

## SAMPLE COMPLETED PUBLICATION TIMELINE TEMPLATE

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The timeline should be as detailed and accurate as possible. At minimum, it should include the month and year for the following milestones:

- Public announcements and marketing events
- Copy editing start / complete
- Layout work start / complete
- Proofreading start / complete
- Final approval for the entire publication
- Printing start / complete
- Books release to shipper

Museums working with a publisher should also include the dates for the following:

- Images sent to publisher
- Final proofs sent to the publisher

A sample timeline is provided below:

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**[TITLE OF PUBLICATION]**

[Press Name]

Preliminary time schedule

[Date]

December 2020	Abstract/announcement text sent to [publisher], beginning of marketing; announcing the book to the worldwide book market
January 2021	Copy editing starts
End of January 2021	Preliminary cover sent to [publisher], 5 images that can be used for free for announcement of the book sent to [publisher]
February 2021	Layout work starts
March 2021	[Publisher] receives some first sample pages from the publication for presentation at their sales conferences
April 19, 2021	[Publisher] receives all high res image files of the publication
End of April 2021	Layout finished, proof reading starts [Publisher] creates and sends all image proofs Ordering paper stock
May 17, 2021	Revision of first round of proofs, proofs to be returned to [publisher]
May 25, 2021	Image retouching creating updated image proofs
May 28, 2021	Revision of second round of proofs
June 7, 2021	All image proofs are approved, images proofs are returned to [publisher]
June 9, 2021	Final approval for the whole publication
June 10, 2021	Creating printing files
June 11, 2021	Printer receives printing files
July 9, 2021	Finished books at the printer, sea shipment starts
August 23, 2021	Books arrive