**Scots Language Publication Grant Eligibility Criteria for Publishers**

Any publisher based in Scotland may apply.

As this publication grant supports creative work written in Scots, the assessment panel will consider publications in any form of Scots, but the majority of the work should be written in Scots (not just dialogue). ASLS has created some guidelines for reference

Applications will be assessed by a panel on the following criteria:

**Artistic quality**

How strong is the writing? Is the text correct / accurate and written in an accessible style?

Will the publication be an attractive and marketable product?

How unique or ground-breaking is the work?

**Demand and Marketability**
Is the publication anticipated to be popular? Will the publication increase an existing audience? Will it grow a new audience?

The audience does not need to be large as long as the application makes clear how you will reach them and what the benefit will be.

You must provide a marketing plan that details how you intend to promote and market the title. The panel will assess whether your marketing plan is realistic and likely to be effective.

**Management**

You must provide a publication plan with realistic, achievable timescales. Your plan should include a publication timeline with clearly defined milestones

**Finance**

Does the application demonstrate value for money?
Are your costs reasonable and do they compare well with current industry standards?