

A close-up photograph of a hand holding a fountain pen, positioned as if about to write. The pen is black with gold-colored accents. The background is a plain, light color. The text 'Hale Publishing Guidelines' is written in a cursive font, with the pen nib resting on the letter 'i' in 'Publishing'.

*Hale Publishing Guidelines*

Dear New Author,

Welcome to the Hale Publishing Team. We look forward to working with you to publish your book.

Please look over this information carefully. It will help make the publishing process go more smoothly and expedite getting your book/monograph printed.

When you are ready to submit your book/monograph, please email it to Janet Rourke at [janetrouke@halepublishing.com](mailto:janetrouke@halepublishing.com).

Please submit all accompanying artwork to Alicia Ingram either by email ([alicia.ingram@halepublishing.com](mailto:alicia.ingram@halepublishing.com)) or mail to Hale Publishing, 1712 N. Forest St., Amarillo, TX 79106.

Sincerely,

*The Hale Publishing Editorial Department*

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# *The Publishing Process at Hale Publishing*

Hale Publishing has two editors - Acquisitions and Copy Editor - Janet Rourke, and Production Editor - Alicia Ingram.

## **Stage 1 – Writing Your Book**

As you are writing your book, you will work with Janet Rourke. She will read your chapters and give suggestions for improvement. She may send your book, or specific chapters, to experts in the field to review. Editing in this phase focuses more on organization and fully developing information, rather than specific copy edits. When the Author is happy with the book's content, the book moves to Stage 2 - copy editing.

## **Stage 2 – Copy Editing Your Book**

In this stage, you will still be working with Janet Rourke. The first thing she will do is put your book into Hale Publishing format. Then she will read the book cover to cover several times. She will work with you to make sure she understands everything in the book and that the information is stated clearly. If she has questions, she will correspond with you to clarify the information. She checks for typos, grammar, punctuation, etc. She checks references. She makes sure every citation in the text has a matching reference. She makes sure the references are cited correctly, are in the correct format, and are accurate and complete. She checks every web link to make sure it is still functional and correct. When the Copy Editor is finished, she will send you the book to approve the edits. Changes in content and formatting can still be made during the copy editing stage. The book may be proofed by the author several times during this stage. When both the Author and the Copy Editor are happy with the book, the Copy Editor will send it to the Production Editor.

## **Stage 3 – Producing and Printing Your Book**

In the last stage, you will work with our Production Editor, Alicia Ingram. She gives your book to the graphic artist who pulls the book into Adobe InDesign (our publication software). The graphic artist (GA) determines the layout and design of the book and places the graphics. The GA also designs the front and back covers. The Production Editor assigns the book an ISBN number and obtains a Library of Congress number. When the GA has finished with the book, it is sent to the Copy Editor to proof. The Hale staff then reads the book to check grammar, consistency, spacing, pagination, etc. If the proof is approved, the Production Editor sends you a copy of the book and the front and back covers to proof and approve. (At this point, we are mainly looking for typos or glaring errors. Sometimes things do not jump out at you until after the book has been pulled into InDesign.) After the Author has approved the proof and the front and back cover, the book is ready to go to the printer. The book will then receive final approval from Dr. Hale. It usually takes 8-12 weeks for the book to be printed.

# Author Guidelines

## Hale Publishing Style Guidelines

At Hale Publishing, we have developed certain styles we use in all our books. It is helpful when the author uses these styles in their manuscript.

**Font** – Garamond font. For manuscript text, use 12 point font. For headers, see Headings below.

**Spacing** – Lines are single spaced, with a double space between paragraphs.

### Headings

Heading 1 – Garamond 20, bold, title case, centered (chapter titles, section titles)

Heading 2 – Garamond 16, bold, title case (main headers within chapters)

Heading 3 – Arial 12, bold, title case (first level subheader under main header)

Heading 4 – Garamond 12, bold, title case (second level subheader under first level subheader under main header)

Heading 5 – Garamond 12, bold, italics, title case (third level subheader under second level subheader under first level subheader under main header)

**Quotations** – follow APA guidelines – see next section.

**Acronyms** – spell out first time used. Show acronym in parentheses following full spelling. For example, common acronyms are American Academy of Pediatrics (AAP) or Centers for Disease Control (CDC). The AAP and CDC...

**Abbreviations** – spell out unless commonly used. Examples of commonly used abbreviations are: lb, vs, i.e., e.g.

**Numbers** – Numbers under 10 are expressed in words unless they are being used to denote a measurement, i.e., 5 mg dose, or a mathematical equation. Numbers above 10 are expressed as figures unless they start a sentence.

**References** – follow APA guidelines – see next section. References are generally Garamond 10 point with a hanging indent.

**Spelling** – You can see many variations of some words in the literature. At Hale Publishing, we have decided to make the following words one word: breastfeeding, breastmilk, breastfed, healthcare, email, website. For other words, the dictionary is checked and the most common spelling is used.

**Tables** – Captions appear above table in bold title case. Tables are numbered according to chapter and number in chapter. For instance, the third table in chapter 4 would be Table 4.3. The first table in chapter 10 would be labeled Table 10.1. The caption would appear as:

**Table 10.1. Countries with Highest Breastfeeding Rates.**

Figures – Captions appear below figure in bold sentence case. Figures are numbered according to chapter and number within chapter. For instance, the first figure in chapter 1 would be Figure 1.1. The caption would appear as:

**Figure 1.1. Diagram of interior of breast.**

## APA Style

At Hale Publishing, we use American Psychological Association (APA) Reference Style, 6th Edition in our publications. APA style does not refer to a style of writing. Rather, it covers such elements as:

- Punctuation and abbreviations
- Construction of tables
- Selection of headings
- Citation of references
- Presentation of statistics

This style is widely used in the social and behavioral sciences. We have selected it as our editorial style because it is relatively simple to use; has detailed instructions on how to cite all types of materials, including electronic media; and ensures that our editorial style is consistent across all our publications.

You can find a complete listing of APA Style in the *Publications Manual of the American Psychological Association* (6th Ed.) or *Concise Rules of APA Style*. We strongly recommend that you purchase a copy of either the full version or the Concise Rules. Both are available at [www.apa.org](http://www.apa.org), on Amazon.com, or at large bookstores. APA Style is also an option in EndNote. You can also get information on APA style at [www.apastyle.org](http://www.apastyle.org) and various other websites – just do a search for APA style.

A brief summary of APA reference style is listed below.

## Citations in Text

Citations in the text of your manuscript should include the author's last name(s) and the year of publication, both enclosed in parentheses.

(Wolf, 2006)

When you are including a direct quotation, include the specific page number.

(Anderson, 2004, p. 223)

If the author(s) names are mentioned in the same sentence, include only the year of publication.

(2004)

If the year of publication is mentioned in the text, include only the author's name in the citation.

(Anderson)

## **Two authors**

For works by two authors, always include both author names.

(Anderson & Bjorn, 2003)

As Anderson and Bjorn (2003) illustrated in their recent study ...

## **Three, four, or five authors**

Cite all authors the first time the reference occurs. In subsequent citations, include only the surname of the first author followed by et al. (not italicized with a period following al.)

First citation: (Anderson, Bjorn, and Larson, 2003)

Subsequent citations: (Anderson et al., 2003)

First citation: As Anderson, Bjorn, Larson, and Kohl (2003) found...

Subsequent citations: As Anderson et al. found...

## **Six or more authors**

When there are six or more authors, include the last name of the first author and “et al.” followed by the year for the first and subsequent citations.

(Anderson et al., 2003)

As Anderson et al. found in their study...

## **Reference List**

All citations in the text of the document should also be included on the Reference List and vice versa. The Reference List is the last section of the manuscript, with the word “References” at the top of the section. Entries in the Reference List should be alphabetized. If you have many references, we strongly recommend the use of EndNote or similar software.

## **Examples of Types of Citations**

### **Journal article**

Chin, A.C., Myers, L., & Magnus, J.H. (2008). Race, education and breastfeeding initiation in Louisiana, 2000-2004. *Journal of Human Lactation*, 24, 175-185.

### **Book**

Hale, T.W. (2008). *Medications and Mother's Milk* (13th ed.). Amarillo, TX: Hale Publishing.

### **Article or chapter in an edited book**

Hartmann, P.E. (2007). Mammary gland: Past, present, and future. In T.W. Hale & P.E. Hartmann (Eds.), *Textbook of human lactation* (pp. 1-16). Amarillo, TX: Hale Publishing.

### **Journal article, Internet-only or online journal**

Kendall-Tackett, K.A. (2007, March). A new paradigm for depression in new mothers: The central role of inflammation and how breastfeeding and anti-inflammatory treatments protect maternal mental health. *International Breastfeeding Journal*, 2:6, Retrieved September 3, 2008, from <http://internationalbreastfeedingjournal.com/content/2/1/6>.

### **Article in an Internet-only newsletter**

West, D., & Hirsch, E. (2008, July). Breastfeeding after breast procedures. *Medications & More*, 31. Retrieved September 3, 2008, from <http://www.ibreastfeeding.com/Volume%2032.pdf>.

### **E-mail or other personal communication (cite in text only)**

(A. Monterey, personal communication, September 28, 2001)

## **Quotations**

Any direct quotation, regardless of length, must include a citation and the page number of the quote.

## **Permissions**

If you are citing more than 100 words of text; using a photo, table, or figure that appeared in a published chapter or article; using information from a single journal article or book to develop a table or figure (regardless of whether it appeared in figure or table format in the article or book); or reproducing a clinical photo; you must obtain written permission from the copyright holder to use that material. The copyright holder is usually a publisher, but can be an individual. Any use of unpublished materials or data, without the express written permission of the author, is a violation of “fair use” and an infringement of the author’s copyright.

If you include pictures of mothers, you must have the photographer’s permission (who holds the copyright) and written permission of the mother. You cannot include photos copied off the Internet without the permission of the photographer. The exception to this is if you are using stock photos that are copyright or royalty free. A sample model release is included in the next section.

To obtain permission from a publisher, you must provide the title of your book, estimated publication date, and estimated number of pages. You then need to detail the information you would like to use and provide your name and contact information. Most publishers have permissions pages on their websites. A sample permission letter is included at the end of the Guidelines.

Permissions may take several weeks to obtain, so it's important to start this process early. We cannot move forward with the publication of your book until all necessary permissions are obtained. You are responsible for any fees for permissions you obtain.

**You will need to provide Hale Publishing with a copy of all permission letters and model releases prior to the book being published.**

## **Index**

Please mark or highlight words in your manuscript that you would like to include in your index.

## **Author Bio**

At the end of your manuscript, please include an Author Bio page that has 1-2 paragraphs about you and why you are qualified to write your book. Include a **photo** of yourself to accompany your bio. Photos need to meet Artwork Specifications (see next section). If your book has more than one author, please include this information for each one.

# Artwork Specifications

Please follow the specifications below to ensure the graphics/images in your book/monograph will be readable and clear when the book/monograph is printed.

We prefer to receive all art and photos digitally (via email or mailed cd—see “Sending Files”) as outlined below.

- **All graphics and photos need to be in separate files.** Please do not send these only as a part of a Word file. The resolution of images embedded in Word files is quite poor and will not reproduce well. You are welcome to insert pictures within your text to show us where they should be placed. But we will also need to receive separate files as well.
- **Please send images in high-resolution formats.** The best (and easiest) formats are **PDF, JPEG, and TIFF**. We will also accept Photoshop and EPS files.
  - We **do not** accept Word and Excel documents or Powerpoint slides/files. These need to be converted to a PDF or JPEG format before sending. We also do not accept GIF, HTML, PNG, or BITMAP files.

**Example of correct and incorrect filetypes, and how they would print in your publication.**



**High resolution image**



**Low resolution image**

- **You must have permission for any and all images placed in your publication.** Please send these to Alicia Ingram, Production Editor, at [alicia.ingram@halepublishing.com](mailto:alicia.ingram@halepublishing.com).

## Photography

If you are taking your own pictures:

- Use the highest quality setting on your digital camera. (Refer to your manual for any questions on your specific camera.)
- Remember that simple backgrounds are always best when taking pictures. Take out anything that is distracting or busy.
- Make sure your subject is well lit. Dark images do not print well.

- Try to keep your images as clear and focused as possible. Blurry images cannot be fixed once we receive them.
- When transferring and saving images to your computer:
  - Save in a TIFF or JPEG format
  - Be sure to save in the highest quality/greatest file size possible.
  - Refer to the later section “Naming Files” to name your files correctly.
- If you do not have the ability to transfer your images to your computer because of lack of software, etc., you can take your camera to any photo processing location, (i.e., Walmart, Walgreens, Kinkos) and have them save your images to a cd.

If you are hiring a photographer to take pictures for your publication, request to receive the images in a high quality TIFF or JPEG format.

## Drawings and Graphs

- If you are creating the illustration, please save the original file in a PDF, TIFF or JPEG format with the highest image quality settings checked.
- If you are having someone else do the illustrations, please ask them to save the original files in the same way as listed in the point above before sending to you. This will keep the file from losing quality.
- If the image is created in Illustrator, the lines must be at least .25 points and saved in an EPS format.
- For graphs, please save the original file in a PDF or JPEG format (again, with the highest quality checked).

## Scanning Images

If you only have the hard copy of an image and need to scan it in to a digital format, please follow these guidelines:

- In the program used to scan the images to your computer, there will be a setting for file type (or format). Choose to save in a TIFF format if available. PDF or JPEG formats are acceptable as well.
- You should also have an option for resolution when scanning images. Please set the resolution to 300 dpi or higher.
- If you have an option for image scaling, set this to 100%.
  - Or if you need the image to print larger than it is currently, you can set this higher (i.e., if you want the image to print twice the size that it is in the version you have, set this to 200%).

If you are worried about scanning images in correctly, or you don't have access to a scanner, you can mail us the original documents. They will be returned to you after scanning.

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Hale Publishing  
1712 N. Forest  
Amarillo, TX 79106

- Do not send us any photos or art that are damaged, scratched, or torn. Do not place tape over any part of the image.
- Identify all images by figure number, author, and book title. See “Naming Files” for more information.

You can also take your images to a copy/scanning/ mailing location such as Kinkos, Office Max, etc and have them scan your images to a cd. Bring a copy of these specifications with you to refer back to if needed.

## Receiving photos from other sources

We understand that you may not have any control over all the images you want in your publication. You may be receiving photos/images from others, or collecting them from journals, etc. Here are a few tips to make sure these images will work as well:

- **If you are receiving images from another person**, ask her to send you the highest quality images that she can.
  - If she is taking the images, refer back to the “Photography” section and share the points with her.
  - If she already has the images saved, ask to send in a PDF, TIF or JPEG version.
- If you are copying an image from an online journal or other source (with permission) please follow these steps:
  - Right click on the image and click “Save image as”.
  - Type your filename (refer to “Naming Files”) and put the extension as .JPG (i.e. Hale\_fig1\_3.jpg)
- **DO NOT** just accept any format that is listed currently. Make sure to save as a JPEG.
  - Keep in mind that images on web pages, online journals, etc have been formatted specifically for web. Meaning they are much smaller and have a lower quality than if used for print. So your best option is always to contact the source and request a high quality image when receiving permission. This way their work is showcased how it was intended, and your book looks great as well!

## Naming Files

When naming/renaming/saving files to be submitted, please save them in this uniform format:

- The first part of the filename should include the book title and/or author's last name.
- Number all figures by chapter and order of appearance. For example, the third figure in chapter 1 would be figure1\_3.
- Examples of correct file names:
  - ClinicalTherapy\_fig1\_3.pdf or Smith\_fig1\_3.jpg.
- If you don't have a specific order or are submitting cover art, please name the file with the book's title and/or author's last name and the purpose the picture is serving. For example: Smith\_frontcover.tiff

## Sending Files

Before sending any files, please check to make sure they are named correctly and are in the correct file type. **If not, they will not be accepted and you will have to resubmit them.**

You can submit files in one of two ways (or both if you prefer).

- Send the images in an email to Alicia Ingram, Production Editor, at [alicia.ingram@halepublishing.com](mailto:alicia.ingram@halepublishing.com). This can be one or several emails, as the file sizes will most likely be large.
- Mail a cd or dvd with all images to be included in the publication.

**Attn: Production  
Hale Publishing  
1712 N. Forest  
Amarillo, TX 79118**

## Questions

If you have any questions, please contact Alicia Ingram, Production editor, at [alicia.ingram@halepublishing.com](mailto:alicia.ingram@halepublishing.com) or 806.376.9900.



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(806) 376-9900

**Permission Request Form**

The Undersigned hereby grants permission to \_\_\_\_\_, (hereinafter referred to as the “Author”), located at \_\_\_\_\_, and to the Author’s successors and assigns, to use the material specified in this Permission Form (hereinafter referred to as “Material”) in the book titled: \_\_\_\_\_ (the “Work”) to be published by Hale Publishing, L.P.

**1. The Material**

A. Title and/or nature of Material:

\_\_\_\_\_

B. Exact description of Material:

\_\_\_\_\_

C. Source of Material:

\_\_\_\_\_

**2. Publication Information**

A. The Material has (has not) been previously published.

B. If published, include copyright notice and ownership information.

\_\_\_\_\_

**3. Grant of Rights.** Author, or Author’s designees, shall have the irrevocable right to use the Material in the Work and in any future revisions, editions, and electronic versions thereof, including nonexclusive world rights in all languages. It is understood that the grant of this permission shall in no way restrict republication of the Material by the Undersigned or other authorized by the Undersigned.

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**Model Release Form**

I, \_\_\_\_\_, hereby irrevocably grant to Hale Publishing, and its legal representatives, agents, affiliates and assigns, the unrestricted right to use my photographic image or likeness in a photograph in any and all of its publications, including website entries, in any and all media now or hereafter developed for illustration, art promotion, advertising, trade, or any other purpose whatsoever and any printed material in connection therewith, without payment or other consideration. This agreement in no way restricts the Photographer from using the same photograph in professional presentations or in other publications.

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**Release:** I hereby release, discharge and agree to hold harmless Hale Publishing and its heirs, legal representatives, agents, affiliates or assigns, from any and all liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the taking of said picture or in any subsequent processing thereof, as well as any publication or broadcast thereof, including, without limitation, any claims for copyright infringement, libel, right of publicity or right of privacy.

Exceptions: \_\_\_\_\_.

**Representations and Warranties:** I hereby affirm that I am at least eighteen years of age (or the age of majority in this jurisdiction); I am of sound mind; I have the right to enter into this legally binding and enforceable agreement; I have reviewed this release prior to its execution; I fully understand the contents thereof.

This agreement shall be binding up me and my heirs, legal representatives, agents, affiliates, and assigns.

AGREED and ACCEPTED this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Signed: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Witness: \_\_\_\_\_



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## Photo Release Form

I hereby grant Hale Publishing, L.P. permission to use my likeness in a photograph in any and all of its publications, including website entries, without payment or any other consideration.

I understand and agree that these materials will become the property of Hale Publishing, L.P. and will not be returned. I hereby irrevocably authorize Hale Publishing, L.P. to edit, alter, copy, exhibit, publish or distribute this photo for purposes of publicizing Hale Publishing's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge Hale Publishing, L.P. from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 21 years of age and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

---

(Signature) (Date)

---

(Printed Name) (Date)

If the person signing is under age 21, there must be consent by a parent or guardian, as follows:

I hereby certify that I am the parent or guardian of \_\_\_\_\_, named above, and do hereby give my consent without reservation to the foregoing on behalf of this person.

---

(Parent/Guardian's Signature) (Date)

---

(Parent/Guardian's Printed Name)