

## **WELCOME GUIDE FOR AUTHORS**

Dear author,

You are receiving the Radboud University Press welcome package because you are interested in publishing with us. Here, you will find all the information you need to familiarise yourself with our publication process and our policies. You will also find helpful instructions on how to deal with copyrights and marketing.

Please read this guide carefully and do not hesitate to contact our team at [radbouduniversitypress@ru.nl](mailto:radbouduniversitypress@ru.nl) for questions or requests for additional information.

A warm welcome from the Radboud University Press team.

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# 1 Stages of Book Publication

- Publication questionnaire
- Introductory meeting
- Desk review by the Radboud University Press Editorial Board
- Contract
- First manuscript submission
- Submission check by the Radboud University Press Editorial Board
- Peer review
- Processing peer review
- Final manuscript submission
- Production
- Publication
- Marketing

## 2 Review Stages at Radboud University Press

If both the Press and the author(s) agree that the publication would be fit to be published at Radboud University Press, we'll send you a questionnaire about your publication.

There are three review stages. At every stage, the publication project can be accepted or rejected.

1. **Desk review:** we will send you a questionnaire with questions about your publication project. This questionnaire will be reviewed by a member of our Editorial Board, who is an expert in the relevant field. The objective of this review is to determine whether your publication aligns with the fundamental criteria for publishing with Radboud University Press. An introductory meeting with a member of the board can be part of the desk review.
2. **Review upon submitting the manuscript:** once the manuscript is submitted, the same Editorial Board member will verify if the manuscript is in line with the project agreed upon in the questionnaire, publication proposal and contract.
3. **External peer review:** organised by the same member of the Editorial Board or a representative of their choosing.

### 2.1 Peer Review Guidelines

Every book published by Radboud University Press undergoes an external peer review process. The review is double-blind.

This peer review is organised by the Editorial Board of the Radboud University Press, which consists of expert representatives from every faculty at Radboud University. An Editorial Board member will organise the review or engage a Review Committee to organise the review.

The review will be conducted by at least two external experts. The Editorial Board representatives have the right to adapt the peer review process of the publication. For example, with an interdisciplinary publication, the decision can be made to involve more reviewers from different fields. Edited volumes can be subject to a more extensive review procedure, and the author will be informed of the specifics, where relevant.

The peer review comments will be sent to the Review Committee or the Editorial Board member, where they will be analysed, grouped and communicated to the author.

Please visit our website ([https://books.radbouduniversitypress.nl/index.php/rup/editorial\\_board](https://books.radbouduniversitypress.nl/index.php/rup/editorial_board)) to see our current Editorial Board members.

When submitting your manuscript for Peer Review, please deliver the manuscript as a text file or PDF, preferably as one file and with the name(s) of the author(s) removed from the file.

## 2.2 The Peer Review form

1. Originality:	Does this manuscript offer a useful and/ or original contribution to the field?
2. Topicality:	Does it adequately engage with recent scholarship?
3. Scientific Quality:	Does it take existing scholarship forward?
4. Relevance to the field(s):	What is your opinion on the relevance of the proposed book for the scientific community?
5. Strengths and weaknesses:	What are the strengths and weaknesses of the proposed book?
6. Suggestions for the author(s) and editor:	What recommendations would you like to give to the author(s) and to the editor in regards to the publication of the proposed book?
7. Suggestions for the author(s) and editor:	Is the book well written? Do you find it easy to read? Do you notice inconsistencies and/ or spelling mistakes?
8. Suggestions for the author(s) and editor:	Do you think this book needs a professional language editor?
9. Reviewer's Decision Comment:	What is your overall evaluation of the proposed book?

## 2.3 Peer Review: possible outcomes

- Accepted for publication as is
- Accepted for publication with minor revisions
- Accepted for publication with major revisions
- Accepted for publication with major revisions, new peer review after submission of revised manuscript
- Rejected

## 2.4 Processing the Peer Review comments

While processing the reviews, please keep a log of changes made, or not made, based on the reviewers' comments. The Editorial Board member will look over the revisions before giving the final go-ahead for publication.

# 3 Book Series

If you want to move your existing book series to Radboud University Press or start a new book series, a specific workflow for the series will be made together with a publishing editor from Radboud University Press.

The series editors will be in charge of organising the peer review process of the books that are published within the series. To establish a procedure, the editors of the series will meet with their Editorial Board representative at Radboud University Press to outline the review process and ensure it aligns with Radboud University Press's quality control standards.

For new book series, it is important to provide a clear description of the series' domain and scope and to explain why the series is needed in relation to already existing series. How does the series differ from existing series and how do you know that researchers (both readers and authors) will be interested in the new series?

Series should not contain dissertations, but may contain edited/ rewritten commercial editions of dissertations. Radboud dissertations that appear in the Radboud Dissertation Series, however, can be labelled to also belong to a book series.

A series should consist of at least two books per year, unless it is a series that just consists of yearbooks (i.e., conference proceedings).

Series editors need to provide a written update to Radboud University Press yearly about the number of submissions and acceptances, the review process and how they see the series' future. They also need to outline changes to editorial policy and procedures, as well as personal changes within the Editorial Board.

Editors can make recommendations to Radboud University Press to publish a book, and these recommendations are usually followed. Nevertheless, Radboud University Press reserves the right to reject books.

The launching of a new series will have to wait until at least two books are ready for publication. In the first year, the editors will regularly be in contact with their representative on the Editorial Board, who will also be available in a coaching capacity.

## 4 Book Production

### 4.1 Production timeline

Once your book proposal is accepted, your contact at Radboud University Press will provide you with a provisional timeline concerning the publishing process. To give more insight into the different stages of the production process, please find an average timeline (10-14 weeks) below:

Copyediting*	2-3 weeks
Copyedited proofs sent to the author for approval*	1 week
Typesetting	1-2 weeks
First proof sent to the author for corrections	1 week
Corrections	1 week
Second and third proofs	1 week
Creating an index*	1 week
Final proof for approval	2 days
Preparing the final (print and web) files for publication	1-2 weeks

*\* Only if necessary, not included in the services of the Radboud University Press.*

It is important to keep in mind that the production schedule is highly dependent on the availability of all parties involved. It is therefore recommended to report any absences to your contact at Radboud University Press.

The planning is also dependent on the state of the manuscript upon submission. Copyrights, references and images should all be checked and organised in advance to avoid unnecessary delays.

Other factors that may cause delays include, but are not limited to the holiday period, the size of the manuscript and the organisation of a print-run.

## 5 Manuscript Submission

It is important to thoroughly prepare the manuscript before submission to make the production and typesetting process go smoothly. After typesetting, it is possible to make minor corrections to (grammatical) mistakes and layout. Content corrections are no longer possible at this stage.

At the beginning of the production process, your contact at Radboud University Press will ask you to complete a metadata form. The provided information will be used for the cover text, for our website and for marketing purposes and will be part of the metadata that will be submitted to relevant (indexing) databases.

### 5.1 Submitting your files

#### 5.1.1 Cover

Your contact at Radboud University Press will ask for input on the cover design. We require high-resolution images with explicit permission for use on the cover of your book (see our copyrights guide).

The title and subtitle of a book are very important and should be as descriptive as possible to increase the findability of your book, especially online. Do not start your (sub)title with a number and avoid punctuation marks. It is tempting to choose a catchy main title, but it is important to note that not all databases list the subtitle.

Radboud University Press will suggest a cover blurb based on the provided information in the metadata form.

It is also possible to add a brief author's biography or project description to the back of the cover (max. 100 words).

With your input for a cover image or design and text for the cover, our designers will propose a cover design. The author will be involved in the cover design, but the final decision will be made by Radboud University Press.

For every publication at Radboud University Press, there are three fixed design elements:

- The Radboud University Press logo on the front cover (red, black or white)
- The logo of Radboud University, or the combination logo of Radboud University and Radboudumc (must be in full colour on the backside of the cover)
- The emblem of Radboud on the spine

The only exception to this is when the spine is too narrow to fit the emblem.

### 5.1.2 Typesetting

Your manuscript will be professionally typeset unless you made the professional layout yourself, as is the case with LaTeX. Your contact at Radboud University Press will give you a few layout options based on previous publications.

If your manuscript requires special typesetting, a meeting will be organised. After the meeting, a designer will present one or two layout options for you to give feedback on.

### 5.1.3 Manuscript

Please submit your text files in MS Word (e.g., .docx), preferably as a single file (except for illustrations, see §5.1.4). If you would like to submit your files in a different format, please check with your contact at Radboud University Press first.

To avoid any conversion problems later in the production process, we would like you to use a Unicode Font (e.g., Times New Roman, Arial) for all languages and scripts you are using. To structure your chapters, please use 'styles' in Word (Headings).

If your book contains a large number of special characters, please let us know in advance and provide a PDF version of your manuscript so we can check whether all special characters are correctly typeset.

### 5.1.4 Illustrations and tables

Illustrations should always be submitted as separate files in their original format, preferably as a TIF, EPS or JPG.

Please number the illustration files consistently and use the same numbers to clearly indicate in the text where each illustration should be placed.

Always include the following alongside your visual material:

- Completed copyright request form (see attachment 1)
- copies of the permissions to use the images/ graphs/ tables
- list of credit lines, captions and/ or sources.

You can either include a separate list of captions, credit lines and/or sources, or you can include these as an image marker, for example: '[Insert **Illustration 1.1** here: Johannes Vermeer, *Girl with a Pearl Earring*, 1665, Mauritshuis, The Hague]'. Please make sure you mark the preferred location in the text where you want the image to be placed with brackets '[...]' and the unique number of each image. This number should correspond to an image file. This way, the typesetter has a clear indication of where to insert the image (if possible) and what caption to place under it.

To ensure good print quality, images must be provided in high resolution. Images must be at least 300 dpi (dots per inch) for digital images and 600 dpi for line drawings. When in doubt about the quality of your images, please consult your contact at Radboud University Press.

Images downloaded from the internet do not normally meet quality guidelines. Please also bear in mind that most images you find on the internet are not free from copyright. In most cases, you need to seek permission to use these images. For more information about copyrights and permissions, please read our copyright guide.

Radboud University Press reserves the right to reject visual material that does not meet the required quality or does not have the correct permissions for (re)use.

### **5.1.5 Index (where applicable)**

Unless otherwise agreed, you are responsible for providing the index for your book. Do not add page numbers to your index before Radboud University Press and you are in agreement that the manuscript is final. Otherwise, you might have to revisit the process of adding page numbers to the index completely, as just a small correction might change the page numbering of the publication.

We prefer one (compiled) index, but it is possible to add multiple indices to your book. For example, an 'Index of Names' or an 'Index of Subjects'.

There are two ways to compose an index:

1. It can be automatically generated, using the index function in MS Word.
2. It can be a list of entries compiled by hand.

Please note that the automatic index function in MS Word cannot always be processed by the typesetting software. If this is the case, your contact at Radboud University Press shall discuss other options with you; you may have to enter the page numbers manually.

When compiling an index, always consider whether the index entry is relevant enough for your index. Index captions of figures, images and maps – if you wish – but do not index information from the end matter (for example, contributors, footnotes or endnotes, glossary, bibliography and/or appendices).

It might be obvious, but make sure your index is in alphabetical order and present the page numbers in rising numerical order, separated by commas.

Please separate the series of page numbers from the entries by adding a tab. Page ranges should be written out in full, as follows: 4-8, 16-21, 32-35; and not like this: 32-5 and 123-61.

When you have finished your index, please send it to your contact at Radboud University Press. We will send you a proof version of the typeset index for review.

Keep in mind that most of your readers will read the book online as a PDF. Indices are normally not used online, as readers can easily search a PDF file. An index is thus not always necessary.



## 6 Style Guide

There are many different style guides and preferences for writing and editing. Whatever style you choose, it is important that you stay consistent with the style of your choice throughout the manuscript. For edited volumes, book editors will have to choose a style and ensure it is used consistently across all contributions. Please inform your contact at Radboud University Press of the chosen style when submitting your files.

### 6.1 Different style guides

The following style guides are the most commonly used in academic publishing:

- Chicago Manual of Style (CMS): <https://www.chicagomanualofstyle.org/home.html>
- The New Oxford Style Manual: <https://global.oup.com/academic/product/new-oxford-style-manual-9780198767251?cc=nl&lang=en&>
- Modern Language Association (MLA): <https://www.mla.org/MLA-Style>
- American Psychological Association (APA): <https://apastyle.apa.org/>

The style you choose depends on your own preference and the discipline you are publishing in. What matters to us is that you stay consistent with the style you choose. We do have some general guidelines listed below that we would like you to follow, but if our guidelines do not match the style of your preference, please let us know, and we will work it out together.

### 6.2 General guidelines

#### 6.2.1 Headings

- Do not use more than three levels of headings in your text. Please clearly identify all headings with the formatting style in Word.
- Try to avoid extensive use of (multilevel) numbering of your headings and subheadings.
- Keep the headings short and informative; they should reflect the contents of the paragraph or chapter.

#### 6.2.2 Use of *italic*, **bold**, and underlined text

- Italics are often used to emphasise words and phrases in the text or to mark out foreign words and the titles of books, journals, works of art, film and other self-contained works.
- You can choose to use single quotation marks as another type of emphasis or when a word is used in a way other than in its usual sense.
- Avoid using both italics and quotation marks. Choose one or the other and make sure you are consistent throughout the text.
- It is best to avoid bold text. That said, in textbooks, it can be helpful to distinguish certain key terms or concepts. If this is the case, use bold text consistently and avoid combining it with italics or quotation marks.
- Always avoid underlined text.

#### 6.2.3 Abbreviations

Please try to avoid using abbreviations too often. When you abbreviate words (for example, the names of organisations), please make sure you write the word in full the first time it's mentioned, with the abbreviation in brackets, before you start using the abbreviation in the rest of the text.

#### 6.2.4 Quotations

There are various ways to use quotation marks, and it depends on the style you choose for your text. You can use double quotation marks first and single quotation marks for the quoted matter within a quotation (US style), or you can use single quotation marks first and double quotation

marks for the quoted matter within a quotation (British style). When writing in Dutch, the British style is more common. Whatever style you choose, please make sure that you are consistent throughout the body of the text.

*For example (US-Style):* "The chapter 'General differential geometry' is a turbo introduction to manifolds and tensors."

*For example (British Style):* 'The chapter "General differential geometry" is a turbo introduction to manifolds and tensors.'

- When quoting a whole sentence, place the punctuation within the quotation marks. When quoting part of a sentence, place any punctuation outside the quotation. For example:

'This is a very well-written book.'

'The book is very well written', said the reviewer.

- When quoting a single word, use single quotation marks.
- Please make sure that you use curly (or slanted) quotation marks instead of straight quotation marks.
- As stated before, it is not common to use italics in quotes. Only use italics when the word or quote is italicised in the original text.
- Longer quotes (more than three lines) should be separated as standalone quotes. Please add a blank line before and after the quote and highlight it clearly as a quote. Quotation marks are not needed for a standalone quote.
- Always include a reference to the original text; see §6.3 for more information about notes and references.

### **6.2.5 Hyphenation**

- There is no need for hyphenation when a word breaks over two lines. The hyphens are added automatically during the typesetting process.
- We recommend that you double-check the hyphens while checking the final proofs.

### **6.2.6 Paragraphs and tabs**

- Please indicate new paragraphs with a tab (or let them run in automatically after a hard return), not with an extra blank line.
- A paragraph should always consist of more than three lines.
- Make sure to use the tab key and not the space bar when starting a new paragraph or when text needs to be indented (for example, block citations).

### **6.2.7 Spelling**

When writing in English, you may use either UK or US spelling and grammar. Please make sure you are consistent throughout the manuscript. It is best to let your contact at Radboud University Press know which spelling you are using.

## **6.3 Bibliography, notes and references**

Consistency is key in preparing the final version of your manuscript. Especially when it comes to notes and references, please follow the style guide of your choice (see §6.1) in the formatting of your notes and references. If you have your own 'style', please let us know. You can find some of our general instructions below regarding the formatting of notes and references.

### 6.3.1 Notes

- Please agree with your contact at Radboud University Press beforehand whether you want to use footnotes or endnotes.
- Note that reference numbers should be placed in the main text, preferably at the end of a sentence and after punctuation. Always use the 'insert footnote/ endnote' function in MS Word and make sure that notes use Arabic numerals (in superscript).

### 6.3.2 References

There are several ways in which references can be placed in a publication:

- In the body of the text (within brackets) or in the notes
- In the list of works and/ or bibliography at the end of each chapter/ essay/ article
- In the (main) bibliography at the end of the book

We do not have strong preferences for how the notes and references are structured. However, we do have some instructions to keep in mind:

- If you choose Harvard-style referencing, always list your references alphabetically, by author's last name, in your list of works and/ or bibliography. If an author has multiple references, you should also arrange the references by date.
- If you choose Vancouver-style referencing, always list your references in order of appearance.
- When using initials, please separate them with periods and do not use spaces (for example, 'J.K.' instead of 'J. K.').
- If possible, always use page numbers or page ranges in your references (use p. or pp.). It makes it easier for readers to find the information you refer to.
- A citation of a work or author does not require a complete bibliographical reference in the text since the complete reference will be provided in the Bibliography or the List of Works at the end of the chapter, article, or book.
- Always include a link and the date of retrieval when using online sources as references. If possible, also add a DOI (Digital Object Identifier).
- When referring to paragraphs or pages within the book itself, please double-check the references in the final version of the book. It is best to clearly mark these references for yourself and for the designer before the layout.

## 7 Final Manuscript Submission Checklist

- Cover image
- Completed metadata form
- Front matter, this includes any of the following, in this order: half-title (only the main title), dedication, title page (main title, subtitle, author/ editor name(s)), colophon (will be inserted by the publisher), table of contents
- Text: for monographs, this includes the body of the text and, for edited volumes, the foreword and/ or preface and all the essays or chapters
- Back matter, this can include any of the following in this order: summary or epilogue, endnotes, appendix, bibliography, list of contributors, list of illustrations (credits) and index/ glossary
- Images, graphs and tables with:
  - Original files of the images, graphs and tables
  - Lists of credit lines, captions and/ or sources, and of alternative texts
  - Completed copyright request form
  - Copies of the permissions to use the images/ graphs/ tables

*Please make sure you carefully indicate in the text where you want the images/ graphs/ tables to be inserted. See §5.1.4. for more information.*

## 8 Copyright Guidelines

It is the author's responsibility to secure permission from the copyright owner to use illustrative and textual material that is not your own. Since we publish in Open Access, we prefer nonexclusive permission for distribution worldwide in all media, formats, and languages and for the lifetime of the work, although this strongly depends on the specific type of publication. Please take into consideration that it can take some time to acquire permission for the material you want to use. Therefore, we kindly ask you to clear all copyright before you submit the first draft of your final manuscript. You can find relevant information regarding copyrights below.

### 8.1 Visual material

- 1 All visual material (photographs, drawings, artworks, maps, charts, diagrams, graphs and figures) that is not your own work (whether redrawn/ photographed or not) should be cleared of copyrights. It is therefore important to check whether any copyrights apply to the use of visual or textual material before adding it to your manuscript.
- 2 It is best to obtain all images from professional sources (e.g., archives, libraries, museums or (stock) photo agencies). This guarantees images of good quality and high resolution, and, in most cases, it is clearly indicated if copyrights are involved. There is a lot of visual material on the internet, but most of these images are of low quality and may be subject to copyright. Often, it is not clear if the image is in the public domain or not. Therefore, you should be careful when using images from the internet.
- 3 Sometimes images are labelled as being in the 'public domain'. However, this does not automatically mean you can freely use the image in a book published in the Netherlands, for example. Images subject to Creative Commons Licenses can be used freely, although sometimes you have to attribute the author; you can find more information about CC0 or other CC-licenses here and in our Creative Commons Guide: <https://creativecommons.org/about/cclicenses/>.
- 4 As soon as a visual or textual work is created, it is subject to copyright. Throughout the European Union, copyright continues to apply until 70 years after the creator's death, counting from the first of January of the year following the one in which the creator died. After that, the work enters the public domain, meaning it may be used freely.
- 5 Please note that although the subject of a photograph is out of copyright (for example, a photo of an artwork from a creator who has been deceased for over 70 years), the photograph itself could still be subject to copyright. Museums, libraries, galleries, photographers or agencies usually retain the copyright in the photographs they supply. Please bear in mind that there could be more than one party involved with copyright permissions (e.g., the creator, the supplier, the proprietor, the creator of the photo or reproduction and the copyright holder).
- 6 Although 'fair use' is an established legal doctrine in the United States, it does not exist in Dutch law. The use of certain images may be considered to fall under the 'citation right' in Dutch law. It is, however, best to clarify this officially in advance.

Images may be considered to fall under 'citation right' when the following requirements are met:

- The work quoted from has already been published before
  - The work must be treated and/ or discussed in the text, and the number of quotations and the size of the quotation is justified by the purpose to be achieved
  - The work must not have the predominant goal of 'decoration'
  - The source and creator's name are stated in the captions that accompany the image
- 7 Another aspect of Dutch copyright law is 'portrait right', which "allows the portrayed person to prohibit the publication or copying of the photo or film."<sup>1</sup> In many cases, you should ask for explicit permission to publish a portrait. This means that if people are depicted in an image,

<sup>1</sup> <https://business.gov.nl/regulation/copyright/>.

they must give permission. If the image shows a large group of people in a public space, you are allowed to use the image without asking for permission.

- 8 Please bear in mind that if a photograph depicts a famous artwork, film, work of literature or architecture (or more than one), and even if it is not the main focus of the photograph, it could still be subject to copyright.
- 9 In the case of reusing texts and/ or images that you have used or published in previous publications, please make sure you carefully check the copyright policy of your previous publisher. In the case of third-party content, you have to resecure permission to use the content – earlier permissions for the use of images and texts do not apply to new publications.
- 10 Check your contract with Radboud University Press regarding permission fees. If you have agreed on a permissions budget, make sure you do not exceed this budget. Please bear in mind that:
  - Fees exceeding the budget may be charged directly to you. If it looks like you are exceeding your budget, contact us as soon as possible to discuss your options.
  - If your desired list of images exceeds your budget, you could try one of the following: try to negotiate a lower fee with the copyright holder, replace the material with a cheaper alternative or remove the material entirely.
  - Above all, please contact us if you have any issues; we are happy to think with you!
- 11 When requesting permissions for the usage of the images in your publication, the copyright owner will probably ask you for more information about your book (title, publisher, language of publication, format, territory, nature of your publication and the precise use of the image or text in your publication).

Since we are an academic Open Access publisher, we prefer the following rights:

*Non-exclusive publishing rights for using the requested material in an Open Access book, in all media, formats and languages for distribution throughout the world and for the lifetime of the work.*

You could use our permission letter as a template to send to the concerned copyright owner. Please emphasise that the Radboud University Press is a not-for-profit publisher, and the publication will be primarily used for educational and scholarly purposes.

- 12 Make sure you get explicit permission to use images for the cover of the book, as well as the use of material for an online Open Access edition.
- 13 When you submit your final manuscript, we would like to receive the following documents:
  - a completed copyright request form
  - copies of the permissions you have received (preferably merged into one pdf)
  - lists of credit lines, captions, and/ or sources, and of alternative texts (if applicable)

## 8.2 Texts

- 1 In addition to visual material, copyrights can also apply to the use of texts. Please make sure to check whether your use of texts (e.g., letters, social media posts, quotations, etc.) falls within the scope of citation rights or goes beyond it. In the latter case, you have to ask the copyright owner for permission to use the text excerpts.
- 2 If you quote from a poem, song, newspaper article or unpublished source, whether in whole or in part, you should always ask for permission to use the text.

- 3 Citation rights could apply to text excerpts that are limited to a small number of words (100 words). The work you are citing from has to have been published before, and the text excerpt should be accompanied by a correct and complete reference.
- 4 When in doubt, always seek permission from the copyright owner or ask us for help!

## 9 Creative Commons

Radboud University Press publishes in diamond open access. This means that all our books and journals are available in open access, with no cost for the readers or for the author. This freedom of access enables the wide distribution of our books and journals.

All our content is published under the terms of Creative Commons Licenses, ensuring copyright remains with the author. If you publish with us, you retain ownership of your work. Books published with Radboud University Press are published under the terms of a CC BY-NC-ND (NonCommercial-NoDerivatives) license which allows others to download and share works with others as long as they credit the author, but they cannot change the works in any way or use them commercially. You can find more information about Creative Commons and its licenses at: <https://creativecommons.org/>.

## 10 Marketing Guidelines

### 10.1 What can the author do?

Ensuring the proper marketing of your publication is of utmost importance. At Radboud University Press, we believe that peer-to-peer marketing is the most beneficial marketing strategy for most academic publications. Please see here what you can do as an author to market your publication.

#### 10.1.1 Reviews and media

- Send the link to the publication to contacts in the media or other potentially interested reviewers and put 'communicatie-radbouduniversitypress@ru.nl' in cc. When required, we can provide free paper copies for interested reviewers.
- Do you have any other contacts you want Radboud University Press to approach with your publication? Let us know, and we will contact them.
- Having a quote or a recommendation about the publication from a renowned expert in your field can be a valuable marketing tool. We are happy to help you arrange this.

#### 10.1.2 Website and email marketing

- Do you have your own website? Add the publication link and upload the digital marketing materials provided by Radboud University Press.
- Let us know when content relevant to the publication appears on your website so we can share and highlight this content in our network.

#### 10.1.3 Other marketing

- Let us know if you visit a relevant conference or meeting. We can discuss the provision of marketing materials (e.g., flyers for the publication).
- We are happy to receive any input (keywords, articles, reviews and so on) relevant to your publication to share in our network or on social media.
- Update your Radboud University profile with your newest publications and add a referral to the webpage of your book on our website: <https://radbouduniversitypress.nl>.



#### **10.1.4 Social media**

- Follow Radboud University Press on:
  - LinkedIn: <https://www.linkedin.com/company/radbouduniversitypress>
- Share and like our content on social media.
- Tag Radboud University Press in all your posts about the publication (LinkedIn: @Radboud University Press).
- Use the hashtags #openaccess and #openscience, as well as other relevant hashtags that fit the publication in every post. Highlight the free download at <https://radbouduniversitypress.nl/> at the end of every post.
- Send these hashtags, as well as the social media handles of all involved contributors, to Radboud University Press so that we can follow, share, and tag.

#### **10.1.5 Newsletter**

- The Radboud University Press has its own newsletter. Please register and invite your professional contacts to do the same through this link: [newsletter](#).

### **10.2 What Radboud University Press can do for you**

Next to your involvement in the marketing of the publication, Radboud University Press also has a general marketing strategy that we execute per publication. Please do not hesitate to undertake some of these steps yourself (e.g. to motivate the relevant communication department to highlight the publication).

#### **10.2.1 Indexing**

- The publication will be indexed with relevant website aggregators, libraries, and open-access directories, and will be optimised for search engines (like Google and Google Scholar). Indexing and optimised metadata will greatly improve the publication's online findability and visibility.
- For durable identification and findability, all our publications are registered on Crossref, where they get a Digital Object Identifier (DOI).

#### **10.2.2 Internal communication within Radboud University**

- We will introduce the publication to the relevant communication department of your faculty. They can decide to highlight your publication, for example, in the internal newsletter.
- We will communicate with the corporate communication department of the Radboud University about your publication and, where relevant, the Radboudumc. We will assist them in marketing efforts where needed.
- We will send news about the publication to journals and magazines connected to Radboud University, for instance, VOX and Radboud Recharge. We send all of our publications to the university library, as well as to the Executive Board of the Radboud University.

#### **10.2.3 External communication**

- We will send a book information flyer to all relevant newspapers and journals with the offer to request a review copy (see §11 for an example of such a flyer).
- If the author wants to organise a (popular) scientific online conference or workshop, we will offer organisational support.
- We introduce the publication to the press secretary and Science Communication Department at Radboud University. They can then offer to help market the publication.
- We support the marketing initiatives of the author where possible.
- If the author organises a book launch event, we can offer support, for example, by selling books at the launch event, or by presenting a first print to the author during a presentation. We can also help with promoting the event and giving social media coverage after the event.

#### **10.2.4 Newsletter and website**

- We place the publication on our website at [www.radbouduniversitypress.nl](http://www.radbouduniversitypress.nl), where it will get a publication page with a (download) link, a link to the web shop where you can buy a paper version of the book, and where you can find other relevant information about the publication.

#### **10.2.5 Social media**

- We will write and share posts about your publication on LinkedIn (<https://www.linkedin.com/company/radbouduniversitypress>).
- We use hashtags (#) and mentions (@) given to us by the author. We will use relevant keywords from the metadata as hashtags (#).
- We will send you an email once we posted about your publication on one of our social media channels so that you can activate your network to like and share.

#### **10.2.6 Marketing materials**

- We will provide you with a flyer containing book information.
- We can, in consultation, develop additional marketing material. For example, for use during conferences.
- We can send review copies to interested parties upon request.



## 11 Examples of Marketing Materials


### Banners

**Now available**

# Foundations of General Relativity

From Einstein to black holes

*Klaas Landsman*



**RADBOUD  
UNIVERSITY  
PRESS**

**Nu beschikbaar | Now available**

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TIJDSCHRIFT VOOR PRAKTISCHE THEOLOGIE EN RELIGIEWETENSCHAP

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**Nu beschikbaar**  
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# Religie & Samenleving

Tijdschrift – Journal



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## Book flyer

### RADBOD UNIVERSITY PRESS

Pietro Delcorno & Bert Roest

#### Observant Reforms and Cultural Production in Europe

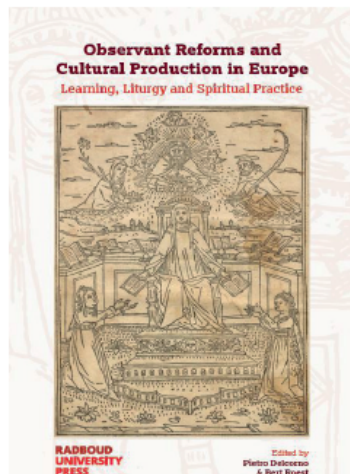
The impetus of religious reform between ca. 1380-1520, which expressed itself in a variety of Observant initiatives in many religious orders all over Europe, and also brought forth the *Devotio moderna* movement in the Low Countries, had considerable repercussions for the production of a wide range of religious texts, and the embrace of other forms of cultural production (scribal activities, liturgical innovations, art, music, religious architecture).

At the same time, the very impetus of reform within late medieval religious orders and the wish to return to a more modest religious lifestyle in accordance with monastic and mendicant rules, and ultimately with the commands of Christ in the Gospel, made it difficult to wholeheartedly embrace the material consequences of learning and literary or artistic prowess, as the very nature of such pursuits ran against basic demands of evangelical poverty and humility.

This volume explores how this tension was negotiated in various Observant and *Devotio moderna* contexts, and how communities connected with these movements instrumentalized various types of writing, learning, and other forms of cultural expression to further the cause of religious reform, to defend it against order-internal and external criticism, to shape recognizable reform identities for themselves, and to transform religious life in society as a whole.

**Pietro Delcorno** is Senior Assistant Professor at the University of Bologna, Italy, and Visiting Researcher at Radboud University, Nijmegen, The Netherlands. His main research interests include medieval and early modern preaching, religious plays, and late medieval social history.

**Bert Roest** is a Lecturer at Radboud University Nijmegen, The Netherlands, and holds a status only position as Associate Professor at the Centre for Medieval Studies, University of Toronto, Canada. His research focuses on the cultural and intellectual history of religious orders between the thirteenth and the seventeenth century.



#### ABOUT THE BOOK

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#### KEYWORDS

Observant Reforms; Devotio Moderna; Religious Orders; Manuscript Culture; Book Production; Liturgy; Church Music; Religious Architecture; Pastoral Care; Pastoralia; Cult of Saints

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## 12 Update Policy

As a rule, Radboud University Press does not publish updated versions once a book has been published. The reason for this is that, once published, the publication sits within the academic landscape. If it has been downloaded, shared, indexed and so on, it is now 'out there' with its own ISBN, DOI, etc.

Updating the book therefore creates versions of the same content, which muddies the water of how to know what information is current and how to cite it.

E.g., what if someone has cited content that is then edited/ removed as part of these edits?

If a book needs large revisions, like updates or rewrites, the publication will be treated as a new book that is published separately from the original (i.e., new ISBN, new DOI, etc.).

## 13 Attachments

- Copyright request form
- Copyright request letter

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