

APPLIED CLINICAL TRIALS

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Contributing Articles

What is *Applied Clinical Trials*? *Applied Clinical Trials* began publishing in 1992 as a peer-reviewed B2B magazine, which is provided free for qualified professionals that design, conduct, manage and operationalize clinical trials. As publishing has changed, so has our brand evolved. We are now a printed magazine delivered 4 times per year, a digital magazine delivered 6 times a year, and an open-access website that features updated articles, news, and blogs regularly. Our brand is known for its non-biased and educational information for all aspects of clinical trials.

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? We consider contributed articles to our website or print publication as a service to our readers and our industry as a means to inform, educate or build on existing discussions. Therefore, it is usually helpful, if not mandatory, that a potential contributor search our website for the current dialogue on their topic and offer constructive information. As a contributor, your reader is not a consumer who has no knowledge of drug development. They may not know the specific area of expertise that you have, but you are writing for people who face challenges in their jobs in clinical operations and trials management.

Types of Contributed Content We Consider

Peer-review articles. These articles are based on the topic, which builds on referenced information, new sources or expertise to build on a discussion. 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 of clinical trial conduct—for example, negotiating a contract, recruiting patients, or selecting a service provider.

The criteria used by the peer-reviewers—members of the Editorial Advisory Board—to judge articles can be found on page 4 of this document. 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*' style, then posted online first, with consideration to be retroactively published in print or in the digital edition. The advantage of peer-review is that your article is marked as peer-reviewed, which means it has gone through a higher-level of stringency and is considered authoritative on the topic.

Contributed Articles. These articles highlight an issue of importance in the clinical trials industry, but without the external input that is provided in peer-review. Authors wishing to submit an article for online publication should understand that their topic should not be presented in a promotional way, should not be an opinion, and will still require acceptance and editing by the editorial staff. The staff also uses the criteria on page 4 as the basis to accept or reject an article.

Opinion. More and more, people use their expertise to provide an opinion. Keep in mind, it is okay to have opinion; however, unbiased promotion, sweeping generalizations or unsubstantiated claims will be questioned or edited out. **Blog** opinions are usually about 300-500 words but are not limited. **A Closing Thought** is the last page

of the print publication/digital edition, and, again, offers a point of view to the reader in 650-700 words.

Press releases. We accept press releases (excluding stock or financial information, appearances at conferences, or milestone information), which are first summarized, with a link to the full release posted to our website as News. The summaries are based on the press release; however, as press releases are considered public domain, the editors reserve the right to summarize press releases without using overly promotional language, superlatives, or wording that cannot be easily proven as fact, i.e., “the best” “the most” etc., that may have been included in the original press release.

White Papers. White-paper postings are a paid service on our website. Please contact a sales representative to discuss. <https://www.appliedclinicaltrials.com/advertise>

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 for publication. 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.

Who owns the article when it’s accepted? When an article 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 online media that we own. This does not apply to blogs, which are opinion and will not be republished. The agreement is found on the last page of this document and is shared by *Applied Clinical Trials*, and its parent company MJH Associates and its affiliates. 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 post a PDF or reprint of the article in print or online must be made directly to our publisher, Todd Baker at tbaker@mjhlifesciences.com

What are your style or editing guidelines? Authors that submit any type of article, whether online or peer review, should be aware that we do edit articles according to our internal style, predominantly *AP Style*. Additionally, while we understand our audience is global, *Applied Clinical Trials* uses American English for consistency in the spelling of words, based on the *American Heritage College Dictionary*. We also craft headlines and change wording or edit articles as we see fit.

What is your linking policy within articles? As a rule, links that are provided within the body of an article have to reference material or build on the content and will appear in a pop-up window (meaning it will not direct the reader away from our website). Links that are included to promote a service, brand or other as a content marketing device will be deleted in the final article. Author information that will appear at the end of the article will include the author’s name, title, affiliation/company, and email OR company website. Articles do not include full bios, job descriptions, or company boilerplates.

Will you provide us with any statistics on how are article has performed online? We have internal metrics and programs that we rely on to understand what our readers are interested in, but we do not share that information. If you would like to investigate a sponsored process to determine how your information performs with our audience, please contact our sales team. <https://www.appliedclinicaltrials.com/advertise>

Tips for Success

- Please submit your idea, synopsis, summary or article to one of the editors <http://www.appliedclinicaltrials.com/act-editorial-contacts>. The editor will provide feedback on the direction, or potential information to include.
- As much as possible, talk about your experience rather than pure theory. Use specific examples to illustrate your points. Write the way you'd talk, with a minimum of jargon. Near the beginning of the article, include a paragraph that states your intentions. Don't be subtle about it: "This article will..." is fine.
- Please avoid using this statistic as your opening or introductory paragraph: "Developing a new prescription medicine that gains marketing approval is estimated to cost drugmakers \$2.6 billion, according to Tufts Center for the Study of Drug Development." If you are new to the industry, this may be news. But in the pharmaceutical and clinical operations world, it is a painful fact of life, and not an introduction. Remember your audience and get down to your topic at hand before reaching for the overarching facts.
- Other tips for content include refraining from using sensational or biased words, or marketing speak. Please also refrain from the use of superlatives and unsubstantiated statements.

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?