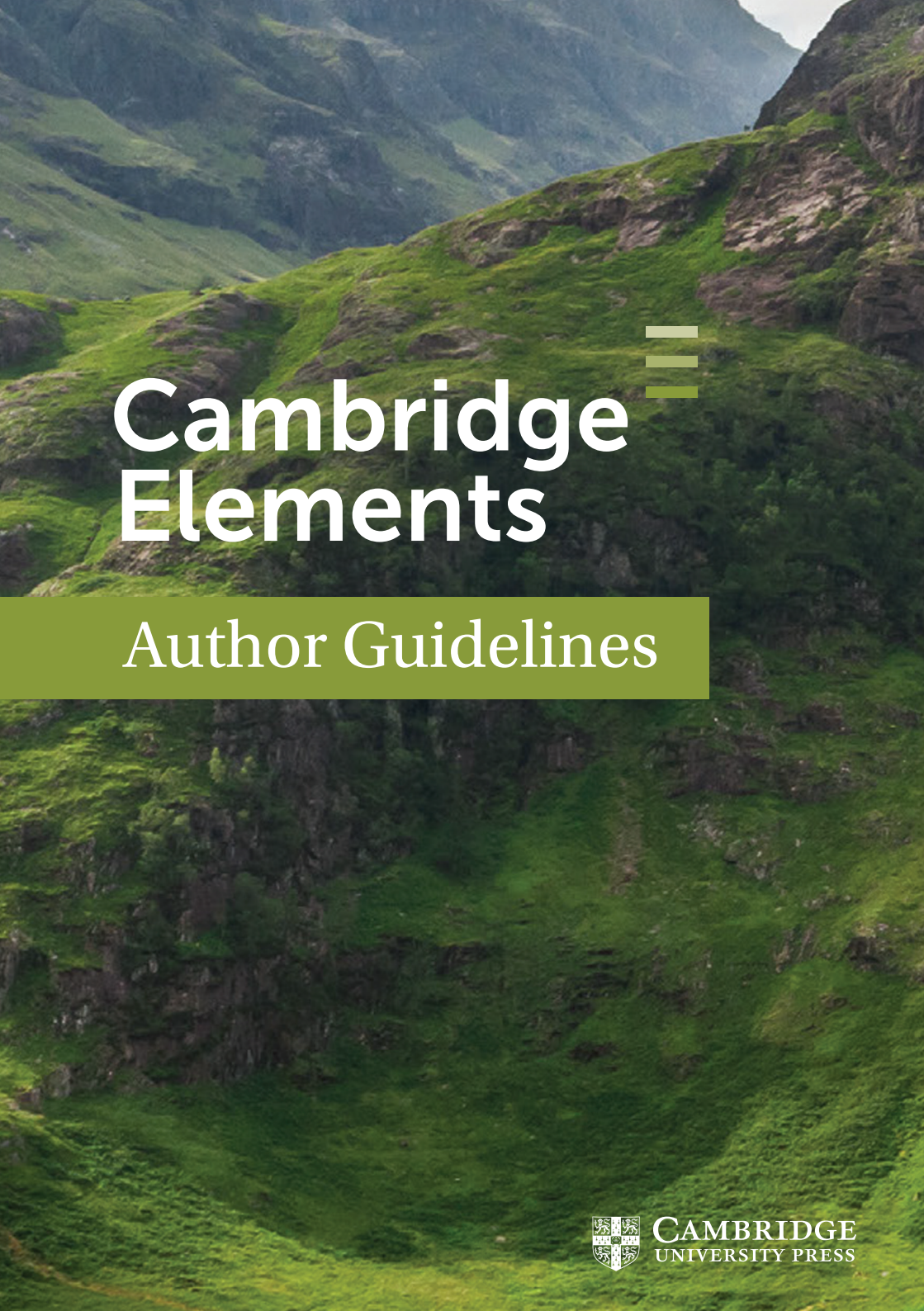

Cambridge
Elements
Author Guidelines
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1. Contents

1 Elements Style Guide **3**
1.1 Spelling and Punctuation 3
1.2 Capitalisation 3
1.3 Headings 3
1.4 Tables 3
1.5 Citations and Cross-references 3
1.6 Notes 3
1.7 Quotations 4
1.8 Units 4
1.9 Mathematics 4
1.10 Frontmatter 4
1.11 LaTex 4
1.12 Layout Restrictions 4

2 Figures, Illustrations & Multimedia **5**
2.1 Photographs/Halftones/Drawings 5
2.2 Line Illustrations 5
2.3 Scanned Images 5
2.4 Inline Multimedia [.mp4] 5
2.5 Permissions 6
2.6 Unsuitable Files 6
2.7 Figure Numbering 6

3 Executable Code **6**
3.1 Help Guide 6

4 Supplementary Material **6**
4.1 Text, Images and Spreadsheets 7
4.2 Multimedia, Audio and Datafiles 7

5 Reference Systems **7**
5.1 General 7
5.2 Guide to Author–Date (Harvard) reference system. 7

6 Final Checks and Submission **8**
6.1 Abstracts and Keywords 8
6.2 Element's Final Title 8

7 Peer Review Policy **9**
7.1 COPE Membership 9
7.2 How to Raise a Concern 9

8 Formatting Instructions **9**
8.1 A-level Headings 9
8.1.1 B-level Headings 9
8.1.2 C-level Headings 9
8.1.3 Information on Tables 10

1. Elements Style Guide

There is a more comprehensive Elements Style Guide available to download from Cambridge Core

1.1 Spelling and Punctuation

Authors should consistently adopt either British or American spelling and punctuation. See appendix for further information.

1.2 Capitalisation

- The title and subtitle of your Element should use maximum capitals, where all but the shortest words (a, the, to etc.) are capitalised. This is sometimes referred to as title case or heading case.
- All headings should also use title case.

1.3 Headings

- All headings should be in maximum capitals (title case).
- We prefer not to number headings below <C> level (i.e. we prefer not to allow numbers longer than three components, e.g. 1.2.1). Lower levels should ideally be left unnumbered.
- Do not use full points after heading numbers or at the end of headings.
- Date ranges in headings should not be elided, e.g. 'Robert Boyle, 1627–1691.'
- Colons rather than en- rules are preferred in headings, e.g. 'Conceptualising the system: dealing with connectivity' rather than 'Conceptualising the system – dealing with connectivity.'
- Where possible, avoid heading numbers beginning with '0'. For example, headings in an introductory section can be left unnumbered.
- Avoid attaching note indicators to headings, instead placing the indicator at an appropriate point in the following text. A general note of acknowledgement should be presented as an unnumbered footnote on the Element opening page.
- The subheadings within the body of an Element should never be referred to as 'chapters' or 'parts'; these should be called 'sections.'
- See also Section 8 for more details on formatting headings.

1.4 Tables

- Tables should always be numbered and have a suitable caption.
- Note indicators to tables should ideally be given in the form of superscript letters in order of appearance within the table (left to right in each row, then top to bottom). The numbering for these notes should be independent of the main note sequence of the text as the position of the table may change.
- Units should appear at the end of column headings in parentheses.
- Where necessary, the source should be given in shortened form as a table source note (rather than as part of the table title). Full details of all table sources should be given in the reference list.
- Avoid cross-references in the form 'see the table below.' Instead, use the form 'see Table 3.'

1.5 Citations and Cross-references

- Use an initial capital for citations to internal elements: Figure 1, Section 1.
- The following forms are acceptable when accompanied by a number: Fig., Eq., Ex. All other elements should be spelt out: Table, Section, Theorem.
- Equation numbers should be parenthesised and referred to as either 'Eq. (1)' or just '(1)'. Use 'Equation (1)' at the start of a sentence.

1.6 Notes

- Notes should be numbered in a consecutive sequence.
- Note indicators should follow punctuation. Where possible a note indicator should appear at the end of a sentence or following a natural break in the sentence.
- Note numbers must not be repeated.
- There should not be more than one note indicator on a single word, like this.[4, 5] It is preferable that the contents of the two notes are combined.

- Generally notes should be kept brief. Source references should be given with as little additional matter as possible.
- Authors are reminded that notes are included in their contractual word limit.

1.7 Quotations

- Quotations should be kept within the text if they are short (fewer than about 60 words), unless they are inset from the text because they are of particular importance or the focus of discussion. Displayed extracts should not be enclosed in quotation marks.

1.8 Units

- SI units should be used throughout, with the exception of the non-SI units in current Earth Science and Medical usage (e.g. mmHg).
- Note the following forms: cm^3 (not cc), μm (not μ), s (not sec), K (not °K).
- When spelt out, eponymous units should start with a lower-case letter (e.g. joules).
- Compound units should be typed as either mg cm^{-3} (preferred) or mg/cm^3, but not a mixture.
- Do not allow a double slash in compound units: J/(g K s), not J/g/K/s.

1.9 Mathematics

Use the following general italicisation/roman rules:

- All (non-Greek) variables italic, except for single variables comprising more than one letter, which should be roman.
- Lower-case Greek variables sloping.
- Upper-case Greek variables upright.
- Differential d, exponential e, imaginary i (or j) roman.
- Vectors preferably bold italic, but bold roman or lightface with arrows over acceptable.
- Tensors preferably bold, italic sans-serif, but there is no universal convention for the presentation of tensors.

All equations should be numbered sequentially and centred with the number in brackets to the right-hand side:

$$S_{\mathbf{a}}(t) = \sum_{k=0}^{n-1} a_k e^{2\pi\imath(f_0+kf_s)t}. \qquad (2.3)$$

1.10 Frontmatter

- The frontmatter of an Element is not like the traditional frontmatter of a book. The four pages of frontmatter should be in the following order for every Element: title page, imprint page, abstract, table of contents.
- No other frontmatter sections apart from the four listed above should be present in an Element, e.g. no lists of figures, tables, or abbreviations, prefaces, forewords, tables of legislation, etc.

1.11 LaTex

You can submit your manuscript in LaTeX format if you choose to. You can use the Cambridge Elements macro: the files can be downloaded from **Core.** You can also can prepare the manuscript in your own LaTeX style if you prefer. If you choose to submit in LaTeX format, please include all LaTeX source files, including any figure files, and a compiled PDF on submission of your final manuscript into **ScholarOne.**

If you have any technical LaTeX queries or problems throughout the writing process, please feel free to contact our LaTeX support team at CUPTeXSupport@spi-global.com, who will be happy to help you.

1.12 Format Restrictions

Content display will vary across different Elements formats (HTML, PDF and print). For text that requires absolute positioning, this will be reflected in the print and PDF eBook formats only – for example, verse or tables that rely on very specific text placement to convey meaning, or are intended to mimic the layout of a previously published work. Authors should notify their Project Manager at the start of production if there are any passages where the layout is critical and cannot be avoided.

2. Figures, Illustrations & Multimedia

Important things to remember:

- All figures should be supplied as separate electronic files in suitable file formats.
- Include figure placement indicators in your manuscript.
- Figures, illustrations and images to be supplied in an RGB colour mix.
- GIFF and BMP files are not suitable formats.

Elements will be published in mono in print, but appear in colour in the online and eBook versions. Exceptions to this rule will have been agreed in advance at a series level by the Series Editor/s for your series.

If you are supplying colour figures to be printed in mono it is your responsibility to check that the figures will still be understandable to the reader without colour, although the colour version will still be used online and in the eBook. Any changes required to make figures suitable for mono printing should be made by the author before submission (for example adding labels to differentiate colours, using different line styles or different shading).

Separate versions of figures for colour and mono should not be supplied separately; only one set of figures should be supplied to be used in all formats.

Do not embed the figures in Word documents, or any other word processing file, or in PowerPoint. This reduces the resolution of the images and makes them unsuitable for use.

If a figure needs to be cropped in any way, mark this up clearly on a PDF scan of the figure. Bear in mind that we may resize figures according to design requirements. However, we may not be able to make adjustments to the content or quality of the illustrations (e.g. in Photoshop).

Hyperlinks should not be embedded within an image.

2.1 Photographs/Halftones/Drawings

- They should be at a minimum resolution of 300dpi (600 dpi is preferred) at the size they are to be displayed.
- For images such as CT and MRI scans, supply the original copies where possible.
- Colour photographs and halftones should be saved in RGB.

2.2 Line Illustrations

- Vector (EPS) files are recommended for graphics. Line images should be at a minimum resolution of 1200 dpi at the size they are to be displayed.
- Set figure labels in 9pt Arial, Helvetica or a similar sans-serif font. Labels should be set in lower case with an initial capital (e.g. 'Energy levels').
- All fonts should be embedded. Maths labels should be typed exactly as they appear in the text of the Element. If a symbol is italic in the text or equation, it should be italic in the figure.
- If the figure includes several parts labelled (a), (b) etc., make sure the parts are clearly marked.
- Figure captions should not be embedded in image or illustration files

2.3 Scanned Images

- It is always better to supply the original artwork rather than scan from a printed copy, where possible.
- If you are providing scanned copies of the original image, make sure they are scanned to a final resolution of at least 300dpi at the size they are to be displayed.
- A high resolution scan of a low resolution original will not improve the quality in any way.

2.4 Inline Multimedia [.mp4]

- All videos, animations and simulations that are to be displayed within the online text should be delivered as video files in an MPEG-4 container (.mp4), encoded with the H.264 codec.
- Audio to be played directly from the online text should be delivered as .mp4 files.
- Where practical authors should supply a still frame from any video/animation in EPS/PDF format marked up like a regular figure to serve as a reference for the reader of the print version. This static figure should include text in the caption indicating that an animation is available online. For audio, a descriptive caption should be provided.
- Videos should be accessible so that all users can access their content. To increase the accessibility of your video, please consider including captions. Descriptive captions and a transcript of any dialogue or narration make the audio content of videos available to those with a hearing impairment, and improve comprehension of the content. Most video editing software has captioning capabilities, but there are also free captioning tools available online, for example Kapwing.
- An example of inline video can be seen in the Open Access Element *Redefining Development*.

2.5 Permissions

Permission is required for any third-party material that you are using in your Element. Authors are responsible for sourcing permission for any such material. For the latest advice on what is needed and how you should go about obtaining permission, please see our online guide here. Note, additional permissions may be required for Open Access content.

2.6 Unsuitable Files

- Do not copy figures into Word, PowerPoint or any other word processing program. We can only accept figures in these formats if they were originally created using these programs.
- Figures downloaded from the web are usually too low resolution. If you want to use a figure from the web, contact the website administrator and ask for a high resolution version. The fact that an image appears on a website does not necessarily mean that it is copyright-free. Permission may be required from the copyright holder before it can be reproduced in your Element (see the Permissions guide).

2.7 Figure Numbering

- Number the figures sequentially, with one set of figure numbers throughout the Element. There should be no new figure numbers for new sections
- Ensure that the electronic files of the figures are named clearly, ideally with the figure number (e.g. Figure 1, 2 etc.) so that it is easy to tell them apart.

3. Executable Code

The third-party tool Code Ocean enables authors to submit code and data with their Element. Embedding the Code Ocean widget into an Element on Cambridge Core allows readers to manipulate and run an author's code themselves.

CodeOcean is a platform that enables authors to publish code and data files associated with their research under open licensing. Where it differs from a data repository – like Dataverse, Dryad or Zenodo – is that Code Ocean also enables readers to run and manipulate the code without downloading any software, and they can download and share it. It's a useful tool for engaging readers, as well as a way for authors to demonstrate transparently that the results presented in their article can be reproduced.

An interactive window containing the code can be embedded in the Element's HTML format on Cambridge Core. It enables readers, including those who are not code experts, to interact with code – run the code and view the outputs, edit the code and change parameters, download and share the code – within their browser, without having to install software.

You can see an open access example of a Code Ocean capsule in the Journal of Behavioural Public Policy.

3.1 Help Guide

The best resource for authors getting started with Code Ocean is the Help Guide at https://help.codeocean.com/getting-started, which contains text and video support for authors. There's also a live chat function.

Your content manager will also be able to supply more details about using Code Ocean.

4. Supplementary Material

An advantage of publishing your work as a Cambridge Element is the potential for supplementary material, in the form of downloadable appendices and other files, to be hosted alongside your Element on the Resources tab on the Cambridge Books Catalogue website. Links to any supplementary files can be included in an Element itself and added to its Cambridge Core landing page.

Supplementary content files should be named appropriately and can be referenced from the body text using the file name at the author's discretion. Supplementary files can be supplied in any format.

The files will be not be embedded or displayed inline with the Element.

Beyond checking that supplementary files are safe to distribute, Cambridge University Press will not check that they meet the purpose the author intends and will not support any queries relating to them.

4.1 Text, Images and Spreadsheets

Downloadable files, such as PDFs, Word documents and Excel files, can be a vehicle for providing readers with additional information that would not fit into the Element itself. An example of this is the colour figures that accompany the Element *Distinct Aerodynamics of Insect-Scale Flight.*

4.2 Multimedia, Audio and Datafiles

Audio files, XML/HTML5 animations/simulations, data files of various kinds and any files requiring third-party software to display can be delivered as supplementary content. Videos that don't need to be inline and are not video abstracts (including formats other than .mp4), can also be hosted as supplementary files.

5. Reference Systems

There is a more comprehensive to reference systems in the Elements Style Guide on Cambridge Core

5.1 General

- The preferred reference system for Elements is the Author–Date (Harvard) reference system. The Numbered (Vancouver), IEEE, BMJ and DOI reference systems are also acceptable.
- References should be placed at the end of the whole Element, as an Element will display as a full page with no sections.

5.2 Guide to Author–Date (Harvard) Reference System.

- The author–date system (also known as the Harvard system) works well for content in STM and Social Science subjects, where the references are to secondary works rather than primary sources.
- The main advantage of the author–date system is that it is concise and easy for the reader to follow. As the reference is given in a short form in the text, footnotes or endnotes can be kept to a minimum.
- All published works referred to in the text must be included in one alphabetical list of references at the end of the Element. Similarly, all works in this reference list must be cited in the text.

5.2.1.1 Text Citations

- Give the author's surname, date of publication and, if required, a page number, e.g. (Smith, 1998: 20) or (Smith, 1998, p. 20).
- An ampersand may be used in citations referring to two or more authors, but this should be restricted to parenthesised citations, and not to mentions of the authors in the text, e.g. 'One useful work (Smith & Jones 2004) …' but 'The work by Smith and Jones (1996) …'
- Several citations together should be listed in either date order or alphabetical order, but not a mixture.
- Works by the same author (or group of authors) in the same year should be cited as 1998a, 1998b, etc.
- Citations to works with three authors should be given in one of the following three ways: (1) give all three names the first time, and thereafter use *et al.;* (2) give all three names for every citation; or (3) use *et al.* throughout.
- Citations to works with four or more authors should use *et al.* throughout.
- Please do not use 'ibid.' with the author-date system, unless it is absolutely clear which citation is being referred to in the references list.
- Do not include 'ed.' in a reference to an edited work ('Easthope 2005', not 'Easthope ed. 2005').

Online sources: generally, websites would not be cited in the bibliography, but instead should be included as a footnote at the relevant point in the text. However when citing online news articles or publications the following structure should be implemented:
Author name(s) (PUB YEAR). *Article or paper title, URL*

For example: Kerr, J. (2017). *British & Irish Lions third Test: What makes the All Blacks great?,* http://www.bbc.co.uk/sport/rugby-union/40526177

5.2.1.2 Reference List

Works by a single author should be listed before those co-written with others. Joint works may be ordered in one of three ways. Use one system throughout:

1. in strict alphabetical order by co-author, irrespective of the number of authors;
2. arranged alphabetically for two authors then alphabetically for three;

3. arranged alphabetically for two authors and chronologically for more than two.

System 3 tends to work best if many of your citations use *et al.*

Where a work has six or more authors, you may choose to give the first three only, followed by *et al.*

Sample forms for items in the reference list are given below.

5.2.1.2.1 Books

Single author, single volume

Ratcliffe, D. A. (1993). *The Peregrine Falcon, 2nd edn,* London: Poyser.

Joint authors, single volume

Jurmain, R., Nelson, H. & Turnbaugh, W. A. (1990). *Understanding Physical Anthropology and Archeology,* 4th edn, St Paul, MN: West Publishing.

Multi-volume work

Hazel, J. A. (1987–8). *The Growth of the Cotton Trade in Lancashire,* 3rd edn, 4 vols. London: Textile Press.

Specific volume within a multi-volume work

Farmwinkle, W. (1983). *Humor of the American Midwest.* Vol. II of *Survey of American Humor.* Boston: Plenum Press.

5.2.1.2.2 Journal articles

Trimble, S. W. (1997). Streambank fish-shelter structures help stabilize tributary streams in Wisconsin. *Environmental Geology*, 32(3), 230–4.

5.2.1.2.3 Chapters in edited books

Simmons, N. M. (1980). Behaviour .In G. Monson and L. Summer, eds., *The Desert Bighorn.* Tucson, AZ: University of Arizona Press, pp. 124–44.

5.2.1.2.4 Technical reports

Philip Morris Inc. (1981). *Optical Perforating Apparatus and System,* European patent application 0021165 A1.1981–01–07.

6. Final Checks and Submission

- Save the text for your Element, including the accompanying references, figure legends, and tables, in a single file in the original source file format and give each file your name and the Element Title (e.g., Myers-Title). Save the original figure files separately and name them with your name and figure number (e.g., Myers-Fig1).
- Ensure the text and figures of your manuscript are complete and final and that you have kept to the agreed-upon length of 20–30,000 words.
- Submit your manuscript to **ScholarOne** be sure to include:
  - Original source files (Word, LaTeX) and figure files.
  - A PDF file of your manuscript and figure files, ideally with all fonts embedded, that can be used as a reference. This is especially important if text or figures contain special characters or unusual fonts. Check the PDF to ensure that text appears as it should.
- Ensure all third-party permissions have been obtained.
- If submitting content for Open Access, ensure all permissions have been gathered.
- Submission is through **ScholarOne** (please contact your Cambridge University Press Publishing Editor for access details).
- Before submitting your final manuscript, use the Manuscript Submission Checklist to make sure you have covered everything.

6.1 Abstracts and Keywords

- Abstract – Submit 100 words describing your work within the designated field in **ScholarOne**.
- Keywords – Imagine if a scholar or student in your field wanted to find out about your content online. Which terms would they feed into Google? Please provide 5 words for the Element within the designated field in **ScholarOne.** These words should be key concepts or proper nouns/names.
- Video abstract – We encourage you to also submit a video abstract for your Element. A video abstract is a short video that allows you to personally introduce people to your work in your own words. These videos are published alongside the text abstract, to not only support your Element but also give people enough information to entice them to read your Element in full! Read the full guide to creating a video abstract for your Element here.

6.2 Element's Title

Short, snappy Element titles can be the most impactful, but should ideally contain the sort of keywords users might be searching for, to aid discoverability. If your Element has a subtitle, please bear in mind that most Elements series do not have space for a subtitle on the cover, so it will only appear on the title page inside the print format and will not appear in all web listings. It is important, therefore, that the main title is not overly reliant on a subtitle to provide clarity.

7. Peer Review Policy

Elements go through single-blind peer reviews. As a leading publisher of scholarly journals and books, Cambridge University Press is committed to meeting high standards of ethical behaviour at all stages of the publication process.

Read our Research Publishing Ethics Guidelines here.

These guidelines outline the publishing ethics responsibilities of Cambridge University Press, authors, peer reviewers and editors.

7.1 COPE Membership

We are a member of the Committee on Publication Ethics (COPE), an organisation that provides advice and resources on all aspects of publication ethics and research and publication misconduct. We also closely follow industry associations such as the International Committee of Medical Journal Editors (ICJME) and the World Association of Medical Editors (WAME), which provide best practice recommendations for the conduct and reporting of medical research.

7.2 How to Raise a Concern

Anyone who believes that research published by Cambridge University Press has not been carried out in line with these principles should raise their concerns with the relevant editor, or email **publishingethics@cambridge.org**

8. Formatting Instructions

8 Title (18 point font, bold, centred)

Author Name (10 point font) – *Affiliation* (10 point font, italic)
Abstract: Indent your abstract, and preface with the word "Abstract" in bold. This should be no more than 150 words in length. Use standard 11 point font. The main text can follow immediately on from the abstract.

8.1 A-level Headings (16 point font, bold)

Paragraphs should be written in a standard 11 point font. There is no need to indent the first line of a paragraph. The first paragraph in a section should appear on the line immediately below the heading.

Second and subsequent paragraphs should have a line space before them. Make sure that you use a Unicode typeface (Times New Roman or Arial are good examples) when writing. This is especially important for any non-standard characters, such as Greek or mathematical symbols.

8.1.1 B-level Headings (14 point font, bold)

All headings should appear on a separate line preceded by a line space to distinguish them from paragraphs and running text. They should be numbered decimally by section (see examples given in this guide). Any heading below C-level, if required, should be un-numbered.

8.1.2 C-level Headings (12 point font, bold)

Figures and tables can be cited simply in the main text as follows. Figure 1 would show an Elements cover design. The figure call-out has been placed below, along with the caption. Remember to supply your figures as a separate, high resolution file.

[Insert Figure 1 here]
Figure 1. An Element front cover design.

8.1.3 Information on Tables

Tables can be cited in the same way. Tables can be inserted directly into the manuscript using the Microsoft Word table function. Table captions should precede the table, as shown with Table 1. Column titles should be in bold.

Table 1. This is a sample table.

Column 1 Title	Column 2 Title	Column 3 Title
Data	Data	Data

D-level Headings, if Required (un-numbered, 12 point font, bold)

In the event that you use any quotations that are longer than 50 words in length, these should be displayed as an extract. These should be indented on both sides, and start on a fresh line. As Section 2.5 says:

> Permission is required for any third party material that you are using in your Element. Authors are responsible for sourcing permission for any such material. For the latest advice on what is needed and how you should go about obtaining permission, please see our online guide here. Note, additional permissions may be required for Open Access content.

You can then continue writing on a fresh, un-indented line after the extracted material. Ensure the extract is preceded and followed by a line space.