will have a larger print run and bigger publicity budget than books lower on the list.

**Logo**- Identification mark used by an individual, business or organization as a representation symbol.

**Mainstream Romance** — a romance novel written outside the confines of category romance parameters. Some differences may include the tone, voice, point-of-view, etc. This is usually a longer-length novel of 100,000 words or more.

**Managing Editor** - editor in charge of overseeing the production of the book.

**Manuscript**- The book in typewritten or word processing form.

**Marketing Plan**- A book selling plan that includes a budget, synopsis of book, target audience, distribution, promotion, timeline and how you will create demand.

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**Mass Market-** A small format paperback edition usually sold in airports, grocery stores and drug stores.

**Media Kit-** See Press Kit.

**Memoir** - a personal reflection or account.

**Mid-list-** a title or author that does not become a bestseller

**Narrative** — words that are not part of dialogue. For example, descriptions, thoughts, actions, and setup.

**Non-fiction** - fact-based.

**Novelization** - a fictional work based on a movie or play.

**Outline** — see **Synopsis**.

**Out of Print-** a title no longer maintained in the publisher's catalogue or inventory

**Pacing** — the progression of the novel's timeline: how fast or slow the action of the story moves along.

**Packager** - a broker who puts together a book idea with the elements (writer, illustrator, experts, etc.) needed to bring the concept to fruition.

**Partial manuscript** — the novel as it appears on 8½ x 11 paper, typed or printed from a computer. Partial manuscript refers to a selection of chapters (such as the first three), as opposed to the entire manuscript.

**Plot** — the main action of a novel.

**Preface-** The introductory portion of the book that usually explains why the book was written, what it is about or how to use it.

**Prequel** - a book in a series set at a time prior to the existing titles.

**Press Kit-** Provides reporters, reviewers, bookstore managers and others information on the book. It includes a press release, author biography, book cover, testimonials, etc.

**Print Run** - number of copies produced.

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**P and L (Profit and Loss) Statement** - the balance sheet on a title, measuring costs including author advance, production, and publicity against sales and subsidiary earnings.

**Point-of-View** — which character's or characters' eyes the main action of the story is seen through. A story told in the first person is narrated by "I"; in the third person, the narrator is outside the story and tells about "he" or "she."

**Proofreading** — (a.k.a. Proofing) the final stage of editing the manuscript that takes place in-house after copyediting. Proofreaders check for grammar, spelling, and punctuation errors that have been missed, as well as for errors in cover copy, ad copy, running heads, and pagination.

**Proofreader**- Checks the manuscript to make certain that the copy is correct and verified before final printing.

**Publication Date**- The date set, usually after actual printing of the book, that is announced to let the target audience know when the book will be available. Generally a title will hit the stores two weeks to a month in advance of the date listed in the copyright.

**Publicity**- A marketing technique using free advertising outlets such as press releases.

**Publisher**- The person or company responsible for the entire process of producing books. This includes overseeing the writing, editing, design, production, printing and marketing of the book.

**Query letter** — a letter addressed to an editor that inquires about a publishing program's policy for receiving manuscripts, or a letter to an editor that accompanies a manuscript (partial or full) and synopsis for review by the addressed editor.

**Remaindered** - excess stock of printed unsold books that can be sold at discounted prices.

**Returns** - unsold copies returned by the bookstores or wholesalers to the publisher.

**Review**- A critical evaluation of a book.

**Review Copy**- A free copy given away to be reviewed.

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**Royalties**- percentage of the sales price earned by the author on sold copies. These are generally charged against the advance until it is earned out.

**Running Heads** — the copy at the top of each page that details the title of the book or chapter and author name.

**SASE** - stamped self-addressed envelope. This should be included with all submitted articles, proposals and manuscripts.

**Self-published** - produced by the author.

**Sequel** - a continuation of an earlier book.

**Sidebar** - a column appended to an article, often boxed, that offers additional, related information.

**Slush Pile** — unsolicited manuscripts sent to editors.

**Spine**- The binding on the side of a book.

**Subsidiary Rights**- Additional rights, such as foreign, audio, serial to publish a book in a different form. The American Library Association provides leadership for the development, promotion, and improvement of library and information services and the profession of librarians.

**Synopsis** — a condensed summary of the entire novel from start to finish.

**Time Line** — the chronological sequence of events in the story.

**Title**- Name of a book.

**Tone** — the style or manner in which the story is written. For example, humorous or dramatic

**Trade Paperback** - a larger format paperback, commonly used for literary titles but increasingly considered as a less expensive alternative to hardcover publication.

**Trade Publisher** - publisher of books geared for sale to the general public.

**Trim**- The final dimension of a book after the printer or bindery has cut it to size.

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**Typesetting-** A term that originally referred to the setting of lead type for printing presses or phototypesetting. With advancing technology nearly all "typesetting" is now done on the computer.

**Unauthorized** - written without the subject's cooperation or consent.

**Underrun:** To receive fewer books than ordered. This may occur because of spoilage during printing or printer's error.

**Vanity Press-** A waning term as the name implies a "Vanity Press" is a publisher that produces books with the author paying all costs and maintaining all ownership. Vanity Presses most commonly do not allow author input other than paper color and binding style.

**Voice** — the author's use of language, which creates a unique tone particular to her story.

**Website** - A location on the Internet accessible by inputting a unique address that provides information on a subject, person or organization.

**Wholesaler-** A central order location that allows bookstores and libraries to order multiple titles from multiple publishers.

**Word of Mouth-** Advertising generated by satisfied or interested readers who tell others about the book.