



**Asia-Pacific
Economic Cooperation**

APEC PUBLICATION GUIDELINES

**APEC Secretariat
July 2008**

**Major Revision Notes:
Publications Policy – 2.4 Translations
APEC Style Guide – APEC Groups**

INTRODUCTION

Both the APEC Secretariat and member economies are involved in the production of APEC publications¹. There are a range of policies and procedures approved by SOM and Ministers which govern these activities. This guidebook aims to consolidate these various documents into a simple and user-friendly reference

¹ please see page 1 for definition

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I. STYLE MANUAL AND ACCEPTED NOMENCLATURE

(Approved by SOM, September 1998)
Updated in January 2007

This manual and the guidelines herein are intended for all persons involved in the design and production of APEC publications to ensure that APEC publications are presented with a consistent style. Materials submitted to the APEC Secretariat for publication may, in consultation with the author, undergo adjustments to ensure conformity.

Definition of APEC Publications

APEC publications, which are outputs of APEC projects, under APEC Funds (Operational, TILF and Support Funds) in full or in part, should comply with the APEC Style Manual and Accepted Nomenclature and Publications Policy (in the APEC publication guidelines).

APEC publications (in electronic or printed copy form) include books, research manuals, research studies/reports, working papers, conference proceedings, and basic information documents such as brochures and newsletters. Documents meant for internal purposes according to APEC's access policy and not intended for general public dissemination are not covered by the APEC publication guidelines.

Some exceptions (like copyrights) are provided for some cases. Requests should be sent to the APEC Secretariat via the respective Program Directors responsible for the APEC fora.

Cover Designs

A) Printed Format – Covers, Title Page, and Verso

- All APEC publications should have a title page and table of contents.
- The **publication front cover** must have the title of the publication, the year of publication, the volume (if applicable), the APEC logo and the name of the APEC forum. The names and logos of co-sponsoring organizations, if any, may also appear on the cover, but they must conform to accepted APEC nomenclature and should be in smaller print (at least four points smaller) than the APEC acronym and logo. The **APEC logo** is available from the Publishing and Corporate Affairs Manager at the APEC Secretariat in Singapore. The logo artwork and guidelines files can also be downloaded from the APEC website (http://www.apec.org/apec/about_apec/apec_trade_marks.html).
- The minimum elements that need to be included on a **front cover** are as follows: (*Also see Annex 1, Page 15*)
 - Title of the publication (namely, name of report, conference, etc),
 - Month and year of publication
 - APEC logo
 - Name of the APEC Group
- The **title page** must show the title, author (committee, working group and, if applicable, sub-group, and other APEC fora), the year of publication, and the publisher. The title page has no page numbers. (*Also see Annex 1, Page 15*)
- The **back of the title page** (verso) must contain: (*Also see Annex 1, Page 15*)
 - edition number (if applicable)
 - year of publication
 - APEC publication number

- ISBN/ISSN (not required if the report is photocopied and bound)
 - APEC Secretariat copyright rights
 - Name of publisher for APEC (the authors who prepared the report)
 - APEC Secretariat contact address
- The **back cover** of APEC publications should have the following minimum elements (*Also see Annex 1, Page 15*):
 - APEC publication number
 - ISBN/ISSN (not required if the report is photocopied and bound)
 - APEC Secretariat copyright information.
 - Name of publisher for APEC (the authors who prepared the report)
 - APEC Secretariat contact address
 - Where possible, the **spine** of the document should show the publication's title, APEC forum and year of publication.
 - Catalogue Numbers. APEC publications should have at least the **APEC publication number**. The **International Standard Book Number (ISBN)** is also required if the report is printed by publishers or design houses. Both numbers are applied from is available from the Publishing and Corporate Affairs Manager at the APEC Secretariat in Singapore. To expedite the process, applicants should fill-in "Annex 3 - Request for APEC publication number and International Standard Book Number (ISBN) application form". Then email it with the draft reports to the Secretariat. The application for the ISBN/ISSN takes at least three working days.

The assignment of this number is based on seven broad categories:

1. Special Reports, Research Studies, Surveys, Annual Reports
2. Directories, Inventories
3. Handbooks, Guides, Manuals
4. Proceedings of Seminars, Conferences, Workshops, Meetings, etc.
5. Basic Information Documents (e.g. Brochures, Newsletters)
6. Translations of APEC Publications
7. Multimedia (in video or CD-Rom)

B) Compact Disc (CD) Format

Some APEC publications are produced in CD format. There are two broad types of CD-Rom production:

1. APEC publications which are only available in electronic files. The above guidelines for printed APEC publications in Paragraph A still apply.
2. APEC publications that involve self-executable files or media files that need to be reproduced in CD format.

The following points should be noted in preparation of the CD case covers and CD face.

- The **compact disc case cover** must have the title of the publication, the year of publication, the APEC logo and the name of the APEC forum. The names and logos of co-sponsoring organizations, if any, may also appear on the cover, but they must conform to accepted APEC nomenclature and should be in smaller print (at least four points smaller) than the APEC acronym and logo. The APEC logo is available from the Publishing and Corporate Affairs Manager at the APEC Secretariat in Singapore. The APEC publication number and ISBN/ISSN (if applicable) should also be printed.
- If printing is only done on the **compact disc face** (*Also see Annex 1, Page 16*), the minimum details that should be printed are:
 - the title of the publication
 - the year of publication
 - the APEC logo

- the name of the APEC group
 - the APEC publication number
 - the ISBN or ISSN (if applicable)
 - the Contact details of APEC Secretariat
- If the CD is replicated in-house and not professionally by vendors, an ISBN/ISSN is not required.

APEC Style Guide (sorted in ascending order)

Abbreviations

Since many APEC reports are read by people unfamiliar with APEC acronyms and abbreviations, all acronyms and abbreviations used must be defined at first use. If many are used, please include a glossary at the end of the document.

E.g. Unesco SIA APEC APII

Acronyms that can be pronounced will be in upper lower case.

Whenever possible, abbreviations of units do not carry the plural form: **54km** not kms, **6 pp** (pages). When used with figures, these lower-case abbreviations should follow immediately, with no space (**11am**, **15kg**, **35mm**, **80km**)

Use **ie**, **eg**, which should both be followed by commas.

Two abbreviations together, however, must be separated.

The following abbreviations should be used when referring to:

Committees

| | |
|-----|-----------------------------------|
| SCE | SOM Steering Committee on ECOTECH |
| CTI | Committee on Trade and Investment |
| BMC | Budget and Management Committee |
| EC | Economic Committee |

Working groups

| | |
|-----|------------------------------------|
| ATC | Agricultural Technical Cooperation |
| EWG | Energy |
| FWG | Fisheries |
| HRD | Human Resources Development |
| HWG | Health Working Group |
| IST | Industrial Science and Technology |
| MRC | Marine Resource Conservation |
| SME | Small and Medium Enterprises |
| TEL | Telecommunications and Information |
| TPT | Transportation |
| TWG | Tourism |

Advisory Group

ABAC APEC Business Advisory Council

Accepted Abbreviations and Names For Member Economies

When using graphs or charts it is sometimes necessary to use abbreviations. The following abbreviations **should be used**:

| | |
|-----------|---|
| AUS | Australia |
| BD | Brunei Darussalam |
| CDA | Canada |
| CHL | Chile |
| PRC | People's Republic of China (China also acceptable) |
| HKC | Hong Kong, China |
| INA | Indonesia |
| JPN | Japan |
| ROK | Republic of Korea (Korea also acceptable) |
| MAS | Malaysia |
| MEX | Mexico |
| NZ | New Zealand |
| PNG | Papua New Guinea |
| PE | Peru |
| RP | The Republic of the Philippines (Philippines also acceptable) |
| RUS | The Russian Federation |
| SIN | Singapore |
| CT | Chinese Taipei |
| THA | Thailand |
| US or USA | United States |
| VN | Viet Nam |

When listing member economies, the above sequence should be observed, and names should be separated by semi-colons (e.g. Australia; Brunei Darussalam; Canada; etc).

The term 'three Chinas' must not be used. Always refer separately to the People's Republic of China; Hong Kong, China; and Chinese Taipei.

Acronyms should be expressed in all upper case letters with no periods (full stops) between letters. If many are used, please include a glossary at the end of the document.

If terms or acronyms are used and they do not appear in a Standard English dictionary, they should be defined at first use

Accent marks

Not necessary for foreign words accepted in English, e.g., cafe. Use them for foreign words to avoid ambiguity.

Accents and diacritical marks are omitted in headlines and graphics.

all right never alright

Apostrophes should not be used with acronyms, nor should they be used with numerals. For example,

in the 1990s not in the 1990's

LEDs not 'LED's'

1s and 2s not 1's and 2's

Do not use the apostrophe in titles of organisations:

Singapore Teachers Union

Ampersands should be used when they are part of the name of a company (e.g., AT&T, Proctor & Gamble)

in R&D and other similar abbreviations

in addresses

when two names forms one unit (e.g., Lee & Lee)

Books, films, ships

Titles of books, films, plays and names of ships to be U/L case without quotations. Italics are necessary.

The Ghostbusters

They printed the *Economic Outlook 1998*.

Brackets

If a whole sentence is within brackets, put the full stop inside.

Square brackets should be used for interpolations in direct quotations: "Let them [the poor] eat cake." To use ordinary brackets implies that the words inside them were part of the original text from which you are quoting.

Capitalisation

Use upper case sparingly. Capitalise words only when necessary.

Captions

Avoid use of left or right to indicate position of pix referred to. They should be placed close to the pix in such a position that the reader is sure which picture it is referring to. If more than one person appears in the picture, they should be identified with the words "(from left)".

Commas

Use commas as an aid to understanding. Too many in one sentence can be confusing.

Do not put a comma before *and* at the end of a sequence of items unless one of the items includes another and. Thus "The chairman requested a pen, a scrapbook and a cup of coffee." But "He received a pencil, a blue and yellow colored notebook, and a pot of tea."

Do not put commas after question-marks, even when they would be separated by quotation marks: "May I have a free room upgrade?" he asked.

Dashes

Use a dash to introduce an explanation, amplification, paraphrase, particularisation or correction of what immediately precedes it.

Never use a dash with a colon, as in :-; the dash is unnecessary.

Dates

When expressing dates numerically please use day followed by month and then year-DDMMYYYY. Thus 12.2.93 represents 12 February 1993.

Do not use 12th May or May 20, 1998. Use 20 May 98 or 20 May 1998.

Footnotes

Footnotes may be placed at the bottom of the page if there are only one or two; otherwise, list at the end of the document.

Font Type and Size

The preferred font type is Arial or Times New Roman with *minimum* font size of 10 point for the main (body) text.

Full Stops

Do not use full points after contractions: 'Dr', 'Mr', 'Mrs', 'St' or 'Ltd', for example.

Full points are used in cases where the last letter of the abbreviation is not the last letter of the word as in initials, 'Mr J. B. Priestley'. They are also used after 'cont.' (continued), 'p.' (page) and 'pp.' (pages).

Do not use full stops in abbreviations.

Grammar

For the sake of readability of the final documents, overuse of brackets, colons and lists should be avoided. Sentences should be kept relatively short while paragraphs should not exceed ten lines.

Headlines

To use the lower case letters in auxiliary verbs and prepositions –

Progress of Alignment in APEC Priority Areas

Hyphens

In general aim for consistency using as little hyphenation as possible, and be consistent. Only hyphenate those words that would otherwise be ambiguous or unpleasant, for example, use

'realign' not 're-align'
'microcomputer' not 'micro-computer'
'interrelated' not 'inter-related'
'coordinate' not 'co-ordinate'
'cooperate' not 'co-operate'

BUT use

'co-routine' not 'coroutine'
'meta-level' not 'metalevel'
'half-tone' not 'halftone'

Hyphens should be used in compound adjectives to clarify the meaning, for example,

'4-pin plug'
'deep-blue sea'

'two-year-old children' (which obviously means something different from two year old children).

Numbers

Spell out from one to nine, except in references to pages; in percentages and in sets of numerals, some of which are higher than ten (e.g., in the past four years, the GDP was 3%, 4% and 6%)

Use Arabic numerals from 10 onwards.

Never start a sentence with a figure; write the number in words instead.

Do not compare a fraction with a decimal (so avoid The rate rose from 1½% to 3.9%).

Paper Size

The standard **paper size** is A4.

When submitting documents to the APEC Secretariat in Singapore, please format for A4 paper size even if the accompanying hard copy is on paper of a different size.

Parentheses

A full point should come before the closing parenthesis if the whole sentence is in parentheses, otherwise after the closing parenthesis.

Paragraphs

When preparing a manuscript, choose only one paragraph style to ensure consistency. There are several variations for paragraphing:

- A. First line of each paragraph is indented. So there is no line spacing between paragraphs.
- B. The first line in the first paragraph is not indented. Subsequent paragraphs are indented and no line spacing between paragraphs.
- C. No indents in all paragraphs. One line spacing between paragraphs.

Plural

bacteria is the plural noun of **bacterium**.

criteria is the plural of **criterion**.

data is the plural of **datum**.

graffiti is the plural of **graffito**.

media is the plural of **medium**.

referendums is the recommended plural of **referendum**, not *referenda*.

strata is the plural of **stratum**.

None of these should be used with a singular verb.

Terms

The **Senior Officials' Meetings** or **SOMs** prepare for the annual Ministerial Meeting, which has been followed by an informal **APEC Economic Leaders' Meeting** since 1993. The Leaders' Meeting should not be referred to as a 'summit meeting'. Leaders should not be referred to as 'Presidents', 'Prime Ministers', or 'Chiefs of State', but as Economic Leaders.

Please refer to the **Chair**, rather than the chairman or chairperson. The **Executive Director** heads the **APEC Secretariat**, which should not be referred to as a 'headquarters'. His/her deputy is the **Deputy Executive Director**. They oversee professional staff members (PSM) and support staff members (SSM) of the APEC Secretariat.

Members of APEC should be referred to as 'member economies' or 'members' or 'economies'. The terms 'nation', 'national' or 'country' **MUST NOT BE** used as a synonym for an APEC member economy. The term 'member economy government' may be used as appropriate.

Listing of APEC Member Economies should be noted (*see abbreviations above*). The following errors are often made:

| INCORRECT TERM ✗ | CORRECT TERM ✓ |
|----------------------------|---------------------------------------|
| Hong Kong | Hong Kong, China |
| South Korea | Korea |
| Philippines | The Philippines |
| Taiwan | Chinese Taipei |
| United States (US or USA) | The United States (the US or the USA) |
| Vietnam | Viet Nam |
| Hanoi | Ha Noi |

Upper Case Letters

The use of upper case letters should be confined to Standard English use, that is, for proper nouns such as **APEC Secretariat** or the **Human Resources Development Working Group** but not common nouns, the **working group** or the **secretariat**. See also acronyms and abbreviations.

References in the text to chapters, appendices, sections exhibits, tables and figures should be spelt out in full and capitalized if followed by a number, but lower case otherwise. For example:

'... in Chapter 5 ...'

'... in this chapter ...'

'... in Section 2.1 ...'

'... in the following section ...'

Use of Bold and Italic Letters

Use bold for headers or titles; for first definition of terminology, where appropriate.

Use italics (sparingly) for emphasis, for the titles of books and journals and for non-anglicized foreign phrases: *ad hoc*, *et al.* and so on.

Seasons

Because APEC spans both hemispheres, the use of Spring, Summer, Winter, and Autumn is inappropriate and references should always be to the calendar month rather than the season. References to quarters should also be avoided where possible since not all economies use the same financial or fiscal reporting year. If quarters must be used then please define at first use.

Semi-colons

Semi-colons should be used to mark a pause longer than a comma and shorter than a full stop. Please do not overdo them.

Use them to distinguish phrases listed after a colon if commas will not do the job clearly.

Spacing

Leave only one point spacing between two sentences and not double.

Spelling

Either British English or American English is acceptable. Use only one standard throughout the passage for consistency.

When using -ise, -isation (realise, organisation), please maintain it throughout. But please do not hospitalise.

Website Address or E-mail Address

When listing the website or e-mail addresses, keep the format consistent throughout the document. Such as:

Listed as www.sg OR <http://www.sg> OR [http://www.sg](mailto:info@yahoo.com.sg) ' EITHER info@yahoo.com.sg OR info@yahoo.com.sg

II. APEC PUBLICATIONS POLICY

(Approved by SOM, September 1998, Updated July 2008)

1. Objectives

1.1 Dissemination

The primary objective of APEC publications² is to disseminate information.

As an intergovernmental forum aimed at achieving trade and investment liberalization and facilitation and economic cooperation in the region, APEC should make its objectives, activities, and accomplishments as openly available and as widely known and understood as possible. One of the ways that APEC member economies and APEC fora, supported by the APEC Secretariat, can do this is through a publication policy aimed at producing and distributing policy information, data and analysis for public dissemination.

APEC's publishing activities are aimed at:

- promoting a better understanding of liberalization, facilitation, and economic and technical cooperation issues;
- sharing APEC's perceptions and experience with government, public and private institutions, researchers, academic and business communities in member economies;
- stimulating broad discussion and participation in APEC's activities; and
- developing and maintaining understanding by private sector and business people, academics, and journalists of APEC's programs and activities.

1.2 Cost Recovery

The APEC Secretariat provides sufficient complimentary copies of publications to member economies, APEC fora, and libraries. As appropriate, however, the APEC Secretariat may charge a price for APEC publications to recover, to the extent possible, costs of production, marketing, and dissemination, based on the perceived value of the product in the market.

2. Responsibilities and Roles of the APEC Secretariat and APEC Fora

The responsibility for publications shall be vested in the APEC Secretariat, which shall be responsible for coordinating with APEC fora the publication, marketing, and dissemination of publications produced by APEC fora.

The goals of this joint effort are to have greater consistency and professionalism, and to ensure the desired quality in APEC publications. APEC fora, in consultation with the APEC Secretariat, are responsible for editing text and presentation of their publications prior to production. The text of APEC publications should be of sound credibility and have minimal factual inaccuracies

All APEC fora must comply with the approved style and nomenclature guidelines of the *APEC Publications Guidebook*. **Note that failure to adhere to the APEC Publications guidelines will delay disbursement of project funds.**

The relevant Program Director at the APEC Secretariat should be consulted **before printing**. The project overseer or author should send the final draft to the APEC Secretariat's Publishing and Corporate Affairs Manager via the relevant Program Director for approval **before printing** a final report (either in print or multimedia format). The Secretariat reviews design and text for compliance to APEC publications guidelines and nomenclature. Changes, if any will not affect the material's substance.

² These include all APEC publications intended for public dissemination, including books, research studies, working papers, conference proceedings, and basic information documents such as brochures and newsletters, in electronic or hard copy form. Documents meant for internal purposes according to APEC's access policy and not intended for general public dissemination are not covered by this publication policy.

2.1 Checklist: Publication Production Done Outside the APEC Secretariat

Please refer to the 'APEC Style Manual and Accepted Nomenclature' (see page 1) for further details on the requirements for publication production. The following checklist summarizes the requirements to be met in publication production done outside the APEC Secretariat:

1. All covers shall carry the APEC logo, title of the conference, date(s) of the conference and of publication, and name of the APEC fora issuing the report.
2. The spine of the book shows the publication's title and year of publication.
3. The back cover should have the APEC publication number and, if required, International Standard Book Number (ISBN).
4. The names and logos of co-sponsoring organizations may appear on the cover, as appropriate, as long as they conform to the agreed APEC nomenclature.
5. The text shall also conform to the accepted APEC style and nomenclature guidelines. The text should be expertly and thoroughly edited by the appropriate APEC fora. It should be sent to the Secretariat for review before it goes to print. The Secretariat reserves the right of textual amendments to ensure it conforms to the accepted APEC style and nomenclature guidelines.

2.2 Checklist: Publication Production Assisted by the APEC Secretariat

The APEC Secretariat can assist APEC fora in producing their publications using relevant project funds under APEC Funds. In such cases, where the production is done by the APEC Secretariat, the following **additional** requirements must be observed:

1. The APEC fora should submit requests to the relevant Program Directors at APEC Secretariat. Each Program Director will then consult with the Director (Communications and Public Affairs) or Publishing and Corporate Affairs Manager, who is responsible for the creative development, editorial and print production; assignment of catalogue numbers (ISBN/ISSN and APEC publication numbers); and library depository.
2. The Program Directors will be responsible for correspondence with the authors or coordinators for compiling of documents, budget, the distribution (mailing of the publications to the fora's contact list).
3. Final text must reach APEC Secretariat both in hard and electronic copies at least 30 days before the intended date of publication. Please label electronic files with document name, version and date for accuracy.
4. Text should be accompanied with complete list of copyright sources or acknowledgement where materials are obtained for the publication. For example, quoted passages, diagrams or tables taken from other sources.
5. Text should be accompanied by a style sheet, any photographs, figures, etc to be used in the publication.
6. Since the APEC fora will retain responsibility for the content of its publications, the APEC Secretariat will consult with the Project Overseer of any changes for their consent.

A checklist can be found on **Annex 1** and a more detailed publication procedure can be found on **Annex 2 and 3**.

Other important considerations are listed below in the following paragraphs.

2.3 Financing of APEC Publications

- Contracting for publications should be subject to APEC Financial Guidelines.
- The publications should comply with the approved style and nomenclature guidelines of the *APEC Publications Guidebook* and the substance should be creditable. **Note that**

failure to adhere to the APEC Publications guidelines will delay disbursement of project funds

- Publications will be financed by the funds approved for allocation for such publication, or financed under the budgets of the relevant APEC fora or APEC Funds.
- For APEC-funded publications, the sum approved for publications must not be exceeded without prior authorization.
- All unspent funds for publications will be returned to the APEC funds.
- All revenues from publication sales must be returned to the APEC funds. Unless a prior sales agreement has been reached with publishers and distributors, and cleared with the APEC Secretariat, revenues generated by the sale of publications may not be used to defray production costs.

2.4 Translations

The main objective of the APEC publication policy is dissemination. Although the official working language of APEC is English, APEC recognizes that it is useful for non-English speaking users to have access to our publications in their native language. In line with this policy, we encourage efforts by member economies to translate APEC publications into other languages. Therefore, member economies should have the ability to translate and publish them as separate documents within their own economies, provided that such publication and distribution are non-profit-making.

Member economies should individually bear the cost of, and otherwise be responsible for, any such translation and distribution. Should there eventually be any profit or royalty from the sale of the publication, that profit or royalty shall be returned to the APEC Funds. Profit in the case of publications is defined as a sum exceeding the cost of production and distribution.

Each translation will require a written agreement from the APEC Secretariat. With this agreement, APEC member economies may obtain the right to make a faithful translation, with no omission or addition into a language other than English and to print a pre-arranged number of copies. No abridgments or editing of the text shall be permitted without the prior written agreement of the APEC Secretariat. For translations of APEC accepted nomenclature (e.g. names of APEC members), the translated term should be accompanied by the English term. The APEC Secretariat reserves the right to verify the quality of all translations of APEC publications. In the event of any dispute of the meaning of the translated text, the English meaning will be referred to.

Acknowledgements and Disclaimers At the beginning of each translation, the following text should be printed in English and the translated language:

The original language of the official document [insert title of APEC publication, APEC publication number] is in English. It has been translated into [insert language(s)] by [insert name of person or organization responsible] in [insert month and year], and is reproduced with the permission of APEC Secretariat. APEC does not assume responsibility for any errors contained herein."

All translations must also contain a statement to the effect that the publisher and/or the translator takes full responsibility for the accuracy of the translation. APEC does not assume any liability for the translation or its use. In case of any dispute, parties must note that APEC considers only the text in the English language to be the final one.

The text shall appear on the inside (verso) of the title page of the translated edition. If the translated documents are part of APEC funded projects, the APEC style guide applies.

Dissemination Three to five hard copies of the translated publication shall be provided free of charge to the APEC Secretariat for its archives. The translated versions will be uploaded to the APEC website if they are deliverables of APEC projects.

2.5 Production of Publications

APEC publications will be published in close cooperation with a commercial publisher or other such institutions. Every effort shall be made to be consistent with professional standards: the use of new technology in desktop publishing, photocopying, and electronic publishing, but at the same time, to keep the cost of printing as low as possible.

Given the distance between the APEC member economies and highly technical nature of many of the working groups, it is sometimes desirable and cost-effective to publish some titles outside Singapore.

2.6 Dissemination: Print Run

APEC fora, in consultation with the APEC Secretariat, should estimate the market for their publication. As a guide please refer to the *Distribution Plan form in Annex 5*. It aims to gauge a sufficiently large print run that will account for inventory to meet estimated public demand as well as distribution to member economies, APEC study centers and ABAC.

In addition, APEC fora should also deposit **five hard copies and one electronic copy** of all publications with the APEC Secretariat for its archives. The Secretariat's Information Manager will store the publications in hard copy. Publications will eventually be electronically retrievable by APEC reference numbers. The Publishing and Corporate Affairs Manager will store the publications electronically. She will also edit (if necessary) and upload the publication in Adobe Portable Document Format (PDF) to the APEC Secretariat's website at www.apec.org.

The APEC Secretariat may work directly with commercial distributors, and through member economies and APEC Fora, indirectly, to disseminate APEC publications.

2.7 Marketing and Advertising

APEC fora and APEC officials in member economies, in consultation with the APEC Secretariat, should promote the publication in relevant sectors or member economy, especially by developing a distribution network for publications, both those for sale and those distributed gratis. The Secretariat will also work together with distributors directly to establish sales agreement to promote sales/dissemination to reach the networks in different APEC economies and non-APEC countries. All revenues from publication sales must be returned to the APEC funds.

2.8 Copyright of APEC Publications

The APEC Secretariat will hold the copyright for APEC publications produced under APEC projects (either APEC-funded or APEC self-funded projects). APEC should be credited if anyone wants to quote parts of the APEC publications. The APEC Secretariat will take appropriate steps to protect and strengthen its rights to decide how work produced by APEC fora will be published, including its copyright in such materials. The rights of external publishers with respect to an APEC publication and royalties from co-published books will be negotiable. Whenever necessary, externally published material will carry a disclaimer that the views expressed and the conclusions reached are those of the author and not necessarily the consensus view of APEC member economies.

Under the APEC royalty policy, that is when commercial publishers are charged a small fee for usage of APEC publications when they will be profiting from such an exercise, the following guidelines should be observed:

1. The royalty policy is meant for APEC-funded projects.
2. The publisher will be charged a flat payment rate of 25 percent of the total amount being paid out of the APEC Funds in carrying out the work. For example, a consultant is paid US\$10,000 to write a report for an APEC project. Thus, if a publisher wants to reprint the

report, the publisher must pay APEC Secretariat US\$2,500 as a royalty payment, which will be returned to the APEC Funds.

3. The publisher is not prejudice from making unlimited number of copies of APEC work.
4. It will be a non-exclusive right, giving the APEC Secretariat the rights to grant similar approval for other competing publishers who wish to reprint the same publication.
5. The current APEC style and nomenclature guideline should apply and adhered to.
6. No advertisements are allowed in the commercial publication, with exception of the company logo. The company logo shown must not bigger than $\frac{3}{4}$ of the APEC logo's size.
7. The publisher must make an acknowledgement to the APEC Secretariat to recognize APEC's contribution towards the publication.
8. The Executive Director of the APEC Secretariat reserves the rights to exercise or waive the royalty payment for APEC member economies and non-profit organizations to reprint APEC's work.
9. In the case of reprinting through electronic means, the case will be dealt differently in view of the nature of reproducing APEC's work as the cost will be charged towards client users for the information. A royalty payment of 35 percent of the net revenue will be made towards the APEC Funds.

III. ANNEX: FORMS

- Annex 1: Format and Style for Format Covers (Printed and CD formats)
- Annex 2: APEC publication number and request for International Standard Book Number (ISBN) application form
- Annex 3: APEC Fora and Project Publications Printed in APEC Secretariat: Production Procedures
- Annex 4: Publication Reproduction Process
- Annex 5: Distribution Plan Worksheet
- Annex 6: Incorrect Uses of the APEC Trademarks

Annex 1: Format and Style for Report Covers

Report Covers (In Printed and Electronic Copy)

Figure 1: The minimum elements required for front cover

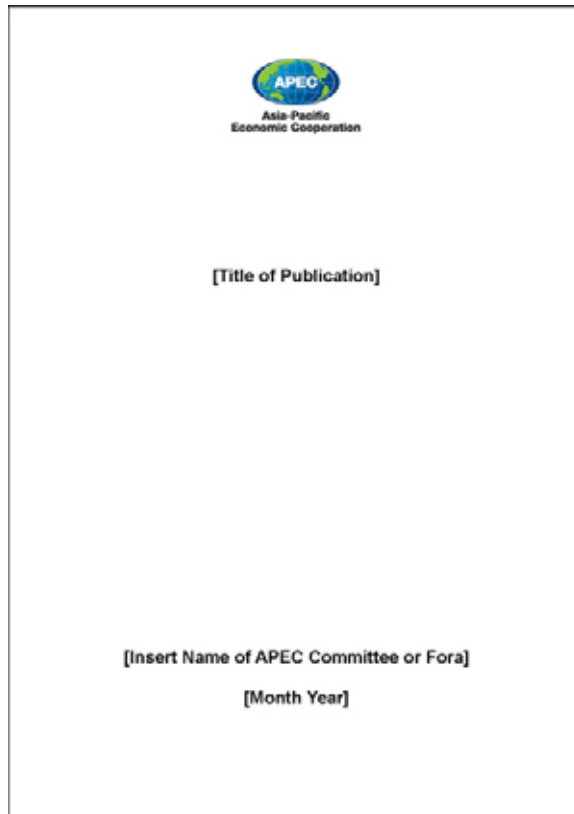


Figure 2: The minimum elements required for back cover.



Figure 3: The minimum elements required for front title page (inside front cover).



Figure 4: The minimum elements required for back title page (verso).



Report Covers (In CD-Rom Format)

Figure 5: Minimum elements required when printing on the CD-Rom cover or CD face.



Annex 2: APEC Publication Number and Request for ISBN Application Form



REQUEST FOR APEC PUBLICATION NUMBER AND INTERNATIONAL STANDARD BOOK NUMBER (ISBN) APPLICATION FORM

To expedite application, please submit:

- (1) copies of draft covers and if possible, final text
- (2) complete all fields in this form

Please email to it@apec.org or fax: +65- 68919-690. You will be informed by e-mail or fax.

| | | | |
|--|--|--|------|
| APEC Project No: | | ISBN Application: | |
| | | <input type="checkbox"/> Yes (if 'book' format is selected) <input type="checkbox"/> No | |
| Committee/Working Group/Task Force: | | Sub-fora (if any): | |
| | | | |
| Title: | | | |
| | | | |
| Format (Please select at least one): | | | |
| <input type="checkbox"/> Book <input type="checkbox"/> Photocopied and bound <input type="checkbox"/> Computer File (CD-Rom) * | | <input type="checkbox"/> Digital Video Disc (DVD) * <input type="checkbox"/> Video Compact Disc (VCD) <input type="checkbox"/> Other format: _____ | |
| Type (Please select at least one): | | | |
| <input type="checkbox"/> Project report, findings, surveys, annual reports, etc <input type="checkbox"/> Directories, inventories, etc <input type="checkbox"/> Handbooks, guides, manuals <input type="checkbox"/> Proceedings of seminars, conferences, meetings <input type="checkbox"/> Brochures, compilations, or Translations <input type="checkbox"/> Other types: _____ (please specify) | | | |
| Year of Publication (mm/yy): | | Print Run: | |
| | | | |
| Contact in APEC Secretariat (Program Director): | | | |
| Contact Name: | | | |
| Contact Address: | | | |
| Telephone: | | E-mail: | Fax: |
| | | | |

* Notes:

- There are two broad types of CD-Rom/DVD production –
 - APEC publications which are only available in electronic files. *The guidelines for printed APEC publications (see APEC Publications Guidebook) still apply.*
 - APEC publications that involve self-executable files or media files that need to be reproduced in CD format.
- Print the APEC Publication Number and the ISBN (if any) on the reverse side of the title page and at the right foot of back cover of the book.

Annex 3: APEC Fora and Project Publications Printed in APEC Secretariat: Production Procedures

Initial Planning

Notification of any publications that are to be produced by or on behalf of APEC fora or APEC-funded projects should be provided by Program Directors to the Director (Communications & Public Affairs) and/or the Publishing and Corporate Affairs Manager as early as possible to enable the Secretariat to make recommendations on proposed production budgets and distribution and marketing requirements. Possible co-publishing or other commercial arrangements should also be discussed in this initial stage when applicable.

The attached *Publication Production Checklist* (Annex A) provides a summary of information required and processes to be followed.

Liaison

Program Directors (PDs) and their Program Assistants (PAs) are responsible for correspondence with their respective fora or project overseers to coordinate and compile manuscripts, sourcing of illustrations and graphic content; and dissemination of the completed publication through agreed distribution points. Project overseers and authors must adhere to the APEC guidelines for printed materials, multimedia and websites. The *APEC Publication Guidelines* and *APEC Logo Guidelines* provides the references for the policies and references for graphic/artwork design, Style Manual and Accepted Nomenclature for print and web applications. PDs and PAs will act as liaison points between APEC fora/groups/project overseers under their charge and the Secretariat.

The Publishing and Corporate Affairs Manager (PCM) is responsible for overseeing the publishing process: including obtaining tenders and quotes; liaison with designers, editors, proofreaders, printers and co-publishers; management of artwork production and typesetting through to final printing. Other duties include: cataloguing, completion of inventory and legal deposit requirements and exploration of marketing and promotional opportunities. PCM will act as the liaison point between the designers, printers, commercial distributors and the Secretariat.

Types of Publications (Includes Multimedia)

There are two main categories of publications: **major publications or reports** and **routine or limited-run publications**.

Major publications include publications that require a budget separate from the project fund, or that have a potential for wider readership. For these publications the Secretariat has a role in overseeing compilation, editing, creative development, typesetting, printing and distribution e.g. Annual Committee/Working Group Reports and other major publications of interest to industry, business or academic audiences.

Routine and limited-run publications include reports produced by fora or as part of a project that have narrower audiences or are of interest predominantly to those working within the APEC process. These publications require less emphasis on creative development and usually require only typesetting services or production to camera-ready format (for direct electronic or hardcopy reproduction) e.g. conference proceedings and small scale study reports.

Time Frame

It is important that all text be expertly edited by APEC fora or other relevant parties before being presented for creative development and/or print production. The following are some indicative minimum production timelines for publications depending on the level of input required from the Secretariat.

| Job Scope from the Secretariat | Time Frame |
|---|---------------------------------|
| Assessment of potential readership and market and exploration/negotiation of publishing and distribution options. | 10 weeks ahead of print release |
| Full creative development, formatting and editorial input required | 8 weeks ahead of print release |
| Creative development for cover only. Typesetting and proofreading of content by professional editor. | 6 weeks ahead of print release |
| Text requires only typesetting. | 4 weeks ahead of print release |
| Camera-ready text and approved book cover design is provided (in CD-Rom and hard copy) | 4 weeks ahead of print release |
| Production of multi media materials (e.g. CD-Roms) <ul style="list-style-type: none"> - Master CD-Rom provided. - Design of cover and CD face prepared by the Secretariat | 4 weeks ahead of print release |

Budget

Publication budgets approved as part of APEC projects should include all print production costs, including design development, editorial, print and distribution costs.

Publication Process (Annex C)

For publications produced under **Project Accounts**:

- PDs will provide the manuscript, the account numbers and specifications for the publication.
- PCM will obtain tenders for the project. Normally the lowest bid will secure the project. However, a higher bid may be chosen for quality or production efficiency.
- Fora and project overseers are fully responsible for the content of their publications. All mark-ups of the text and editorial changes will be provided to the PD.
- Editorial and creative/design development will normally take place concurrently. The drafts of proofread manuscripts, cover designs, text layout and final artwork will be endorsed by the PD at each stage.
- PCM will request ISBN/ISSN from the National Library Board and assign APEC Publication numbers before proceeding to print.

For fora publications produced under the **Public Affairs Account**:

- In consultation with the Director (Communications & Public Affairs) and PCM, the PD will provide necessary details of the publication including release details, writing and production timeframe, target audiences, distribution and marketing channels and promotional arrangements.
- Based on the specifications agreed for the publication(s), PCM will obtain tenders for the project. Normally the lowest bid will secure the project. However, a higher bid may be chosen for quality or work efficiency.

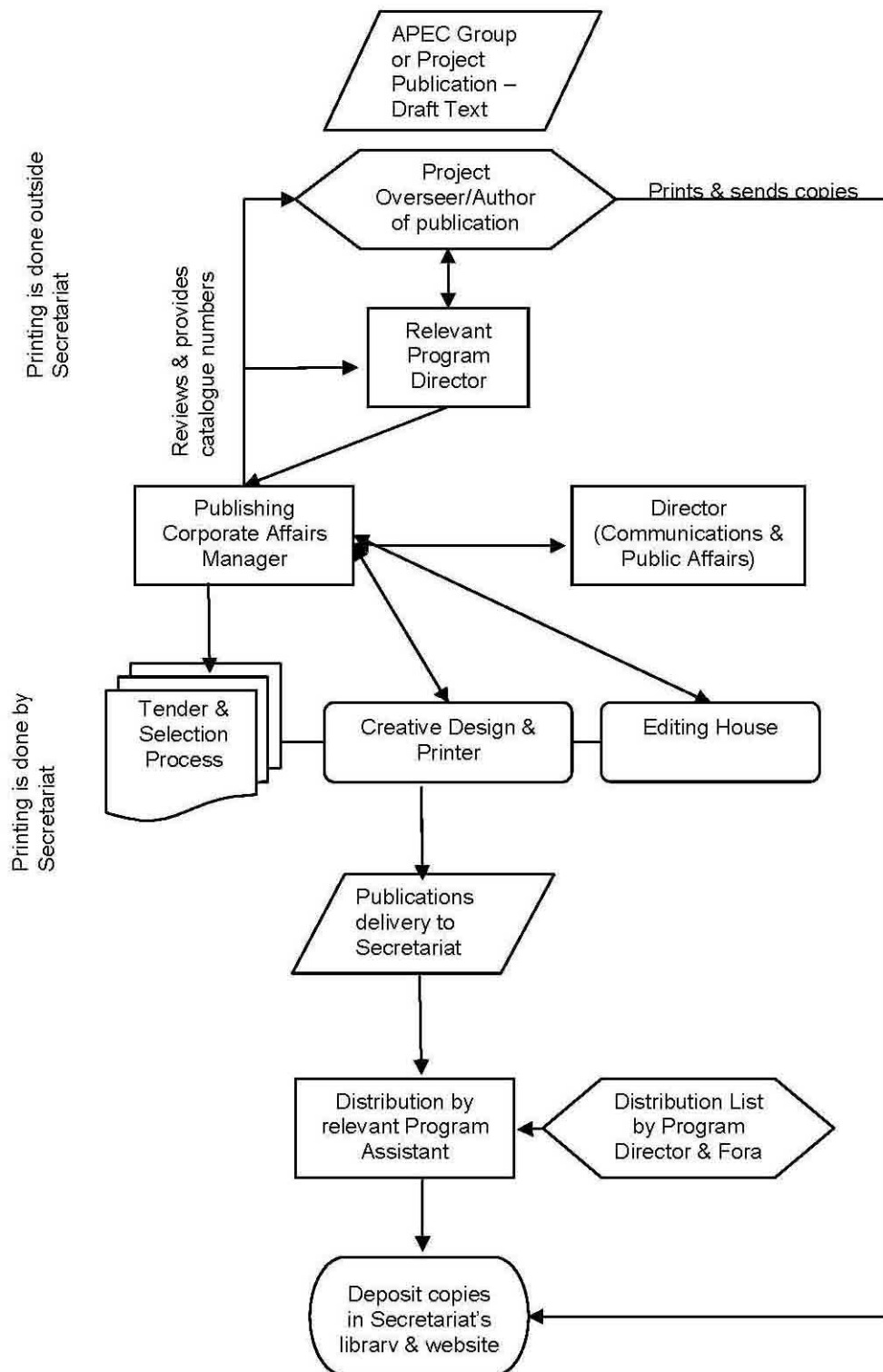
- Editorial and creative/design development will normally take place concurrently. The drafts of proofread manuscripts cover designs, text layout and final artwork will be endorsed by relevant fora and the Director (Communications & Public Affairs) at each stage.
- Where applicable, PCM will request an ISBN/ISSN from the National Library Board and assign APEC publication numbers before proceeding to print.

Final Delivery

- PCM will inform the respective PA when the books arrive at the Secretariat. PA will distribute the books according to the distribution list (Annex B) agreed between the PD and the Project Overseer/Coordinator.
- The Secretariat will provide assistance with sale and marketing of publications according to agreement reached with the PD and project overseer/coordinator at the start of the project. The pricing formula currently used: *Cost of Print* divided by *Print-Run* multiplied by 2.5 times. Revenues generated from the sale of publications are returned to the APEC Funds.
- Two copies of the publication will be sent to the Singapore National Library Board.
- Two to three hard copies will be given to PCM for archival purposes.
- The electronic copy will be given to PCM for listing in the APEC website.

For more information, please contact Ms Jacqueline Tan, Publishing and Corporate Affairs Manager, APEC Secretariat at jt@apec.org or (65) 68919-688.

Annex 4: Publication Reproduction Process



Annex 5: Distribution Plan: Worksheet

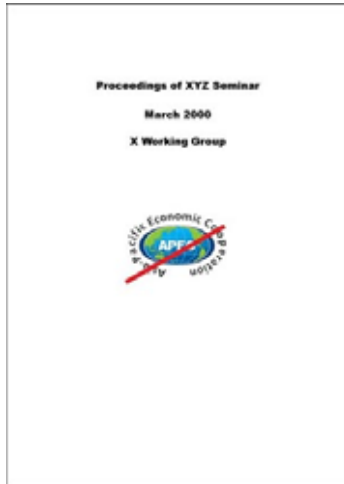
| | | |
|---|-----------------------------------|-------|
| <i>Size of print run</i> | <i>Total</i> | _____ |
| <i>Free Distribution</i> | | |
| <i>Free Distribution to member economies:</i> _____ | * 21 = | _____ |
| <i>Required for archives and library use:</i> | 5 | _____ |
| <i>Free distribution by Secretariat:</i> | | _____ |
| <i>Others:</i> | | _____ |
| Indicate to whom _____ | | _____ |
| | <i>Free Distribution SUBTOTAL</i> | _____ |
| | | |
| <i>COPIES FOR SALE = Total – Free Distribution Subtotal</i> | | _____ |

Issues

- ◆ If copies of publications are to be made available for sale (or more than 20 copies for free distribution), target audiences/markets must be specified and sales projections and sale methods agreed prior to the start of the project.
- ◆ As part of the above process, input should be provided by the publication's author and the fora lead shepherd/chair for market contacts and estimates of likely publication sales. For example, if a specific industry would be interested in the book, names and contact information should be supplied for the industry associations in member economies.

Annex 6: Incorrect Uses of the APEC Trademarks

See APEC Trademarks Guidelines (for Logo Guidelines and artwork files)
http://www.apec.org/apec/about_apec/apec_trade_marks.html



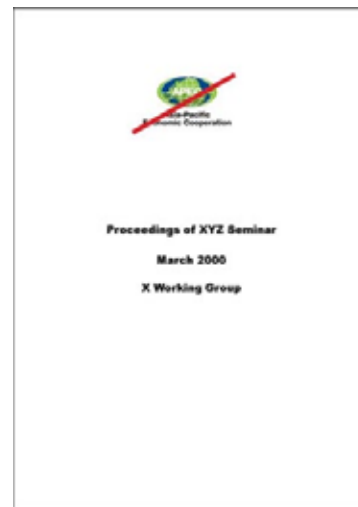
Do not alter the relationships



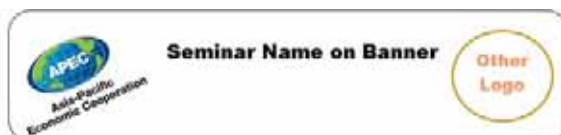
Do not alter the typeface



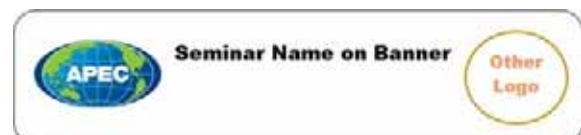
Do not separate the typeface from the symbol



Do not alter the colour, proportions or modify the logotype



Do not rotate the APEC Logo



Do not separate the typeface from the symbol