GUIDELINES FOR CONTENT SUBMISSION
THE MUSEUM BLOG BOOK

Copy deadline

Please submit your content by **MONDAY 11 JANUARY 2016** at the latest. You can submit it at any time before this date - just as soon as it's available!

Length

The length of your contribution should typically be between 500-4000 words. You may submit up to four pieces of content (eg blog posts) in total. Each piece of content submitted must include:

• the original date of online publication

• the name and URL of the blog/website

• the author's name, designation and organisation

Format

Please submit your content in Microsoft Word .doc or .docx format. Images may be included in your file, but must also be submitted as separate files (see Images below). Please retain the formatting (italics, bullet points etc) from the original post.

Many blogs and online essays include valuable links to other sources and it will be important to retain this information. So before submitting, please **change all links to endnotes**, to enable them to be retained in a book format.

Please provide a caption for each image you want to include, as well as any credit or source required, and indicate in your text where you'd like the image to appear.

Biography

We'd like a brief professional biography (up to 150 words). This will appear in an *About the Contributors* section of the publication and may also be used for publicity purposes. Please submit your biography along with your text and images.

Spelling and language

Spelling may follow either US or UK format. We welcome contributions from non-English sources. These should be translated into English for submission and you **must** ensure that a **native** English speaker reviews your text - and amends it wherever necessary to read idiomatically - before you submit it. We are unable to provide translation services.

Images

We encourage you to supply a selection of images (up to six) to illustrate your contribution. Please supply a brief, informative caption (and credit where necessary) for each image and indicate in your text where you'd like the image to appear. Images **must** be submitted as separate files (jpg, tiff, or png format) even if they're already in your Word file (as they'll be too poor quality to use). To ensure adequate quality, files should be as large as possible, and **never less than 1MB in size**. The Upload Page (see below) enables you to submit large images safely and securely. Please provide colour images unless the original image is in black and white, as all editions of the book will be in colour. Please note that **it is your responsibility** to check and ensure that all images used in your contribution have been authorised for reproduction.

Submitting and naming your files via the Upload Page

All files must be submitted through the following Upload Page:

http://museumsetc.com/pages/the-museum-blog-book-content-upload

Since we'll be receiving hundreds of separate files for this book, it's essential that EACH FILE you upload includes your name: Smith_Essay.docx, Smith_Image1.jpg, Smith_Image3.png. You can safely upload as many files as you need to here, including very large image files, you can submit your files at any time, and you can zip files together for convenience. Please don't email your files direct to us as they will not be processed correctly!

Proofs

We'll email you a proof of your chapter before we go to press. We'll ask for a quick (within a week) turnaround for your approval or corrections to this.

Marketing

We'll seek your advice and ideas for contacts who might provide either endorsements, or reviews of the book, and generally help get the word out about it. We'll contact you later about this.

Publication

The Museum Blog Book will be published in Spring 2016. Each contributor will receive a complimentary paperback copy and the ability to order additional copies at a 30% discount.

Questions?

If you have any queries, either on these practical points, or about the content of your contribution, please email: blogbook@museumsetc.com.