

APPLIED CLINICAL TRIALS

485 Route 1 South, Bldg. F, 2nd Floor Iselin, NJ 08830 Phone: (732) 346-3080 Website: www.appliedclinicaltrialsonline.com
Email: lhenderson@advanstar.com Blog: www.appliedclinicaltrialsonline.com/blog LinkedIn: <http://linkd.in/OUIBDI> Twitter:
http://twitter.com/clin_trials

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 [appliedclinicaltrialsonline.com](http://www.appliedclinicaltrialsonline.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 reviewed and posted to our website. Based on the topic, reviewer feedback and editorial criteria, certain peer-reviewed articles are published in the magazine, which currently is printed 6 times a year. Peer-review is the foundation of *Applied Clinical Trials*, which fulfills an industry need for authoritative, unbiased information. These 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 2000-3000 words, with graphics such as charts, tables and diagrams that support the topic. These articles should reference previously published articles on the subject. Please see more in the FAQ section **What is your peer-review process?** The criteria used by the peer-reviewers to judge articles can be found on page 3 of this document under "Peer-Review Manuscript Form."

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 [appliedclinicaltrialsonline.com/blog](http://www.appliedclinicaltrialsonline.com/blog). They must be submitted to the editors before posting. **Blog** opinions are usually about 300-500 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 6 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.

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 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.appliedclinicaltrialsonline.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.

Who owns the article when it's accepted? When a manuscript is accepted for publication or posting online, the author(s) must sign an individual license agreement that allows us to produce the article in other print or on-line media that we own. The agreement is found on the last page of this document and is shared by *Applied Clinical Trials*, and its parent company Advanstar Communications. Authors retain the right to prepare derivative works or to revise, adapt, or orally present their articles elsewhere. Authors must not violate or infringe on any copyrights of others when submitting materials to *Applied Clinical Trials*. Authors may always link to articles on our Website from their Website. However, permission to

What is your peer-review process? Getting an article from idea to posting online takes approximately six 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 topic and content 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).

All of our peer-review articles, once approved and edited, will be posted online first, with consideration to be retroactively published in print. The choices of which articles will be in print include, topic relevance to issue focus, reviewer feedback and editorial criteria, which includes the number of available editorial pages available based on our advertising-to-editorial ratio. **Please Note:** that if your article is selected and goes through the production process for print (whereby you see layout proofs) there is still the possibility it may not be published. And that is due to the aforementioned ad-to-edit ratio.

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.

Revised 2/2014

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.

⑩ ⑩ Item to Include List Information Here

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

⑩ ⑩ Author name, title and affiliation and

- ⑩ ⑩ Your name and email, if different
- ⑩ ⑩ Keywords to search article
- ⑩ ⑩ Please include social media accounts you'd like us to promote
- ⑩ ⑩ Target audience for the article
- ⑩ ⑩ Abstract/short write up¹
- ⑩ ⑩ Graphics attached²
- ⑩ ⑩ Suggest titles and subtitles
- ⑩ ⑩ Check facts, references and spelling.
- ⑩ ⑩ Check flow and structure of article

⑩ ⑩ Review house style and usage in the article newsletter purposes. ³If your article needs illustrations, please attach high-resolution (300 dpi) jpegs. This includes tables and charts built in Microsoft Word.

License Agreement

NO CHANGES OR HANDWRITTEN ALTERATIONS WILL BE ACCEPTED.

Editors: Retain copy for your records. Send original to Duluth office Attn: Freelancer Administration.

This License sets forth the terms pursuant to which, in consideration of payment or other consideration provided to the undersigned by Advanstar Communications Inc. or any of its affiliated entities (collectively, "Advanstar"), the undersigned agree to submit articles, photographs, graphic material, illustrations and/or any other material (the "Material") in any media to Advanstar for the purposes described below.

1 I hereby grant Advanstar: (a) the exclusive right to first publish the Material in its print and electronic publications and (b) a non exclusive worldwide perpetual license to edit, use, reuse, republish, reproduce, translate or otherwise distribute or disseminate the Material in any form or media (including digital electronic form and via the internet), whether now known or hereafter devised (hereinafter, "Reuse" or "Reusing"); provided, however, that with respect to that portion of the Material that consists of photographs, images, illustrations and/or other graphic material ("Graphic Material"), the foregoing license shall be limited as follows: (x) with respect to Graphic Material other than Graphic Material featured as cover art in Advanstar's print publications ("Cover Art"), Advanstar's non-exclusive license shall be limited to Reusing such Graphic Material in conjunction with the editorial content, if any, with which such Graphic Material was first published by Advanstar; and (y) with respect to Graphic Material used as Cover Art, Advanstar's non-exclusive license shall be limited to Reusing such Graphic Material in a manner which features a substantial portion of the material cover element(s) (for example, the publication title) originally published by Advanstar in conjunction with such Graphic Material.

2 Additionally, in consideration of my continuing relationship with Advanstar, I hereby expressly waive any rights regarding and grant to Advanstar a non-exclusive worldwide perpetual license to Reuse all of the Material that I have submitted to Advanstar or its assignors since January 1, 1999, if any, subject to the same limitations regarding the Reuse of Graphic Material that are described in Section 1 above.

3 Subject to the limitations regarding the Reuse of Graphic Material that are described in Section 1 above, the foregoing licenses include the right to create derivative or compilation works based upon the Material and to combine the Material with other content selected by Advanstar.

4 I represent to Advanstar that (a) the Material will be original; (b) I will hold the copyright interest in and to the Material; and (c) the Material will not violate or infringe any copyrights or other proprietary rights of others.

5 Advanstar will have the right to transfer or sublicense any of the foregoing license rights to any entity.

6 This License sets forth the complete understanding and agreement between Advanstar and me, supersedes all prior agreements and understandings, and may not be amended or modified except in a writing signed by both of us. The laws of the State of New York shall govern the construction and interpretation of this License without reference to the conflicts of laws principles of such jurisdiction.

The undersigned has executed this License on the date set forth below. Signature Note: (Must be signed by owner of the copyright in the Material - Payment will be made only to person/entity signing)

If an individual:

Signature: _____ Date: _____

Legibly Print Legal Name: _____

Address: _____

If a company/partnership, etc.:

Signature: _____ Date: _____

Print Name & Title: _____

Print Company Name: _____

Address: _____

Optional for Company/Partnership entity only: (PRINT NAME) _____ If a Company or Partnership writes in an employee's name in the line above, this License and the rights granted Advanstar herein shall be limited to Material authored by such employee.