

# Salem Author Services

## Manuscript Formatting Guidelines



*Manuscript formatting is about more than just looks.  
Use these standard preparation guidelines to ensure your manuscript  
looks professional and is ready to become a published book.*

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## Introduction

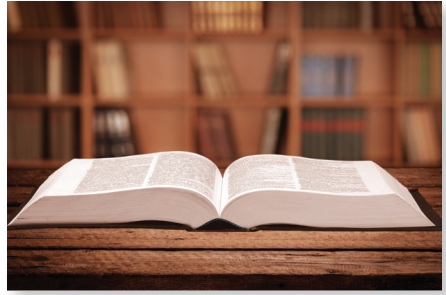


We know you've been working hard on your manuscript, and you may have even felt overwhelmed at times by the process. So, our book design team has prepared some simple manuscript formatting guidelines to help ensure the typesetting process, or actual design and layout of your book text, is as easy as it can possibly be.

While publishing a book, you may come across some industry terms you may not have heard before. We've defined some of the most commonly used industry terms for you in this guide before we move on to our "Manuscript Submission Guidelines." If you're going to include images in your published book, make sure you read the "Images Guideline Section," as well.

So what are manuscript submission guidelines, exactly? Every book publishing company—traditional publishers, self-publishers, or hybrid publishers—requires authors to send in their completed manuscripts following specific formatting criteria before the book can be edited or published. These guidelines are used to ensure every manuscript looks professional and of trade quality, and those are our exact goals for every manuscript we publish here at Salem Author Services.

# Publishing Industry Terms



If this is your first time writing and publishing a book, some industry terms may be a bit confusing. Here are some of the most common industry terms you may encounter when speaking with one of our team members.

## What is a **MANUSCRIPT**?

The completed draft of your work of fiction or nonfiction is a manuscript. This is the document you will submit for typesetting (as a Word document).

## What is a **TITLE PAGE**?

Industry standard is for books to have a full title page and a half title page at the beginning of your book. These title pages will include your book title, subtitle (if applicable), and your name or your pen name.

## What is a **PEN NAME**?

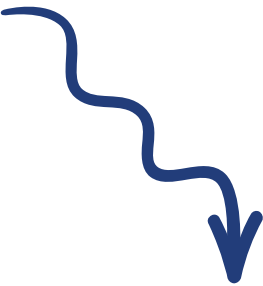
A pen name (pseudonym) is a fictitious name you use as a writer if you do not wish to use your real name.

# What is a TRIM SIZE?

A trim size (paper size) is a term used to describe the height and width of a book because this is the actual size of each page when it is trimmed and bound at the book printer.

A larger trim size can fit more words on a page while a smaller trim size fits less words on a page.

The book industry uses standard trim sizes for specific book types. Most fiction and nonfiction books use a 6" x 9" trim size. If you're not sure which trim size to choose, you can look up books on Amazon in the same genre as your book to find the most appropriate trim size under the **"Dimensions"** call out.



Print length	Language	Publisher	Publication date	Dimensions
				
384 pages	English	Gallery Books	September 6, 2022	6 x 1.2 x 9 inches

## What goes on my **COPYRIGHT PAGE**?

Your copyright page will include your name or pen name and your book's ISBN number. If you're writing a religion-based book and quote Scripture in your manuscript, please supply the copyright information for the Bible you quoted from.

Our team will supply your book with an ISBN and your copyright page will be created when your book is typeset.

## What does **TYPESETTING** mean?

Typesetting is completed by a book layout professional, also known as a typesetter. This is the process of taking your formatted manuscript and designing it into a book that is ready for print and/or e-book production. A typeset book is different from a formatted manuscript.

## What does **FORMATTING YOUR MANUSCRIPT** mean?

Formatting refers to how your manuscript looks on the page. This includes the font, font size, line spacing, line indentation, and the general appearance of your words in a document.

## What is considered a **GRAPHIC** or an **IMAGE**?

A graphic is a picture, icon, design element, graph, chart, table, text box, designed pull-out quote, border, etc. Anything that is not text typed into the manuscript is considered a graphic.

## What does **300 DPI** mean?

This means that every inch of an image contains 300 dots of ink (dpi). Graphic designers and photographers use 300 dpi as a benchmark for high-quality printed images.

## What does **.DOC**, **.DOCX**, and **.RTF** mean?

The file extensions of .doc and docx are used for Microsoft Word documents. If you use another word processing program besides Microsoft Word, use the file extension of .rtf, which stands for rich text format. This file format lets you open the text file in a different word processing program than it was created in.

## What is the **CHICAGO MANUAL OF STYLE**?

The Chicago Manual of Style is a guide to style, usage, citations and grammar. All editorial services are completed per the guidelines of the Chicago Manual of Style. This style guide can be referenced online at [www.chicagomanualofstyle.org](http://www.chicagomanualofstyle.org)

## What is a **PULL QUOTE**?

Pull quotes are super handy little sentences that can really grab your attention and make a story more interesting! Basically, they're quotes from important people in the story or from the content itself, and they're used to emphasize key points or just to make things more engaging.

*Pull quotes are super handy little sentences that really grab your attention!*

# How to Save Your Manuscript File



When it comes time to write your manuscript, we advise using Microsoft Word to create your digital document. You'll want to be sure to save your manuscript document in one of the three following file formats: **.doc**, **.docx**, or **.rtf**.

These three file formats are the only document formats Salem Author Services currently accepts because they are text documents that our team of editors and typesetters can easily open and use with our programs.

If you write your manuscript in another word processor, you can convert your manuscript to a Microsoft Word document yourself. If you'd feel more comfortable having us handle the document conversion, we offer a conversion service on a case-by-case basis depending on the file version we receive.

If you need a PDF document converted or a hard copy retyped, we offer data entry services in which we will retype your manuscript into a Word document. We offer data entry for **\$0.025 per word**. This is completed by a data entry specialist, not an editor.

We also ask that you write your manuscript in **one document**. When we receive multiple word processing documents, we have to merge all of the documents together into one single file. We do offer a file merging service, but to avoid this additional fee, please submit one text document.

## How to Name Your Files

Now that you know how to save your manuscript file, you'll want to follow an easy to understand process when it comes to naming your manuscript files. As you write your manuscript, you may end up with several file versions. And keeping track of those versions is important, so you don't accidentally send an old file version for editing or typesetting.

When you are writing your manuscript, we recommend using your **first initial**, followed by your **last name**, then **draft version**, followed by the **date**.

That format will look like this:

**J\_Doe\_FirstDraft\_7-10-23.docx**

Each time you update your manuscript, change the date on the file name to the day you worked on your manuscript. That way, you always know it's the most recent version.

Then, when you move on to your rewrites and revisions, change the draft number. So, it would look like this:

**J\_Doe\_SecondDraft\_8-30-23.docx**

When you are ready to submit your manuscript to us, follow the following naming conventions based on what part of production you're submitting your manuscript to. You'll receive a personal identification number (PID) for your book at the beginning of your publishing journey with us. You'll want to include that PID number in your file name for submissions to us, along with your first name initial, last name, stage of production you're submitting for, and the date of your submission.

Follow this file naming convention for each submission step in our process:

### Submitting for **MANUSCRIPT REVIEW**

| J\_Doe\_manuscriptforreview\_\_PID\_date of submission.docx

### Submitting for **EDITING**

| J\_Doe\_manuscriptforediting\_PID\_dateofsubmission.docx

### Submitting for **TYPESETTING**

| J\_Doe\_FinalManuscript\_PID\_dateofsubmission.docx

# Salem Author Services

## Manuscript Formatting Guidelines



As a whole, the publishing industry has standard formatting guidelines for submitting a manuscript. Please follow these guidelines and apply to your manuscript before submitting for editorial and/or production services.

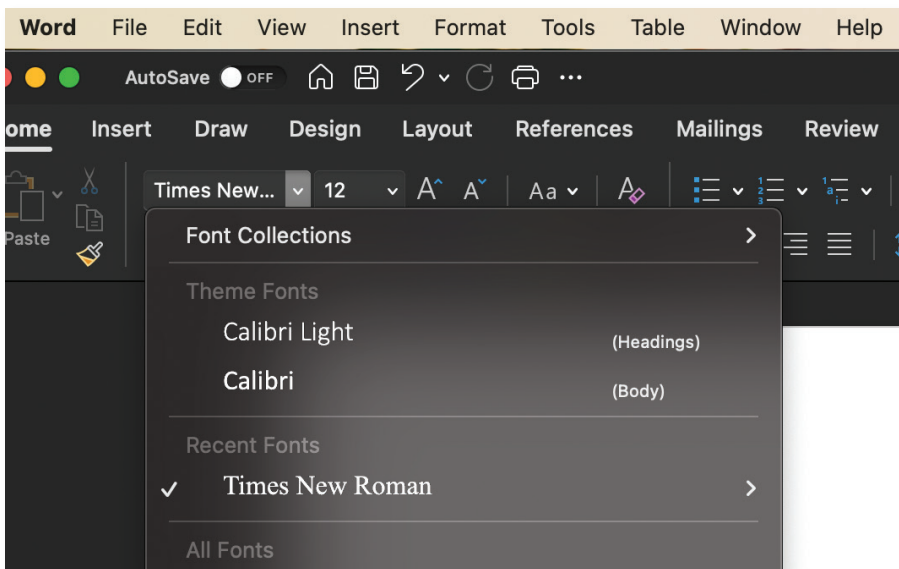
If you have already formatted your manuscript using different selections than what is provided below, you can easily make these changes to your manuscript before submitting to us.

1. Use **Times New Roman** or **Arial** font
2. Use **12-point** font size
3. **Double space** your manuscript
4. No extra space between paragraphs
  - a. If you choose to add a line between paragraphs to indicate a change of location or passage of time, center a typographical dingbat (like \* \* \*) on the line
5. Only add **one space** after punctuation
6. Indent the first line of each paragraph **.25** (or **one tab indent**)
7. Text should be aligned to the **left (left justified)**
8. **Black text** on a **white background** only
9. **One-inch margins** (the default in Microsoft Word)
10. **Exclude images** from your manuscript document. Instead, use image placement tags to communicate where images will appear when the manuscript is laid out in book format (typesetting). Image placement tags are: **[Graphic 1]**, **[Graphic 2]**, etc.
11. If you will be using any **tables** or **charts** in your manuscript, please use the corresponding features in your word processing program to create and include text within tables in your manuscript. These are the only types of graphics you should include in your manuscript.

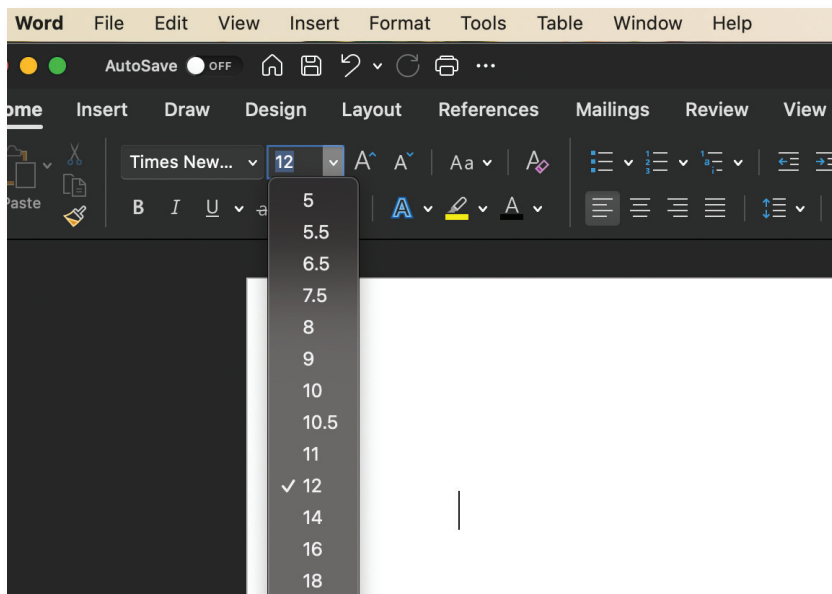
# How to Implement Formatting Guidelines into Your Work



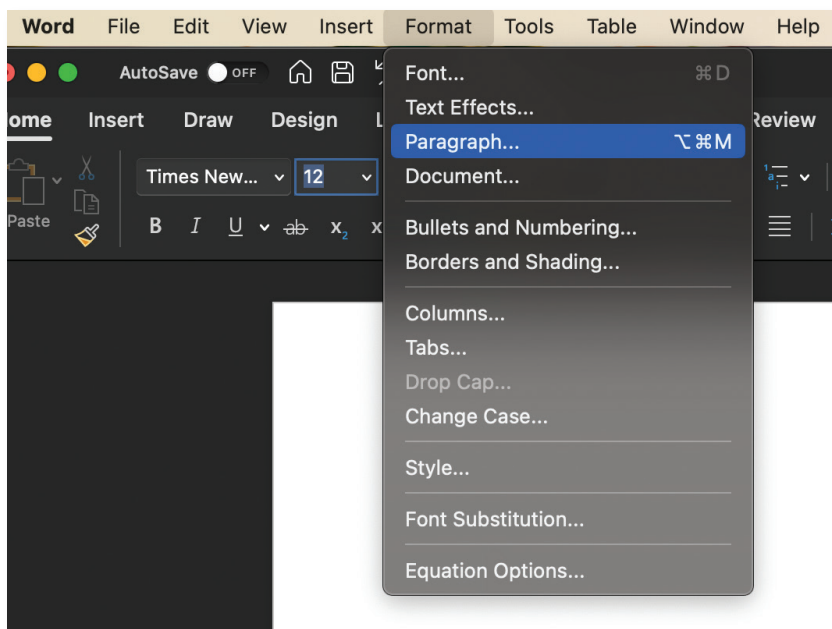
To change your font to **Times New Roman** or **Arial**, select the font drop down menu in the toolbar within MS Word and select Times New Roman or Arial from the list.



To change your **font size** to **12**, select the font drop down (pictured below) and type in 12 or select 12 from the drop down menu.



To set your paragraph preferences as outlined in our [manuscript formatting guidelines](#), you will select “**Format**” in the top toolbar of MS Word, then select “**Paragraph.**”



To set spacing, you'll see the **"Spacing"** section in the same window. Both **"Before"** and **"After"** should be set to **0**. For **"Line Spacing,"** change the option to **"Double."**

# What to Know About Graphics/Images and Your Manuscript



## HOW TO SAVE Graphics/Images for Your Manuscript

As noted above in our “Manuscript Formatting Guidelines,” you will exclude images from your manuscript document. Instead, we advise that you create a book image folder on your computer. This is the folder you will save every image that you want to include in your manuscript. You will also name each photo to coordinate with the image placement tags you use in your manuscript.

## HOW TO NAME your Graphics/Images and Manuscript Placement

To keep the image placement process simple, please use the following text:

**[Graphic 1], [Graphic 2], etc.**

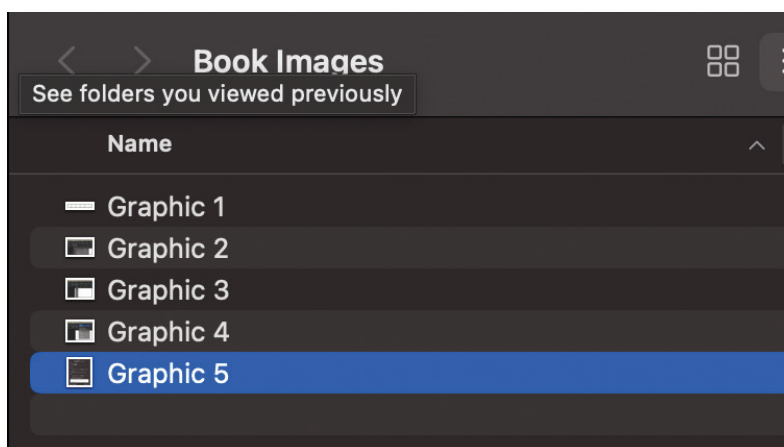
Within your image folder, you will save that photo as “Graphic 1,” “Graphic 2,” etc. Here is an example of how the text will appear in your manuscript document.

tempor. Donec at elit sit amet eros fermentum dignissim. Donec at dui dignissim, fringilla velit vitae, dignissim nisl. Pellentesque fringilla mauris sit amet justo fermentum, at condimentum tellus varius.

[Insert Graphic 1]

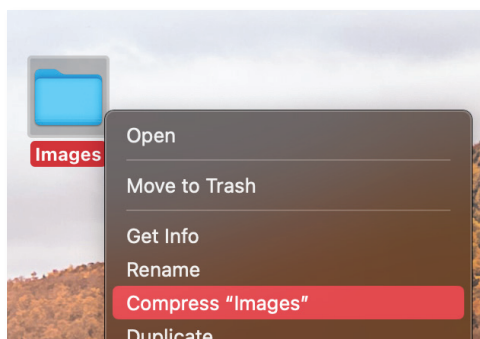
Cras nec ligula iaculis, pellentesque eros, pulvinar metus. Donec nec sollicitudin ligula, id dapibus metus. Mauris tristique, metus a dictum consequat, eros turpis sodales augue, et interdum libero nibh gravida nibh. Etiam facilisis elit et convallis cursus. Mauris commodo felis

This is an example of how you will label the photos in your image folder.

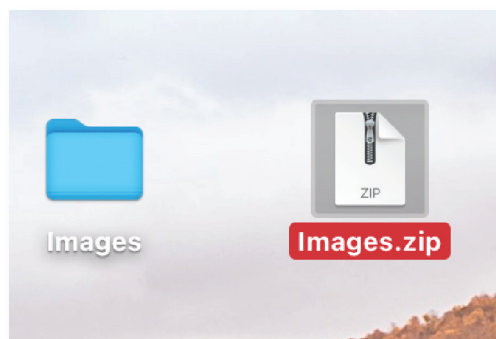


## HOW TO PACKAGE your graphics/images in a ZIP FILE

1. Place all of the graphics/images you would like to send in a single folder.
2. For **Mac** users, right-click on the folder icon and click "Compress (folder name)".  
For **Windows** users, right click on the folder icon, select "Send to" and then select "Compressed (zipped) folder".
3. Email this new zipped folder containing all your images to your representative.



Compress the folder into a new zip file



A new zip file is created containing your images

# Salem Author Services **GRAPHIC/IMAGE LIMITS**

Our publishing packages come with a specific number of images that can be added to your book during the typesetting process. If you wish to include more images than the allotted amount, there will be a charge of **\$5 per additional image**. However if your book has more than **50 images**, it may need to be considered a custom typeset and will require a custom quote. Your representative will assist you with this situation.

Included Images Per Package	
Premium Package:	20 images
Best Seller Package:	30 images
Elite Package:	50 images

## **COLOR vs. GRAYSCALE Images**

Your images will be printed in color if you select color interior.

If you select a black and white ink interior for your book, then your images will be printed in grayscale (black and white). You can submit graphics in color, and our designers will adjust to grayscale if needed.

Some books may look best printed in Standard Color - even if there are no color images - to enhance the varied grayscale images. Pages that have a large color background (white text on a black background) will look better printed in Standard Color.

One thing to keep in mind about images. If you submit vintage, blurry, or fuzzy photos or photos that are too dark or too light, they may not always reproduce

well when your book is printed. You may also notice some color variance between print runs.

## **CAPTIONS**

To include captions for images within your book, please write the corresponding caption under each graphic placement tag.

## **TABLES and CHARTS**

Please submit tables and charts in your manuscript's original Word document. These are the only graphics that should be submitted within the Word document. This ensures a higher quality result in the final printed book. If you have text in your graphic, use a font size of 11 pt.– 16pt. in your tables.

Our designers may also slightly tweak image placement of all photos depending on the trim size you select for your book.

# Helpful Tips To Keep in Mind When Writing Your Manuscript



This section will help you with formatting specific aspects of your manuscript, including columns, dashes, math equations, and more.

## CHAPTERS

You must clearly label each chapter and/or section in your manuscript. Use page breaks instead of multiple returns, to designate where you would like the next chapter to begin.

## COLUMNS

Add a note for the typesetter to format specific text selections into columns. You can use yellow highlight to mark the text that you would like to have laid out in columns. Please do not submit columns in your manuscript.

## DASHES

If you need to include em dashes or en dashes in your manuscript, you can use the following keyboard shortcuts:

### For Apple Users

- To create an **em dash**: Hold the **Shift + Option + minus key (-)** buttons at the same time
- To create an **en dash**: Hold the **Option + minus key (-)** buttons at the same time

### For PC Users

- To create an **em dash**: Press the **"Alt"** key and hold while typing **"0151"** with your other hand
- To create an **en dash**: Press the **"Alt"** key and hold while typing **"0150"** with your other hand

**NOTE:** You can also type two dashes (minus key) next to each other without spaces and our typesetters will replace them with em dashes during typeset.

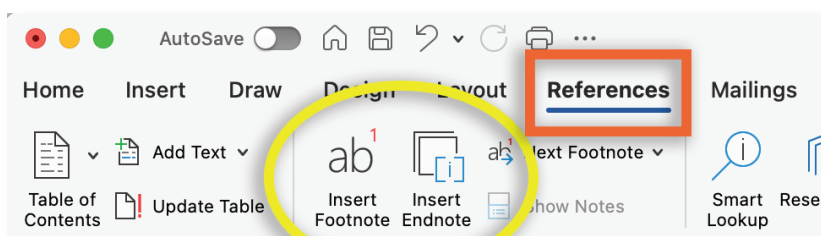
## ENDORSEMENTS

If you are submitting endorsements for the interior of your book, please submit with your original submission within the final manuscript. Endorsements will be placed before title pages, unless specified differently in notes to the typesetter.

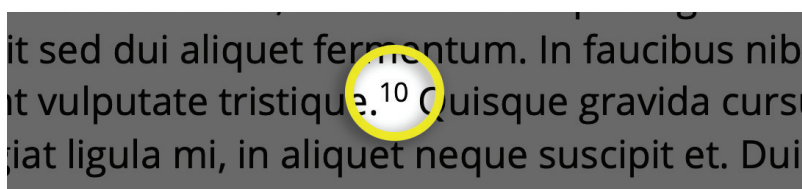
## FOOTNOTES, ENDNOTES, and BIBLIOGRAPHY

If you have endnotes (source notes at the end of the document) or footnotes (sourced notes at the end of each page) that are not linked to a superscript number where the information appears in your manuscript, our editorial department can link them for you at an additional fee.

Footnotes are **required** to be linked to a superscript number where the information appears in the manuscript. Endnotes **do not** have to be linked, but they will also not be linked in your e-book.



To insert footnotes/endnotes, place your cursor at the spot in the text where you want to insert one, then navigate to the "References" tab in Word where the options to insert are located



How a footnote/endnote marker will appear in your manuscript

**\*NOTE:** Do not format endnotes at the end of each chapter. Our software only allows **consecutive** endnotes to be formatted at the end of the book. If you would like chapter separations on your endnotes page, you can include typesetting notes requesting this text be added.

In-text citations will include the source material in parentheses after the source is mentioned. This will lead to the source cited in the bibliography (found at the end of the book). For example, if you are quoting or referencing Ray Bradbury's *Zen in the Art of Writing*, you would follow the quote or reference with (Ray Bradbury 1990), which is the year the book was published.

## HARD RETURNS

Do not use the Enter/Return key at the end of each line (as you would on a typewriter). This is a hard return. Let the text automatically flow. Only hit the enter key at the end of a paragraph.

## HYPHENS

Do not manually insert hyphens to indicate where a word should break at the ends of lines.

Text will be set with hyphenation to ensure optimal word spacing. If you require no hyphenation, include a note to the typesetter. However, be aware that the letter and word spacing will not be even.

## INDENTING Lines/Paragraphs

Make sure a first-line indent of **.25"** is added.

**\*NOTE:** There may also be exceptions based on the book type and perceived intention.

Do not use the spacebar or tab key to align or indent your text. Any indent you want in your text should be done with the margin controller. Our formatting includes the first line of paragraph indents.

## INDEXING

If you have an index, state that you would like to include it, but wait to submit it after you receive your final typeset text file. Once your final text file is done, with all changes and corrections completed, you will need to create an index Word file and submit the completed index to your customer service rep, then it will be added to your text file and posted for approval. Salem Author Services is not responsible for adding page numbers to your index.

## LANGUAGES

If you will be including Hebrew/Greek characters in your Word document, use specific Hebrew and Greek fonts. Do not use special characters found in Microsoft Word. You must submit the actual font files (Hebrew/Greek **only**) via the Author Center with your submission.

**\*NOTE:** If you have an e-book included in your package, please be advised that devices on the market do not support specific fonts/characters from languages other than English. Therefore, Salem Author Services cannot guarantee that these special fonts/characters will come across correctly on devices after your file has been converted. Also if you have page/Scripture references in your book, it will not display on the e-book device since there are no page numbers by default.

## MATH EQUATIONS

Do not add automatic math equations to your Word document. These use a font that is not usable with our publishing software. Please manually add math text.

## Standard Arrangement of **FRONT MATTER**

The front matter of your book consists of all of the content that appears **before** your very first chapter.

1. **Half Title page** (typesetting will create for you)
2. **Title page** (typesetting will create for you)
3. **Copyright page** (typesetting will create)
4. **Dedication**
5. **Epigraph**
6. **Endorsements** (may be placed before the half title page)
7. **Table of Contents**
8. **List of Illustrations**
9. **List of Tables**
10. **Foreword** (written by someone other than the author; not spelled "Forward")
11. **Preface** (written by the author)
12. **Acknowledgments** (can be front or back matter)
13. **Introduction** (for nonfiction only)

**\*NOTE:** With the exceptions of the half title page, title page, and copyright page, not all of the aforementioned pages need to be included in your manuscript. However, pages such as the table of contents, foreword and/or preface, and introduction are highly recommended to help give readers additional information regarding your book.

## **TABLE OF CONTENTS**

Please make a list of chapters, but **do not** add page numbers or link them in the manuscript. Your typesetter will add page numbers to the formatted text once completed. Typically, fiction books do not include a table of contents.

## Standard Arrangement of **BACK MATTER**

Much like the front matter, the back matter of your book consists of all of the content that appears **after** your final chapter or conclusion.

1. **Acknowledgments** (can be front or back matter)
2. **Appendix**
3. **Chronology of Book Events** (can be front or back matter)
4. **Abbreviations** (can be front or back matter)
5. **Notes**
6. **Glossary**
7. **Bibliography/Work Cited/References**
8. **List of Contributors**
9. **About the Author**
10. **Further Reading**
11. **Endnotes**
12. **Index**

**\*NOTE:** If you referenced outside sources, a bibliography/works cited/reference page will be **required** to avoid any potential permission issues that could arise upon publication.



I acknowledge that I have taken the time to review these guidelines and am willing to review any questions with my Author Services Representative.