



187 Grattan Street  
Carlton, Victoria, 3053  
+61 3 9324 0300  
mup-info@unimelb.edu.au

## **Academic Monographs at MUP**

### **Information for Authors**

From January 2004 MUP adopted a new publishing model for academic titles with a specialist audience.

#### **Printing**

MUP academic monographs will be available both online as e-books and in a paper version, which will be digitally printed. Printed copies will be produced as print-on-demand titles, whereby each copy of the book will be printed as it is ordered.

#### **Format**

MUP academic monographs will be B+ format (210 x 135mm), perfect bound and printed on 80gsm white paper stock.

#### **Design**

MUP academic monographs will benefit from a standard design for both text and cover. A contemporary design has been commissioned. The new design will signal the originality of scholarship.

#### **Editorial**

Every academic monograph will receive professional editing by MUP, however proofreading and indexing of the final pages will remain the responsibility of the author.

#### **Rights and Royalties**

Copyright in any work will remain with the author. A 14% royalty on Net Receipts on sales of the printed work will be paid to authors once 500 copies have been sold. A royalty of 25% on Net Receipts will apply to sales of electronic copies of the work.

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All MUP titles are promoted via the MUP website. Academic monographs benefit from a dedicated e-books area within the website, to attract the specialist readership required. As with all MUP titles, review copies will be sent to relevant print and electronic media. Authors will be asked to supply information about appropriate mailing/email lists. A combination of review copies, and niche audience marketing, will be used for disseminating information about the book.

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**Sales**

Sales of these titles are via an online ordering system, and printed books will be mailed to purchasers. University bookshops will be targeted to take delivery of these titles.

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