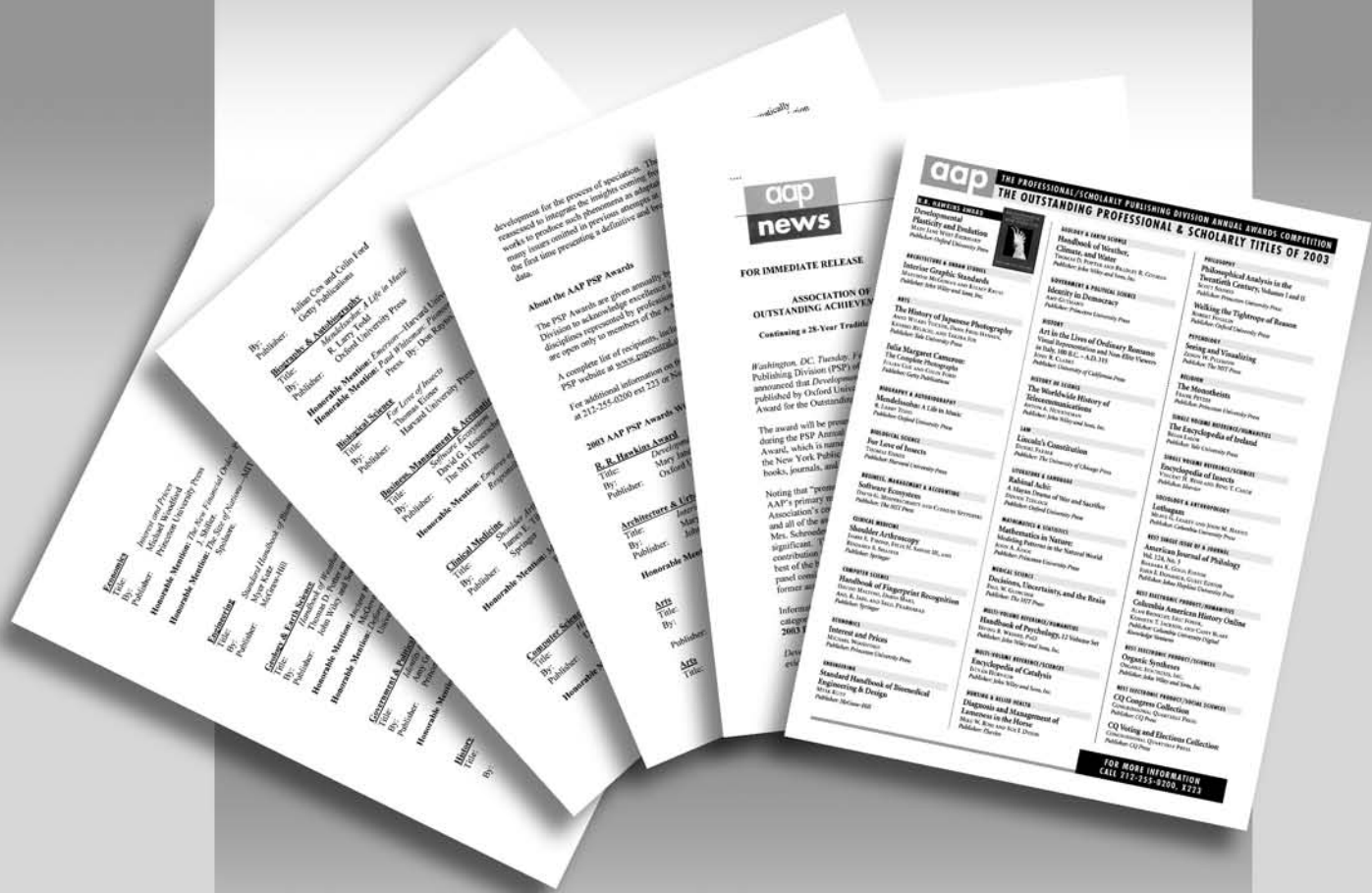


Association of American Publishers

PSP

Professional/Scholarly
Publishing Division

ANNUAL AWARDS COMPETITION



2004

CALL FOR ENTRIES

The R.R. Hawkins Award

This prestigious award is given annually for the most outstanding professional, reference or scholarly work published by a member of the PSP Division. The publication receiving the R.R. Hawkins Award is not eligible to receive the award for which it was submitted. The next most outstanding publication in that category will receive the best-of-category award.

The R.R. Hawkins Award is named after the distinguished former head of the Science and Technology Division of the New York Public Library, who served in that post for more than forty years. Mr. Hawkins was also the author of the bibliography *Scientific, Medical and Technical Books Published in the U.S. 1930-1944*, which was published in 1946 with the support of the U.S. Department of State and an advisory committee of major publishers. Developed to aid in the rehabilitation of European libraries following World War II, the bibliography's success contributed to library rehabilitation abroad and to the acceptance of American science and scholarship, formerly considered to be secondary to their European counterparts.

Save the date

2005 PSP Annual Conference

February 7-9th, 2005

Renaissance Mayflower Hotel, Washington, D.C.

Visit www.pspcentral.org for more details

September 2004

Dear PSP Member,

Do you ever wonder how well your books, journals and electronic products measure up to the competition? Could your promotional campaigns and sales benefit from association with a prestigious award?

As a member of the Professional Scholarly Publishing (PSP) division of AAP, you are eligible to compete for the R.R. Hawkins Award. The annual award is highly competitive, so send us your best scholarly publications for judging by our panel of publishers, subject experts and customers.

If your book wins the award, you will receive the recognition of your fellow AAP members and the publishing industry. At the February 2005 PSP Annual Conference, the PSP Division will recognize excellence and innovation in professional, scholarly, reference, book, journal and electronic publishing with awards in more than 35 categories, including the Hawkins Award for the most outstanding publication. Winners will be presented with the coveted award at the Awards Ceremony luncheon on Tuesday, February 8, 2005, in Washington D.C.

Submit your entry by Friday, November 5, 2004*

The winning publications will be listed in ads in the spring issues of leading industry and general publications. Your company will also benefit as a participant in the AAP publicity campaigns.

You can find the details on judging criteria, eligibility rules, and your entry form in the enclosed booklet. **Please keep in mind that this competition is only open to members of the PSP Division of AAP.** If you have any questions, please call the PSP Division at (212) 255-0200, ext. 226.

* **The deadline for entries published in November is Friday, December 3, 2004.** Please note that for the first time, electronic products should be submitted within the general subject categories. Journals require a separate entry form.

2004 PSP AWARDS

RULES FOR ELIGIBILITY

PSP Awards recognize books, journals, and electronic products that best exemplify a sound contribution to professional and scholarly publishing, maintaining both the highest editorial standards and the highest standards of design and production consistent with the objectives of the project.

TO BE ELIGIBLE YOU MUST:

- Be a PSP Division Member – if you have questions about your company’s PSP Division membership status, please check the PSP website at www.pspcentral.org
- Complete and submit an entry form for each book, journal, and electronic product you wish to enter
- Include payment of the entry fee of \$65.00, payable by check or credit card, for each title you wish to submit
- Send **two** copies of each title – please note **only titles with a 2004 copyright printed inside the front cover are eligible to receive awards. Only new journals where the first issue is dated 2004 will be accepted.**

THE FOLLOWING ARE NOT ELIGIBLE FOR THIS COMPETITION:

- Collections consisting, in whole or part, of more than 5% of previously published material.
- Revised Editions
- Undergraduate textbooks (ONLY graduate textbooks are eligible)
- Publications previously published by another company
- Publications published in a non-U.S. company or off-shore division of an AAP member company
- Translations of a publication. (Outstanding English language translations of important works of foreign *literature* (fiction, poetry, drama), however, will be considered)
- Test or pre-launch journal issues

2004 PSP AWARDS

On Tuesday, February 8, 2005, the Professional/Scholarly Publishing Division of the Association of American Publishers will present the R.R. Hawkins and more than 35 other awards at the Awards Ceremony Luncheon during the PSP Annual Conference in Washington, D.C.

AWARDS CATEGORIES

GENERAL SUBJECT CATEGORIES

Architecture & Urban Planning	Law
Arts	Literature & Language
Biography and Autobiography	Mathematics & Statistics
Biological Science	Medical Science
Business, Management, & Accounting	Multivolume Reference/Humanities
Chemistry	Multivolume Reference/Sciences
Classics and Archeology	Nursing & Allied Health
Clinical Medicine	Philosophy
Computer and Information Science	Physics & Astronomy
Economics	Psychology
Engineering	Religion
Geology & Earth Science	Single Volume Reference/Humanities
Government & Political Science	Single Volume Reference/Sciences
History	Sociology & Anthropology
History of Science	

JOURNALS

Best New Journal (in any category)	Science
Business	Social Sciences
Humanities	Technology
Medicine	

2004 PSP GENERAL CATEGORY ENTRY FORM

BEST PSP WORK IN (CHOOSE ONE):

- | | |
|---|---|
| <input type="checkbox"/> Architecture & Urban Planning | <input type="checkbox"/> Law |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Literature & Language |
| <input type="checkbox"/> Biography and Autobiography | <input type="checkbox"/> Mathematics & Statistics |
| <input type="checkbox"/> Biological Science | <input type="checkbox"/> Medical Science |
| <input type="checkbox"/> Business, Management, & Accounting | <input type="checkbox"/> Multivolume Reference/Humanities |
| <input type="checkbox"/> Classics and Archeology | <input type="checkbox"/> Multivolume Reference/Science |
| <input type="checkbox"/> Chemistry | <input type="checkbox"/> Nursing & Allied Health |
| <input type="checkbox"/> Clinical Medicine | <input type="checkbox"/> Physics & Astronomy |
| <input type="checkbox"/> Computer and Information Science | <input type="checkbox"/> Philosophy |
| <input type="checkbox"/> Economics | <input type="checkbox"/> Religion |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Psychology |
| <input type="checkbox"/> Geology & Earth Science | <input type="checkbox"/> Single Volume Reference/Humanities |
| <input type="checkbox"/> Government & Political Science | <input type="checkbox"/> Single Volume Reference/Sciences |
| <input type="checkbox"/> History | <input type="checkbox"/> Sociology & Anthropology |
| <input type="checkbox"/> History of Science | |

Title: _____

Author/Editor(s): _____

In-House Editor _____ E-mail: _____

Publisher & Address: _____

In 250 words or less, please answer the following questions on separate paper. Please have someone involved in the creation of this book write this. Please be informed that the judges reserve the right to reject entries that do not specifically answer the following questions:

- 1) Why does this title deserve an award?
- 2) How is this title innovative?
- 3) What does this title contribute to the field?

Feel free to include additional materials (reviews, endorsements, etc.) to support your entry. (OVER)

2004 PSP GENERAL CATEGORY ENTRY FORM

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

REMEMBER:

- One title and one category per form
- All entries must have a 2004 copyright date
- Two copies of the work must accompany each entry
- You must be an AAP/PSP Division member to enter this competition
- Photocopy all completed entry forms for your records

My preferred method of payment for the \$65.00 entry fee is:

Check enclosed for all entries
(Please make check payable to Association of American Publishers, Inc.)

Credit card

AmEx

Visa

MasterCard

Card Number _____ Exp: _____

Signature as it appears on card _____

Send forms, publications, and payments to:

PSP AWARDS PROGRAM 2004
Association of American Publishers, Inc.
71 Fifth Avenue, 2nd floor
New York, NY 10003

2004 PSP AWARDS BEST NEW JOURNAL ENTRY FORM

BEST NEW PSP JOURNAL IN (CHOOSE ONE):

____ Business

____ Science

____ Humanities

____ Social Sciences

____ Medicine

____ Technology

Publication _____

Editor(s): _____

In-House Editor _____ E-mail: _____

Publisher & Address: _____

In 250 words or less, please answer the following questions on separate paper. Please have someone involved in the creation of the journal write this. Please note that the judges reserve the right to reject entries that don't specifically answer these questions

- 1) Why does this publication deserve an award?
- 2) How is this publication innovative?
- 3) What does this publication contribute to the field?

Feel free to include additional materials (reviews, endorsements, etc.) to support your entry.

(OVER)

2004 PSP AWARDS BEST NEW JOURNAL ENTRY FORM

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

REMEMBER:

- One title and one category per form
- All entries must have been published in 2004
- Entries for Best New Journal must have been launched in 2004, and should include a statement of editorial policy
- Two copies of the journal must accompany each entry
- You must be an AAP/PSP Division member to enter this competition
- Photocopy all completed entry forms for your records

My preferred method of payment for the \$65.00 entry fee is:

____ Check enclosed for all entries
(Please make check payable to Association of American Publishers, Inc.)

____ Credit card

____ AmEx

____ Visa

____ MasterCard

Card Number _____ Exp: _____

Signature as it appears on card _____

Send forms, publications, and payments to:

PSP AWARDS PROGRAM 2004

Association of American Publishers, Inc.

71 Fifth Avenue, 2nd floor

New York, NY 10003

PLEASE NOTE:

- A panel of independent judges will review all entries and select the award winners. As a general rule, awards will be limited to one winner. Depending on the circumstances of individual categories the judges may elect to award an honorable mention.
- Receipt of your publication, forms and entry fees will be acknowledged by e-mail. If your entries have not been acknowledged within four weeks of your mailing, please call AAP/PSP at (212) 255-0200, ext. 226.
- AAP cannot bill you for the entry fee. Please make checks payable to Association of American Publishers/PSP Awards. Visa, MasterCard and American Express are accepted.
- Each publisher may submit a maximum of three publications for any award category. A publisher is defined as a company, division, subsidiary, or imprint. Therefore, any of those publishing units within a company may submit three publications in each category.
- Each title can be submitted for multiple categories; however, a separate entry form must be submitted for each category and the entry fee must be paid proportionately.
- To be eligible for the Journal Awards, the product must be published a minimum of two times per year and have originated in the United States office of the submitting member company.
- All publications submitted will be displayed at the AAP Annual Conference. Award winning entries are retained for one year in the PSP Division library at the AAP New York office.

HOW TO INCREASE YOUR CHANCE OF WINNING AN AWARD:

- *Sell us on your entry*

We want to hear from the individual who has worked directly on the book, journal, or electronic publication being submitted. Tell us why this is the winning entry in your own words – please, no catalog copy!

- *Read the rules*

Submissions that do not meet the above criteria will be disqualified and will not be returned. Entry fees will NOT be refunded.

- *Take your time*

Make sure your entry forms are completely filled out, including appropriate contact information. Entries will be processed for judging only when the complete forms and fees are received