

Getty Publications Project Summary

Working Title			
Author(s)			
Imprint		Copublisher	
Series		Project No.	
Getty Publications Contact			
Projected Season	-	Related event	-

No. of pages	-	Royalty Rate	0%		
Trim size (w x h)	-	No. of illus.	0		
Binding	-	Color	0		
Quantity	0	Black & White	0		
Retail price	\$0.00				
Digital edition planned?	\$0.00				
Net Revenues	\$0	Net Yield/Unit Sold	\$0.00	Break-even qty	-
Total Cost	\$0	Cost/Unit Sold	-	Break-even %	-
Net Surplus(Deficit)	\$0	Net/Unit Sold	-		

Summary**Recommendation of the Publications Editorial Committee****Signature****Date**

Publication Overview and Contents

Working Title:	Title
Author(s):	Authors
Sponsor:	Sponsor
Date Submitted to Publications:	Date
Submitted by:	Submitted
Program:	Program
Copublisher (if applicable):	Copublisher
Series Name (if applicable):	Series

Target Publication Date

Indicate exhibition or other event requiring a particular publication date.

Author Information

Attach a CV or summary of qualifications and affiliations for each author you list and indicate the authors' areas of specialty that make them uniquely qualified to contribute to the book. Please describe any current or prior relationship the authors have with the Getty (scholar, grantee, donor, etc.).

Attach Recommendation of Reviewer

Reviewer may be the Department Head, an expert on staff who is not associated with the project, or a scholar not affiliated with the Getty. Please discuss with Publications prior to soliciting a review.

Synopsis

Provide a précis of the publication.

Description and Explanation of Contents

Provide a table of contents or general outline of the book and include the estimated number of words (including notes) for each part. List the name of the author(s) for each part if it is a multiauthored volume.

Target Audience(s)

Indicate the audience(s) to whom this book is intended to appeal. If this book will have an audience beyond professionals, please describe who the audience will be in as much detail as possible.

Relevant Comparable Publications

List books that are similar in scope and ambition in the same or allied fields and provide full citations.

Format

Indicate the trim size you envision and any other design elements that you believe are important and why. If possible, refer to published books that most resemble the sort of book you envision. Please estimate the total number of book pages.

Illustrations

- A. List the total number of illustrations and a breakdown by color versus black and white (halftone or duotone).
- B. Indicate the number of illustrations that will come from Getty collections, whether we will need to contact outside rights holders in order to reproduce these images, and whether new photography will be required.
- C. Indicate whether there will be illustrations of twentieth-century works, or works whose makers have been dead less than seventy years, either from Getty collections or external sources.
- D. Indicate any specially commissioned illustrations that are required (maps, diagrams, etc.).

Translation

Please estimate the number of words that are part of the book project (foreword, essay, entries, etc.) that need to be translated. Please list the language(s) from which the text(s) will be translated.

Submission of Manuscript and Materials

For non-exhibition related publications, indicate the date you will deliver a final and complete manuscript and illustration list to Publications.

Digital Publication Supplement

Why digital?

Describe the primary reasons for choosing to publish this project digitally.

Users and User Needs

Identify and define the key users for this digital publication, and then describe some of the broad needs they have that might be fulfilled with the publication of this project. For example, a user might be an "international graduate student studying art history," and their need might be "access to leading texts in their field not normally available to their university's small library." Add additional entries as necessary.

User:

Need:

User:

Need:

Possible Features

Based on the users and their needs, brainstorm a list of some possible features that might be incorporated into the project. Also note any existing digital publications or projects that might serve as models.

Visual or Verbal Wireframes

Insert below some initial sketches of the publication and its key features, or describe the publication in words. What would it look like? How would users navigate it? How would they interact with the content?

Digital Publication Formats and Tools

Select which formats this project will be published in and, in brief, list what tools will be required in developing those formats. Noting especially any technological needs (tools or staff) for special features that may be required.

- ☐ E-Book (EPUB/MOBI)
- ☐ PDF
- ☐ Print-on-Demand PDF
- ☐ Website
- ☐ Mobile App
- ☐ Desktop App
- ☐ Other: describe here ...

Success Plan and Metrics

In the table below, list the top three factors that would constitute success for this project (high download numbers, critical acclaim, etc.) and the corresponding methods by which you would plan for those factors beforehand, and then measure them after publication (Google Analytics and monthly reporting, having the project reviewed in a particular group of publications, etc.).

Success #1:
Plan and Measurement:

Success #2:
Plan and Measurement:

Success #3:
Plan and Measurement:

Maintenance

Keeping in mind technology dependencies and rights clearance issues, please describe where the project will be housed and archived, how it will be maintained, by whom and at what intervals.

Page Breakdown

	Notes	Number of Items	Number of Words	Total # of Words	# Words Per Page	# Book Pages	# of Ills.
Front Matter							
Half-title							
Title							
CRP							
TOC							
Foreword						0	
Preface						0	
Acknowledgments						0	
Section Dividers						0	

Main Text							
Introduction						0	
Section				0		0	
Section				0		0	
Section				0		0	
Section				0		0	
Section				0		0	
Section Div. (text)						0	

Back Matter							
Bibliography				0		0	
Other				0		0	
Index							

TOTAL TEXT				0		0	
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ILLUSTRATION TYPE	Color	B/W	# @ full pg	# @ ½ pg	# @ ¼ pg	# of book
Photographic Images						0
Tables						0
Diagram/Maps/Other						0
Section Dividers (image)						0

TOTAL ILLUSTRATIONS	0	0				0
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Notes	
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Total text pages required	0
----------------------------------	----------

Total illustration pages required	0
--	----------

TOTAL PAGES	0
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TOTAL BOOK PAGES (Round up to next number divisible by 4)	0
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Final Book Specifications (used to determine Budget page; to be completed by Production)							
Pages	0		Illus.	0			
Trim Size			Series				
Binding Style							
Cover Treatment							

Comments

Schedule Issues

Mss Arrival		Transmittal	
Proposed Season & Year		Related Event?	
Digital edition? Timing? Type?			
Schedule comments			

Editorial Comments (include new info, copub, royalties, potential constraints)

Royalty Rate	

Design Comments (include response to above and any additional concerns or issues)

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Production Comments (include response to above and any additional concerns or issues)

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Marketing/Sales Comments (including rights, exhib. venue sales, other special assumptions)

Proposed discount category	--

Comparable Getty Publication Sales History

Title and Author			
Publication year & season		Series	
Page Count		Trim	
Illustration Count	0	Color	B/W
Binding Style		Retail Price	
Discount Category		Avg Discount %	
Exhibition/Event			
Sales Past 12 months			
Print Run(s)		Note	
Lifetime Sales (units)			
Lifetime Free and Review			
Current Inventory			
% Print Run Remaining	-	As of date	

Budget

Project No. --

Working Title:						
	--				Option 1	Option 2
Retail Price:	--		Quantity			
Binding:	--					

Editorial Costs

7004	Author's Fees/Expenses					0	0
7006	Photo Permissions					0	0
		B&W	\$ 50	Rate			
		Color	\$ 150	Rate			
7007	Translation	Words	\$ 0.20	Rate		0	0
7008	Reader reviews	Qty	\$ 250	Rate		0	0
7010	Proofreading	Hours	\$ 30	Rate		0	0
7011	Indexing						
7034	Other Editorial					0	0
	Subtotal Editorial Costs					0	0
	Contingency		10	%		0	0
	Total Editorial Costs					0	0

Design and Production Costs

7013	New Illustrations and Art					0	0
7015	Design					0	0
7019	Type					0	0
7035	Other					0	0
	Subtotal Design and Production Costs					0	0
	Contingency			%		0	0
	Total Design and Production Costs					0	0

Edition Costs

7023	Prep, Paper, Printing, Binding, Etc.						
7028	Air Freight/Customs						
7029	Packaging and Sea Freight/Customs						
7031	Other Edition (incl press supervision)						
7033	Copublication						
	Subtotal Edition Costs					0	0
	Contingency		10	%		0	0
	Total Edition Costs					0	0
	Total Projected Cost					0	0
	Projected \$ Cost/Unit					-	-

Projected Surplus/(Deficit) Based on Revenues Through All Sales Channels

	Total Sales Income						
	Less Total Projected Costs					0	0
	Less Estimated Commissions						
	Less Estimated Royalties						
	Estimated Profit/(Loss)					\$0	\$0

Sales Forecast

Working Title	--			
Retail Price			Format	--
Discount Category			Discount Rate (%)	
Royalty	0%			

Quantities	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Complimentary Copies						0
JPGM Store						0
US Distributor						0
UK Distributor						0
Special						0
Totals	0	0	0	0	0	0

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
JPGM Store	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
US Distributor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
UK Distributor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Special	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Totals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Commissions	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
US Distributor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
UK Distributor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Totals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Project Surplus /(Deficit)	
Total Print Quantity	0

Total Sales Income	\$0
(Less Commissions)	\$0
(Less Royalties)	\$0
Net Revenues	\$0
(Less Estimated Costs)	
Net Surplus/(Deficit)	\$0
% of Total Costs	-

Comments

Per Unit Sold Surplus/ (Deficit)	
Quantity for Sale	0

Revenue Yield/Unit	-
(Less Commission/Unit)	-
(Less Royalty/Unit)	-
Net Unit Yield	\$0.00
(Less \$ Cost/Unit Sold)	-
Unit Surplus/(Deficit)	-

Break Even (# Copies & % Print Run)	
-	-
Initials:	
Date:	