



Publishing Terms Quiz

by Laura King, MA, ELS

CORRECT ANSWERS

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

LEARNING RESOURCES

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

OXFORD
UNIVERSITY PRESS

JAMA
&
ARCHIVES
JOURNALS
American Medical Association

LEARNING RESOURCES

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

LEARNING RESOURCES

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