

APPLIED CLINICAL TRIALS

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Information for Authors

Who writes for *Applied Clinical Trials*? Clinical trials professionals, analysts, service providers, and market researchers all write for *Applied Clinical Trials* and appliedclinicaltrials.com to share their experiences, expertise and to explain innovative approaches to common industry problems.

What information is *Applied Clinical Trials* interested in? As a content provider, we believe that people want information in a variety of forms—written, verbal and visual. To that end, we consider many types of author-provided content that will educate or inform clinical trials professionals in their day-to-day job. These include podcasts, slideshows, videos, as well as written articles.

Types of Content

Peer-Review feature articles are published in the magazine, and are posted online simultaneous to publication. Peer-review is the foundation of *Applied Clinical Trials*, which fulfills an industry need for authoritative, unbiased information. They are fact-based, non-promotional articles about a specific aspect clinical trial conduct—for example, negotiating a contract, recruiting subjects, or selecting a service provider. Peer-review articles emphasize practical information in a balanced and well-referenced way: Why are various techniques or approaches successful or unsuccessful in certain situations? What does this trend mean for readers? How can clinical trials professionals use the information in their own work? Peer-review articles should be approximately 3000 words, with graphics such as charts, tables, photos, and diagrams that support the topic. These articles should reference previously published articles on the subject. The criteria used by the peer-reviewers to judge articles can be found at the end of this document under "Peer-Review Manuscript Form." Peer-reviewed articles are also edited by the staff. For guidelines on house style, please see the section at the end of this document. Authors must complete the Submission Form Checklist following this document to ensure proper tracking of your article by the editors.

Opinion. More and more, people use their expertise to provide an opinion or writing that is more casual than a peer-review article. Opinions are posted to our blog at appliedclinicaltrials.com/blog. They must be submitted to the editors before posting. **Blog** opinions are usually about 300 words, but are not limited. **A Closing Thought** is the last page of the print publication and again, offers a point of view to the reader in 650-700 words. The limit to the Closing Thought is there are only 12 a year. They must be scheduled in advance.

Press releases. We accept press releases, excluding stock or financial information, which are posted to our Website as News on a daily basis. As press releases are considered public domain, the editors reserve the right to edit the press releases for overly promotional language, superlatives, or wording that cannot be easily proven as fact, i.e., "the best" "the most" etc.

Articles. We also consider posting articles online that are written without the benefit of peer-review. These articles are usually shorter, but still highlight an issue of importance in the clinical trials industry. Authors wishing to submit an article for online publication should take into account that their topic should not be promotional, should not be an opinion, and will require acceptance and editing by the editorial staff. For guidelines on house style, please see the section at the end of this document.

News/Analysis. If you want to write a news article or an analysis piece, for print or online, you will need to contact an editor. Keep in mind, news and analysis must be based on hard data and written in an objective style.

White Papers. White paper postings are a paid service on our Website. Please contact a sales representative at 732-346-3043 to discuss.

Frequently Asked Questions

What about payment? *Applied Clinical Trials* does not pay for articles. We also do not ask you to pay to submit an article or be published through our peer-review process. Having an article appear in *Applied Clinical Trials* or www.appliedclinicaltrials.com indicates that the author's company, agency, site, or institution appreciates the value of information exchange that can advance the pharmaceutical industry in general and clinical trials professionals in particular. As articles are archived online, they remain as reference and research resource.

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What is your peer-review process? Getting an article from idea to publication takes approximately six to 12 months. The editors recognize that writing for magazines or the Web is rarely the specialty or first priority of an *Applied Clinical Trials* author. The best first step is to call or email an editor, and follow up with a brief outline that describes the content and structure of the proposed article.

After the manuscript is received, it will enter the blinded peer-review process; authors do not know who provided review, and reviewers are not given information about the author. The Editor-in-Chief, with the counsel of the Editorial Advisory Board and other appropriate outside reviewers, determines whether a manuscript is suitable for publication. Reviews typically take 8-12 weeks, and very few articles are accepted without some requests for additional information or clarification. When the review process is complete, the author will be notified via email on the next steps. All accepted articles are subject to copy editing for clarity and conformity with *Applied Clinical Trials* house style (see "Writing, Style and Voice Guidelines" below). Authors of peer-review articles have the opportunity to review the first proofs of their articles before publication in the magazine.

References for peer review. References are important to demonstrate a building of a discussion, as well as allow interested readers to find your source material or recommended additional reading. In *Applied Clinical Trials*, references appear numerically in order of citation within the article. Please include all information from the reference, such as author, name of article, publication, page, and issue number, date of publication, and for an online resource, provide the URL and date accessed.

Writing, Style and Voice Guidelines

Authors that submit any type of article, whether online or peer review, should be aware of the *Applied Clinical Trials* house style and editing resources. Although we understand that our audience is global, *Applied Clinical Trials* uses American English for consistency in the spelling of words, and that spelling is based on the *American Heritage College Dictionary*. We refer to the *Chicago Manual of Style, 16th Edition*, for consistency in editing. Authors should complete the Submission Form Checklist at the end of this document to ensure proper tracking of your article by the editors.

Peer-Review Manuscript Form

What do the reviewers look for?

The peer reviewers are specifically asked to address the following questions when reviewing a manuscript.

- Subject matter: Is the subject of this manuscript significant to *Applied Clinical Trials* readers?
- Does it make a new and innovative contribution to the literature?
- Does it put a fresh and enlightening spin on a topic we should remind readers about from time to time?
- Credibility: Is the presentation so objective that readers cannot accuse the author of bias or self-promotion?
- Are the article's conclusions supported by the data presented?
- Is the article sufficiently supported by references?
- Does it cite previous *Applied Clinical Trials* articles on the subject?
- Structure and presentation: Is the overall structure of the manuscript sound?
- Does the title accurately reflect the manuscript's content as briefly as possible?
- Does the manuscript mention relevant ethical requirements?
- Is the text internally consistent?
- Does the narrative flow logically?
- Do the figures and tables supplement the text adequately and appropriately?
- Could the material be clarified by including additional illustrative material, such as tables or figures?
- Are any tables or other illustrative material superfluous or trivial?

Checklist for All Articles Submitted

When you submit an article, please use the following cover sheet attached separately with the emailed article, or include the following information in the body of the email.

✓ Item to Include	List Information Here
✓ Author name, title and affiliation	
✓ Your name and email, if different	
✓ Keywords to search article	
✓ Please include social media accounts you'd like us to promote	
✓ Target audience for the article	
✓ Abstract/short write up ¹	
✓ Graphics attached ²	
✓ Suggest titles and subtitles	
✓ Check facts, references and spelling.	
✓ Check flow and structure of article	
✓ Review house style and usage in the article	

¹Abstract/short write up. Please provide a 300-word description or summary of your article below. It may be used for social media, blogging, and enewsletter purposes.

²If your article needs illustrations, please attach high-resolution (300 dpi) jpegs. This includes tables and charts built in Microsoft Word.

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