



Because learning changes everything.®

**AUTHOR
ONBOARDING
KIT**



8 Reasons to Publish with McGraw Hill

1 Powerful Brand

132-year-old
Global Presence

2 Authorship & Content

20000+ Authors
44000 titles
70+ Disciplines
50+ Nobel Laureates

3 Creative Content Development

Pedagogical,
Assessment and
Assignment Experts

4 Sales & Marketing

50+ Professionals
Visiting over 50K
faculty members

5 Copy Right protection

6 Transparency

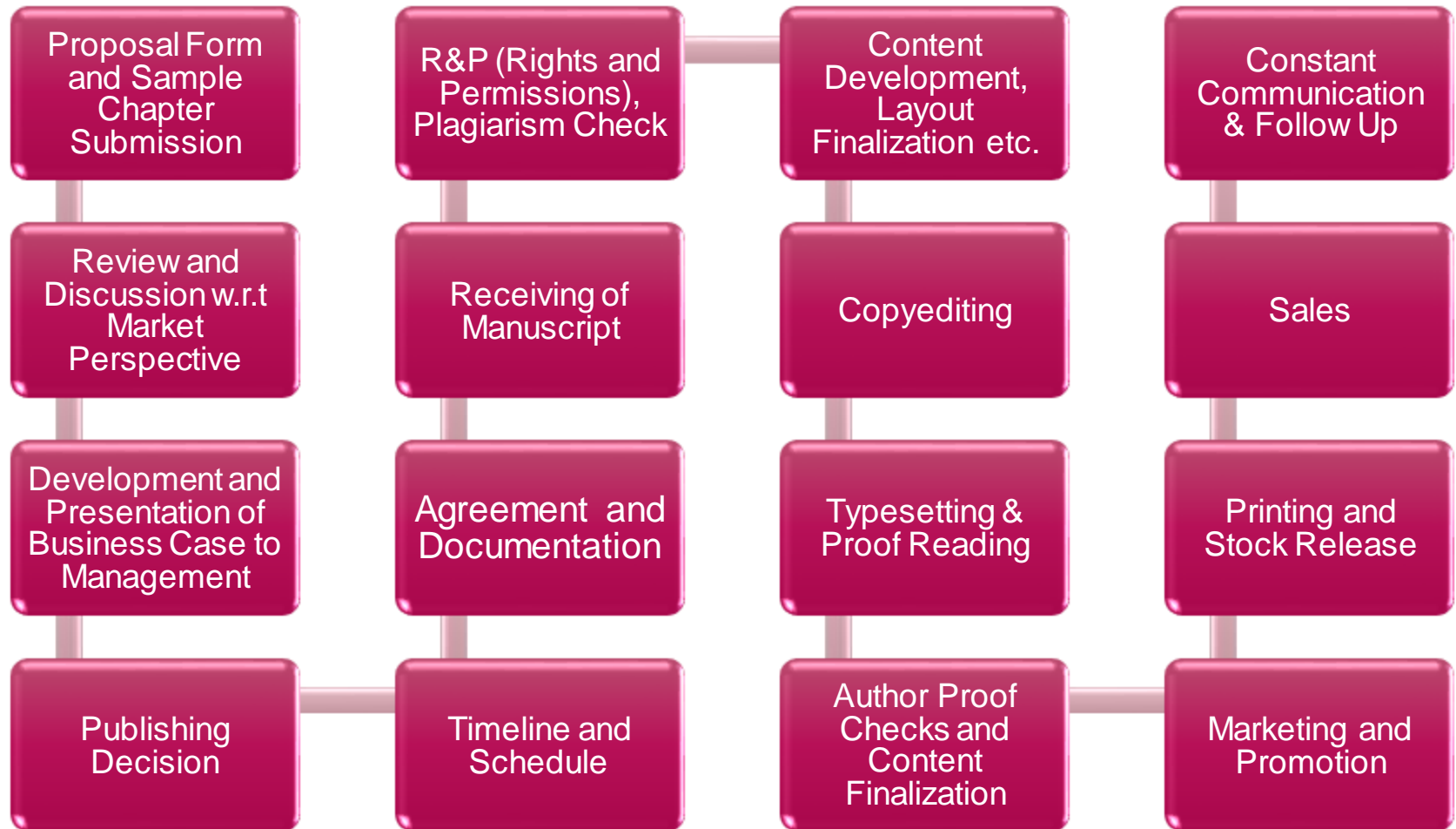
7 Future Ready!! Adaptive Technologies

ALEKS
SIMnet
SmartBooks
PullMarks

8 Future Ready!! Platforms

Connect
Access
Mobile

Process Outflow





1st Edition:
4-6 months

Revision:
2-3 months

Adaptation:
2-3 months

PORTFOLIO




1st Edition:
6-8 months

Revision:
3-4 months

Adaptation:
1-3 months

**CONTENT
DEVELOPMENT**




1st Edition:
3 months

Revision:
2-3 months

Adaptation:
2 months

PRE-PRESS



1st Edition:
1 month

Revision:
1 month

Adaptation:
1 month

MANUFACTURING



PORTFOLIO

1st Edition:
2 Months

Revision:
1 - 2 Months



CONTENT DEVELOPMENT

1st Edition:
60 – 90 days

Revision:
50 – 75 days



PRE-PRESS

1st Edition:
55 – 70 days

Revision:
45 – 60 days



MANUFACTURING

1st Edition:
30 Days

Revision:
30 days

Point of Contacts & Roles

Portfolio/ Commissioning Executive

- Brand ambassador, first point of contact - stays all through
- Identifies product type & market placement
- Makes business case of project
- Communicates all aspects of a project & its journey
- Appraises roles of all teams & their members
- Also looks after:
 - ❖ Schedule, Milestones, Timelines
 - ❖ Agreement
 - ❖ Marketing & Promotion

Content Developer

- Crucial in developing a manuscript
- Looks after:
 - ❖ Manuscript assessment, syllabi compatibility/mapping & peer review
 - ❖ Gap identification, guidance, assistance
 - ❖ Script development-Content flow, structuring, editing, language, technical expertise
 - ❖ Rights and Permission
 - ❖ Book cover & layout
 - ❖ Online/digital resource development
 - ❖ Assists in creating marketing tools
 - ❖ Content Contributor agreement, schedule, timelines, page forecasting

Prepress/Production

- Transforms manuscript to book
- Responsible for shape, look and feel of the book - Designing layout
- Shares technical expertise in production
- Also responsible for:
 - ❖ Vendor management - editing, typesetting, proof checking
 - ❖ Timelines, schedules and page forecasting
 - ❖ Script finalization with author - Maximum 2 rounds
 - ❖ Creation of print-ready files

Marketing

- Responsible for product & author promotion
- Looks after:
 - ❖ Marketing through online & offline resources
 - ❖ Book launch, webinars, social media promotion etc.

Manuscript Development Guidelines



MANUSCRIPT

Print Component

- Prelims
- Chapters
- Book-end matter

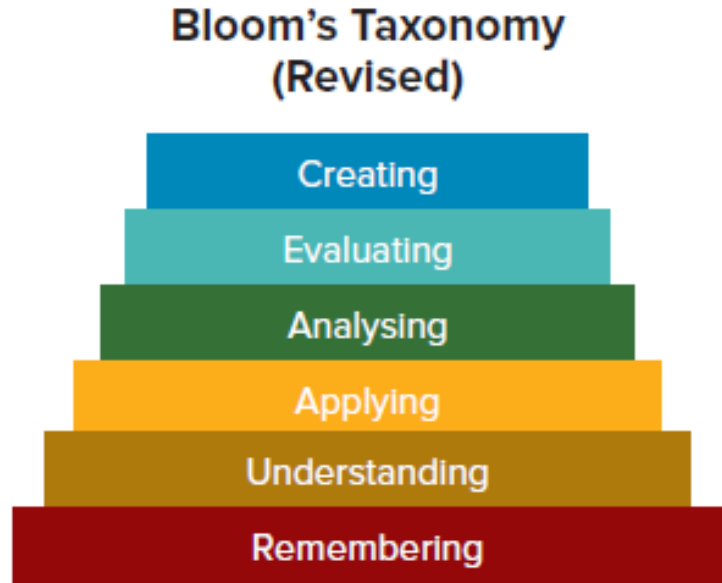
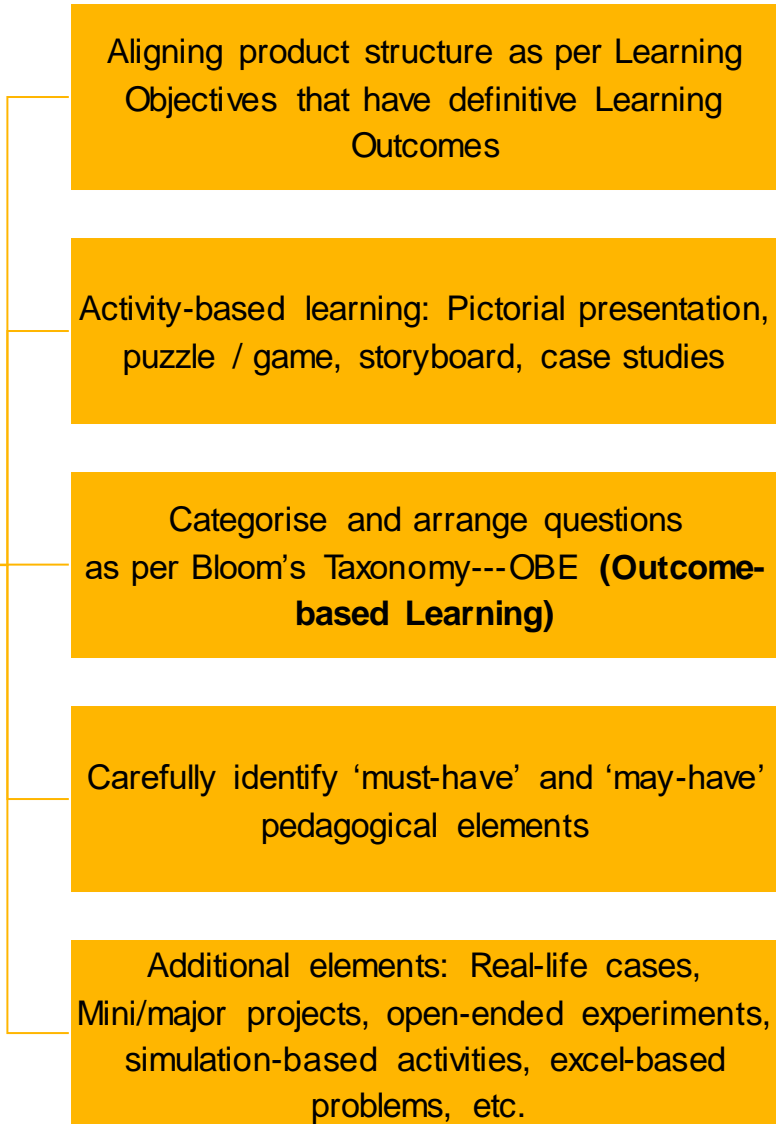
Web Component

- Instructor resources
- Student resources

- Manuscript to be shared in Word doc
- Handwritten manuscript is discouraged. Can be an exception. In such cases, script to be clear and legible
- Content to have innovative approach and a good mix of pedagogical features
- Author to ensure plagiarism-free manuscript and compliance with rights and permissions policies of McGraw Hill.*
- Multi-authors' books to have consistency of thought and content flow
- Author to ensure manuscript completion and submission within the stipulated timeline

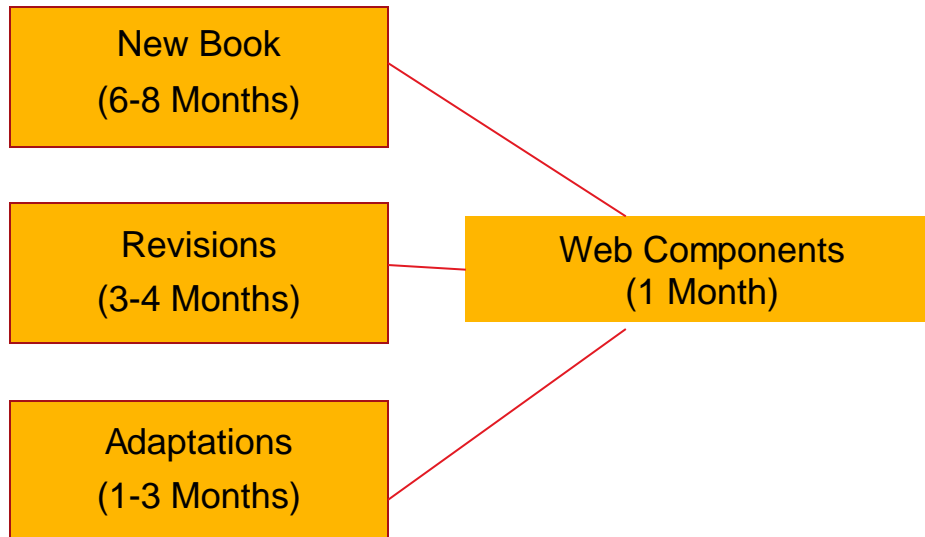
***For more information on Rights and Permission policies, please check Annexures A, B, and C.**

Probable Ideas



Timelines in Manuscript Submission – Higher Education

Adherence to timelines plays a critical role in delivering a quality product

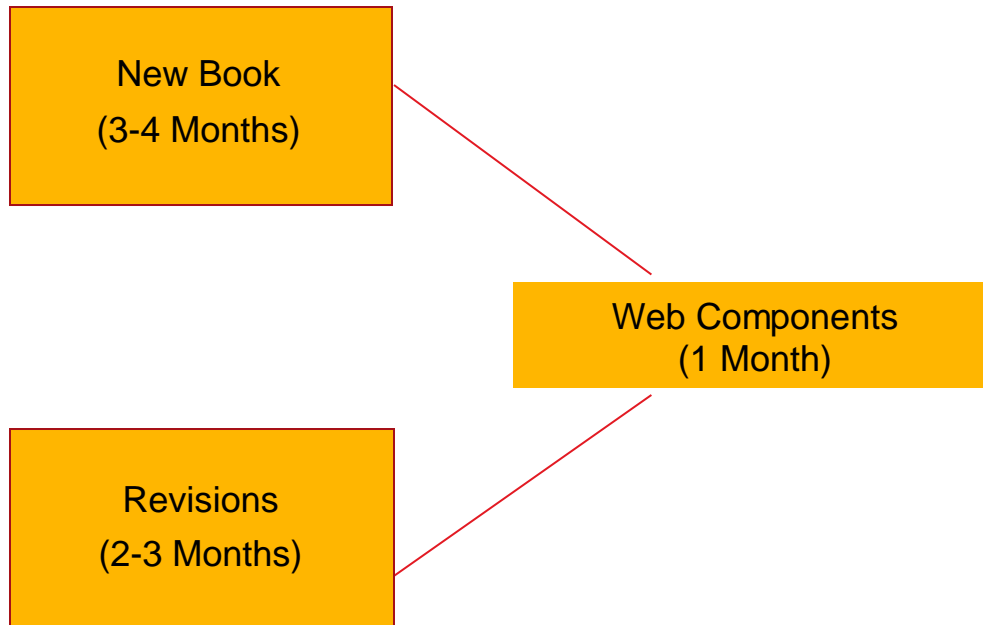


- **Manuscript submission:**
In batches (Preferable) /
Complete manuscript
- **Submission plan:** Author to submit a firm plan at the time of signing of agreement. Same plan to be followed during product development
- **Ideal submission schedule:**
3-4 Chapters per month*

*A sample of chapter submission schedule is given in Annexure D

Timelines in Manuscript Submission – Test Prep

Adherence to timelines plays a critical role in delivering a quality product



- **Manuscript submission:**
In batches (Preferable) /
Complete manuscript
For Vernacular language
books, Camera-ready-copy
(CRC) preferable
- **Submission plan:** Author to
submit a firm plan at the time
of signing of agreement.
Same plan to be followed
during product development
- **Ideal submission schedule:**
4-5 Chapters per month*

*A sample of chapter submission schedule is given in Annexure E



- A publishing agreement is a legal contract between the publisher and the author to **publish original content** created by the author.
- Key points of agreement
 - ❖ Royalty and payment terms
 - ❖ Scheduling and timeline
 - ❖ Implications in case of unfulfillment of contract
 - ❖ Rights on digital content
 - ❖ Nominee
 - ❖ Author consent for Promotion
 - ❖ All points / concerns raised by author after vetting feasibility

*Advance planning is advised to keep ample buffer and avoid delay in project due to publishing agreement.

Annexures

ANNEXURE A: What is Copyright?

- Copyright is a right given by the law to creators of literary, dramatic, musical and artistic works and producers of cinematograph films and sound recordings.
- As per Section 14 of the Copyright Act, 1957, 'Copyright' means the exclusive right to do or authorise the doing of any act such as rights of reproduction, issues copies, communication to the public, adaptation and translation with respect of a work or any substantial part of the work.
- As per Section 17 of the Copyright Act, 1957, the author of a work shall be the first owner of the copyright.
 - ❖ In case of a work made in the course of the author's employment under a contract of service, the employer shall be the first owner of the copyright only if no other contradicting agreement exists.
 - ❖ In case of any address or speech delivered in public, the person who has delivered such address or speech shall be the first owner of the copyright.

ANNEXURE B: Rights & Permissions Policies

- For all such assets (be it tables, photographs, excerpts, etc.) that an author has taken from any external source, **proper acknowledgement to the source is a must.**
- The material available freely on internet **is not necessarily in the public domain.** All such material will be thoroughly checked by McGraw Hill team to confirm the nature.
- **An author is solely responsible to obtain permissions to use any external material from its copyright holder.**
- **Standard permissions letter is to be used for direct application of permissions.** These are most relevant for text permissions and nonpreferred image permissions. The letter is to be shared by Content Development team with the author.
- There might be a number of non-negotiable items which will mean that we are unable to accept use of those items. In that case, the author will need to either **(a) remove the item** or **(b) adapt the item sufficiently so we do not require permission.**

Material requiring Permission and Sufficient Acknowledgement

- Substantial part from literary, dramatic, musical or artistic works
- Reproducing the work in any material form
- Copies in public
- Translations and adaptations
- Diagrams, tables, and illustrations directly replicated from the source material
- Depiction in 2D or 3D
- Works of art and photographs
- Advertisements

Material not requiring Permission but Sufficient Acknowledgement

- Fair dealings of any work (to be checked and ensured)
- Public domain material (to be checked and ensured)
- Sound recordings under certain conditions or performances given to a non-paying audience
- Reporting current events or news
- Reproduction of any work for the purpose of judicial proceeding
- Adaptations
- Fundamental facts



Annexure D: A Sample of Chapter Submission Schedule*

Chapters	Date
1	Aug 5, 2019
2	Aug 10, 2019
3	Aug 30, 2019
4	September 30, 2019
5,6	October 30, 2019
7,8	November 30, 2019
9-10	Dec 31, 2019
11-12	January 10, 2020
Prelims	January 25, 2020
Online Learning Resources	February 15, 2020

*For a New Product Release
Date: June 25th, 2020



Annexure E: A Sample of Chapter Submission Schedule*

Chapters	Date
1	Jan 5, 2020
2,3,4	Jan 20, 2020
5,6,7,8	Feb 20, 2020
9,10,11,12	March 20, 2020
13,14,15,16	April 20, 2020
Prelims	May 1, 2020
Online Learning Resources	May 15, 2020

*For a Product Release Date:
June 25th, 2020



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Thank You!
