



Publishing Terms Quiz

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Directions: Choose the correct publishing terms for the definitions provided. For further explanation of the correct answers, refer to the [Glossary of Publishing Terms](#) in chapter 24 (pp 935-966) of the [AMA Manual of Style](#).

1. Which of the following terms means an editor who substantially edits an author's manuscript before it is submitted to a journal and prepares it to meet the requirements for publication of a particular journal?
 - author's editor
 - copy editor
 - editorial assistant
 - text editor
2. Which of the following terms means the total number of print copies of a publication sold and distributed?
 - circulation
 - controlled circulation
 - print order
 - print run

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3. Which of the following terms means a line of text at the beginning of an article listing the authors' names?

- byline
- caption
- signature
- signature block

4. Which of the following terms means a black-and-white continuous-tone artwork, such as a photograph, that has shades of gray?

- duotone
- gray scale
- halftone
- glossy

5. Which of the following terms means a microcomputer-based publishing system consisting of a computer, pagination software, scanner, and output device?

- computer-assisted design
- content management system
- desktop publishing
- digital asset management

6. Which of the following terms means a measure of frequency with which the average article in a journal has been cited in a particular year?

- circulation
- document delivery
- impact factor
- turnaround time

7. Which of the following terms means modification of spacing between characters, usually to bring letters closer together, to improve overall appearance?

- calibrate
- compression
- justify
- kerning

8. Which of the following terms means a poor or potentially confusing arrangement of type at the end of a line or the bottom or top of a page or column?

- bad break
- bleed
- compression
- gutter

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9. Which of the following terms means a drawing showing a conception of the finished product that includes sizing and positioning of the elements?

- blueline
- color proof
- galley proof
- layout

10. Which of the following terms means the process by which editors ask experts to read, criticize, and comment on the suitability of a manuscript for publication?

- editorial review
- manuscript review
- peer review
- signed review

11. Which of the following is NOT a process printing color?

- cyan
- green
- magenta
- black

12. Which of the following terms means the proof sheet of a book or magazine printed in blue ink that shows exactly how the pages will look when they are printed?

- blueline
- blueprint
- blackprint
- galley proof

13. Which of the following terms means instructions given to the printer that include number of copies; paper stock, coating, and size; and color, typography, and design?

- press run
- print order
- print run
- specifications

14. Which of the following terms means illustration composed of lines and/or lettering (eg, charts and graphs)?

- camera-ready art
- composite figure
- line art
- photostat

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15. Which of the following terms means a left-hand page?

- recto
- verso

16. Which of the following terms means a quote of reprinted text, usually bolder and larger than that of the original text, used to place emphasis, improve design, or fill white space?

- advertorial
- call-out
- reverse-out
- slug

17. Which of the following terms means the arrangement of type and typographic characteristics for printing?

- compilation
- composition
- compression
- copy fitting

18. Which of the following terms means determining the appropriate size of an image and the amount of reduction or enlargement needed for the image to fit in a specific area?

- art rebuilding
- copy fitting
- proportional spacing
- scaling

19. Which of the following terms means the name of the publishing house or entity that issues a book?

- imposition
- impression
- imprint
- printing press

20. Which of the following terms is a 13-digit number that uniquely identifies books and booklike products published internationally?

- ISBN
- ISO
- ISSN
- RDF