

PLUTO PRESS STYLE GUIDELINES FOR AUTHORS

These guidelines are designed to help smooth the progress of your work from typescript to bound copy. Please take a few minutes to read through, even if some of this may not be relevant to your script. Speed and accuracy in editing and book production are greatly aided by the quality and presentation of the typescript.

All our typescripts are copy-edited. Consistency and clarity are more important in the long run than any minor detail of house style. We hope that the following notes will help you achieve that.

All the points here are important. If anything here is unclear, please contact me.

ROBERT WEBB

Head of Production/Managing Editor

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PREPARATION AND PRESENTATION

We prefer text (chapter) files to be supplied in Word. A charge may be made for converting from other formats. If in doubt, contact us before delivery.

Please note when assessing the length of your manuscript that MS Word provides an accurate word count, while not all word processors do.

Email your typescript to us preferably in one file – otherwise as chapter files. Chapter files are preferred for edited collections.

Each file should be named clearly with your name and chapter number (e.g. BROWN_CHAP01).

Ensure all text is outside of any floating text boxes.

Unless requested by your editor, switch off ‘comments’ and ‘track changes’ and if possible any autoformat options before you deliver.

Ensure the subheading hierarchy is clear but otherwise avoid the temptation to ‘style’ your manuscript, e.g. with drop caps, varying fonts and sizes and other DTP design features. Designing your book is among our responsibilities.

Begin each chapter on a fresh page. Insert section breaks between chapters if you are using numbered endnotes and format these to restart at 1 in each section.

Leave the text unjustified on the right.

If you want a line break in the text please indicate this by typing [line break]. Otherwise we shall assume that any spaces are accidental and close up and indent.

Include a table of contents and a list of illustrations. If you have a lot of abbreviations and acronyms then a separate list is useful. If any unusual abbreviations are used, explain them when they first appear.

Acknowledgements can be added or amended at proof if necessary.

Once we have started on the copy-editing we can take in minor amendments but not replacement chapters or files.

ILLUSTRATIONS

Do not embed illustrations (charts, graphs, photos, maps, drawings etc.) in the text files. Instead insert <FIG X.X NEAR HERE> and supply clearly labelled artwork in separate files in the appropriate file type (see below).

We will require reproducible artwork – unless you have made alternative arrangements with Pluto. We can redraw simple diagrams and charts. There may be a charge for this though. GIF files downloaded from web pages are not acceptable. Most images will be reproduced about 100mm wide and the image supplied should be about that size.

Photographic images

Can be supplied as JPEG or TIF files. Bear in mind that, unless agreed otherwise, we are printing in black and white, not colour. The resolution needs to be between 300 and 1200 dpi. The file size would be between 2MB and 5MB – anything smaller or bigger might present problems.

Charts and diagrams

Reproduce best if they have been produced from a vector-based package, such as Illustrator. These could be supplied as EPS files or a PDF taken from the native file. Charts/graphs that are based on data should be supplied with the Excel data files. Pixel-based artwork will always look poor on the printed page. Avoid using large areas of solid black. Line widths need to be at least 0.5pt or there is a risk they will not reproduce. The chart should not be so large it cannot easily fit the page.

Maps

Maps in colour do not convert easily to black and white, especially if tints are used. Hatching often works better than tints. Maps are usually better as vector-based artwork. If the lines and lettering are in pixels the map will be difficult to read. It is better to seek professional help with maps and make sure the cartographer is aware of the image area (about 100mm wide by 180mm deep) and that colour printing will not be available. Supply a pdf file from the native file or an

EPS file. A file size larger than about 5MB might give problems. We can engage a cartographer for you if necessary and can quote you for the cost of this.

Keep graphs and maps simple. Avoid excessive tints and shading, and please, no colour, unless agreed with Pluto. Any lettering that is part of the artwork should be as large and clear as possible.

Artwork can be supplied by email or sent via WeTransfer, or similar.

We can work from physical artwork if necessary, although we strongly recommend that original artwork is sent to the Pluto office only by prior arrangement with your editor and by registered courier or Royal Mail Special Delivery.

Indicate approximately where any illustrations are to appear in the text. It is never possible to guarantee their exact position on the page, so avoid using phrases like ‘the following graph shows’ – we prefer: ‘as Figure 1.1 shows’.

Ensure that you have the appropriate copyright clearance and that you are supplying copy for the acknowledgement and for any source/caption. Captions and source lines will be typeset and should not be part of the artwork.

Tables

Should not be supplied as artwork. Create these in Word, to be edited and typeset. Use the table facility in Word to create tables, but avoid shading in cells.

STYLE

There are too many differences between British-English and American-English, especially in respect of punctuation, spelling and phrasing to list here. Follow whichever you are used to, consistently.

If you are following a British-English style, *New Oxford Style Manual* (Oxford University Press, 2016) is a useful guide to spelling, grammar and general points of style, particularly for some proper names or where there are alternative spellings. The *Guardian & Observer Style* is a useful reference too (www.theguardian.com/guardian-observer-style-guide-a)

We prefer to keep capitalisation to a minimum. Use capitals for personal titles – e.g. President Kennedy – but avoid for job titles – e.g. ‘John F. Kennedy was the president of the United States’, ‘the prime minister, Harold Wilson’, ‘the home secretary’, etc.

Avoid hyphenated words where possible (so postmodern, cooperative, etc.) Whether you hyphenate or not we follow the IHRA guidelines for the spelling of antisemitism.¹

Ensure you italicise titles of published books and journals in the text and in foot/endnotes.

¹ www.holocaustremembrance.com/sites/default/files/memo-on-spelling-of-antisemitism_final-1.pdf

Also use italics for: foreign words/terms not in common usage (see *New Oxford Style Manual* for guidance on this); long poems, plays, films, operas, works of art, and TV and radio programmes; names of ships; for emphasis (do not use caps or bold for emphasis), but sparingly; for parties in legal case references: e.g. *Regina v. Smith*.

Do not use italics for article titles, chapter titles, titles of poems, or song titles. These are generally enclosed in quote marks.

Government Acts and Bills, and books of the Bible, should be in title caps, without quote marks, and not in italics.

Call companies, corporations and organisations by the name they call themselves, e.g.: Rolls-Royce, AT&T, Coca-Cola, Lloyd's (insurance), but Lloyds Bank, American Labor Party, Labour Party (i.e. of Great Britain). Many will have websites where you can double-check the spelling. We won't be doing this for you.

Do not change spelling, punctuation (except quote marks) or capitalisation in quoted material.

Be mindful of correct terminology for countries and territories – e.g. if you mean the United Kingdom (i.e. England, Northern Ireland, Scotland and Wales), do not use 'Britain' or 'England' – and vice versa. If you prefer to use the North of Ireland to mean Northern Ireland, please ensure this is clear within context.

Indent quotes of longer than about 60 words and separate from the main text with a line space top and bottom. Do not type tabs at the beginning of each line in order to do this: use the indent feature in Word.

Avoid long blocks of display matter: quotations should not be more than around 200 words. See also the guidelines on Permissions, below.

Use square brackets [] in quotations for text you have inserted, not in the original.

If your style is for 'single quote marks' throughout the text, then use "double marks" for quotations within quoted matter – and vice versa.

Ensure consistency of transliterated names, especially those from Arabic and Hebrew.

Ensure spellings of place names on any maps you are including are consistent with the main text.

NUMBERS AND DATES

Ideally, spell numbers one to twelve inclusive; digits thereafter.

We prefer a comma in numbers above 1,000 + (i.e. not 10 000 or 10.000); 1 million.

Spell out ‘per cent’ or ‘percent’ in the main text; the symbol % should only be used in tables.

Use digits for all numbers with per cent or measurements, e.g. ‘8 per cent’, not ‘eight per cent’.

Dates should appear either as 4 October 2017 – no commas – or October 4, 2017. Avoid 4/10/17.

Spell out centuries, i.e. ‘the nineteenth century’, ‘twentieth-century madness’

NOTES AND REFERENCES

References should be kept to a minimum and should be presented in chapter or volume endnotes, employing a uniform system throughout the text, e.g. the Chicago referencing system (www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html). Author date systems such as the Harvard system where the author name and publication date of cited works are given in parentheses in the body of the text should be avoided, unless express approval is given by your commissioning editor.

Please decline from using the ‘page number’ referencing system where references to page numbers are used in place of note numbers in volume endnotes. In the epub edition of your book, the pagination is not retained and thus a notation system relying on page numbers is not either, without additional work at the conversion stage.

Avoid software such as EndNote to create your references: this can introduce problems which will prolong the copy-editing.

Notes can be created using Microsoft Word’s ‘Insert Endnote’ or ‘Insert Footnote’ option. When we typeset, notes are generally gathered at the end of the book, arranged by chapter. In an edited collection, notes will be kept at the end of each chapter.

Embedded superscript note numbers should always be placed directly *after* the punctuation mark that follows the word or phrase to which the number applies.

Short footnotes may, with the agreement of your editor, be retained on-page. Where endnotes and footnotes are both used, endnotes should be numbered 1, 2, 3... and the traditional order of footnote symbols is *, †, ‡. There should be no more than three footnotes per page.

Our preferred style is to give the full reference at first mention in each chapter with the surname and short title (and page ref) for subsequent occurrences.

James Brown and Sally Cartwright, *On Main Street: A Historical Analysis, 1900–1999* (London & New York: Pentagon Press, 2017), pp. 88–90.

Brown & Cartwright, *On Main Street*, p. 91.

Ibid. should only be used to refer to an immediately preceding reference. Avoid *op cit.*

Whichever style you choose, be consistent!

With the exception of *The Times*, the definite article is omitted from titles of most national newspapers. *The London Times* is incorrect. *The Times* (of London), *The New York Times* and *The Times of India* are correct. The title and the date of issue – i.e. *Guardian*, 8 September 1987 – is usually sufficient, although you can include a headline if necessary. Avoid 8/9/87 for dates.

As long as full citations are provided at first mention in the notes, there should be no need for a bibliography, repeating the titles cited in the notes.

Online references

Do not embed hyperlinks or URLs within words in the main text. Use references.

Avoid giving a URL as a reference without also providing the full citation: e.g. rather than just giving just <http://nationalinterest.org/feature/syrias-changing-strategic-landscape-12807>, provide the full citation:

Rabil, Robert G. (2005) ‘Syria's Changing Strategic Landscape’, *National Interest*.
<http://nationalinterest.org/feature/syrias-changing-strategic-landscape-12807> (last accessed January 2018).

If a citation is taken directly from a newspaper’s website, e.g. from www.theguardian.com, the URL helps readers follow up references, especially if they are viewing the ebook edition as it will provide a hyperlink. Also, sometimes the online version can be updated from the original print version.

However if the citation is from a newspaper article found on a third-party database (e.g. Proquest, who hold the *Guardian* and *Observer* archive) then the URL is not required for the citation – just the basic reference.

Remember website URLs and social media references do not have the same longevity as conventional book and journal references. They can disappear or change. Thoroughly check all references, before delivery of the finished manuscript. We will not be double checking online links and sources. If a DOI is available, providing more permanent ‘address’ that would still take you to the website even if the URL should change, it is fine to give that in place of a URL.

If you have a lot of long URLs, we suggest using <http://tinyurl.com> which will provide you with shortened forms of URLs.

Provide a ‘date last accessed’ – either against each, or if there are too many for this to be feasible or sensible, one umbrella date at the top of the references section.

If possible switch off Word’s autoformat option, which converts a web address to a ‘live’ hyperlink. This can cause problems for our typesetters and editors.

If your book has extensive legal references, or deals with a subject from a legal perspective, then please contact us for specific guidelines on preparing your script.

PROOFS

You will be emailed a set of page proofs in PDF. This is for making a final check that any corrections you agreed with the copy-editor have been taken in ok and to fix any typos. Unless agreed otherwise with us, we cannot take in attempts to ‘improve’ or rewrite passages at this stage. We will also be proofreading.

Indexing

Most of our books require an index. We ask authors to prepare their own indexes (according to your contract) from the page proofs supplied. A separate Compiling an Index guide is available which explains what is involved.

If you would prefer your index to be compiled by a professional, accredited indexer, please let us know as soon as possible. We will quote you for the work and will book an indexer for you. You will see the index before it is typeset and we will invoice you (or your institution if you instruct us) for this work on completion.

A professional indexer will bring an objectivity to the content and subject matter, and someone with relevant subject experience will understand the needs of your readers. They have been trained in the principles of indexing and understand the principles of information retrieval. They will implement the Pluto style guidelines consistently and many use specialised indexing software to efficiently produce the index.

PERMISSIONS AND COPYRIGHT

Unless you have made alternative arrangements with Pluto, you will be expected to obtain any permission needed to make use of extensive quotations, photographs or other illustrations in which you do not hold copyright – and for any diagrams taken from other books – and cover the costs of clearing all such permissions.

It is crucial that the clearance of permission and payment of fees are properly documented. Provide us with all relevant paperwork/emails (or copies). Without it we may not be able to include the copyrighted material in your book.

Clear permissions for the territory covered under your contract: for example, World All Languages or World English Language (including North America). Most Pluto contracts cover world all languages – check with your editor if you are unsure.

You can request permission for academic usage, if that is an option.

Remember to request digital rights too – not just print rights – or we may be prevented from converting your book in epub formats. For permissions on text (e.g. song lyrics, verse extract),

please also ensure audio rights are included. Digital and audio would be non-exclusive World English Language.

Supply the required acknowledgement or credit line (as provided by the copyright holder).

If you have difficulty in obtaining permission, please let us know – we may be able to help. Make sure you clear for quotation use, unless you are quoting in an anthology, in which case you will need to clear for anthology use.

Fair Dealing

In the UK, copyright applies to all unpublished work, artistic creations and work published in the lifetime of the author for a period of 70 years from the end of the calendar year in which the author died. The exception to this is material falling within ‘fair dealing’. Unfortunately, ‘fair dealing’ is difficult to define, however in this respect we follow the Society of Authors guidelines:

For prose, a single extract, for the purpose of criticism or review, can be quoted from one source, up to 400 words.

A series of prose extracts from the same source up to 800 words, provided each is less than 300 words.

For poetry, up to 25 per cent of the poem or up to 40 lines, providing that this does not exceed 25 per cent of the poem.

Fair dealing does not apply if the quote is to embellish the text, for example as an epigraph.

Fair dealing does not apply to song lyrics still in copyright.

LIBEL

Take every possible precaution to prevent libel claims arising. If you are in any doubt as to whether or not your book contains defamatory statements about any living person, you should in the first instance talk to your editor.

EDITED COLLECTIONS

A common and consistent style should be followed by each contributor.

Following these guidelines will also enable us to begin work on the typescript sooner rather than later, and will save time in the constructive editing of your volume.

Where possible, try to ensure all your contributors follow the same spelling, punctuation, number and date conventions (e.g. American-English or British-English).

Please brief all your contributors to follow a consistent style in respect of references, boxes, charts, tables, subheadings, abbreviations, acronyms, short titles, capitalisation, etc. By all means forward each of them a copy of these Guidelines, together with any notes specific to your prospective script.

In particular please ensure your contributors are given clear guidance on referencing style.

Please provide full a biographical note on each contributor as you would like it printed in the book (e.g. their professional position and main previous publications).

The volume editor is responsible for fielding copy-editing queries, checking the page proofs, compiling the index, and approving the cover blurb. It is not possible for us to liaise with individual contributors on these stages. In the case of joint volume editors, we would prefer to work with one person on each of these stages.