

# APPLIED CLINICAL TRIALS

485 Route 1 South, Bldg. F, 2nd Floor Iselin, NJ 08830 Phone: (732) 346-3080 website: [www.appliedclinicaltrials.com](http://www.appliedclinicaltrials.com) Email: [lhenderson@mmhgroup.com](mailto:lhenderson@mmhgroup.com) mchristel@mmhgroup.com LinkedIn: <http://linkd.in/OUIBDI> Twitter: [http://twitter.com/clin\\_trials](http://twitter.com/clin_trials)

## 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](http://www.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. <http://www.appliedclinicaltrials.com/act-print-and-online-sales-contacts>

## 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](http://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 through our vendor, Wright’s Media, <https://wrightsmedia.com/sites/ubm/pharma/>

**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. <http://www.appliedclinicaltrials.com/act-print-and-online-sales-contacts>

## 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?

## Freelance Contributor Agreement

This Freelance Contributor Agreement (the "Agreement") is entered into by \_\_\_\_\_ ("Contributor") and **MultiMedia Pharma Sciences, LLC** ("Company") located at 2 Clarke Drive, Cranbury, New Jersey 08512 as of this \_\_\_\_\_ ("Effective Date").

WHEREAS, Contributor is a freelance Contributor with experience in the pharma or science field that they will be writing about and Company is engaged in the business of healthcare publishing and communications; and

WHEREAS, Company wishes to engage Contributor as an independent contractor for Company for the purpose of completing certain specified tasks on the terms and conditions set forth below; and Contributor wishes to provide the Services; and

NOW, THEREFORE, the parties hereto, intending to be legally bound hereby, agree as follows:

**1. Term:** This Agreement is effective as of the execution date and terminates one (1) year from that date. Either party may terminate this Agreement at any time upon written notice to the other party. The confidentiality and indemnification obligations shall survive the expiration and/or termination of this Agreement. If, after the term, the parties wish to continue assigning/submitting freelance projects, a new agreement shall be signed; but if the parties fail to do so by error or oversight, the terms of this Agreement shall be presumed to be binding until or unless a newer agreement is signed.

**2. Services:** Contributor agrees to submit, on his/her sole initiative, written articles, audio, or video content, or other content of any kind ("Work(s)") to Company. The manner and method of producing these Works is solely at the discretion of Contributor; Company has no right of control over Contributor's manner or method of performance under this Agreement. Contributor will determine the frequency with which he/she submits Works (or shall do so in accordance with the schedule of copy deadlines stipulated by Company, should Contributor and Company both agree to such an arrangement). Contributor shall submit Works via agreed upon method agreement with the Editor. Works may be sent back to Contributor for revision, if deemed necessary by Company in Company's sole discretion. Company has the sole and exclusive authority to determine whether to publish any and all Works submitted by Contributor.

**3. Acceptance of Works:** Company must accept Contributor's Work(s) in terms of quality, length, style, timeliness, subject matter, or other criteria that Company deems reasonable. Once a Work is accepted by Company, Company shall have the right to edit the Work and determine whether or how to publish such Work. Contributor is responsible for providing Company with any background information Company may reasonably require.

**4. Representations and Warranties of Contributor:** By submitting any Work(s) to Company, Contributor represents and warrants that the Work(s) is Contributor's original work and that the Work(s) is not owned by any third party. Further, the Contributor represents that the Work(s) is accurate, has not been obtained by unlawful means, and that the Work(s) has not been previously published in any manner or medium, specifically including, but not limited to, print or electronic media. If any individual Work or any portion thereof has been previously published or used in another way, Contributor must disclose that fact to Company prior to Company's acceptance of the Work, and Company may determine in its sole discretion whether to waive the requirement that the Work not be previously published in any form. The Contributor further represents that publication of the Work(s) by Company will not violate any copyright or other intellectual property right of any third party.

**5. License of Intellectual Property:**

5.1 I hereby grant COMPANY: (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 COMPANY's print publications ("Cover Art"), COMPANY'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 COMPANY; and (y) with respect to Graphic Material used as Cover Art, COMPANY'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 COMPANY in conjunction with such Graphic Material.

5.2 Additionally, in consideration of my continuing relationship with COMPANY, I hereby expressly waive any rights regarding and grant to COMPANY a non-exclusive worldwide perpetual license to Reuse all of the Material that I have submitted to COMPANY 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 5.1 above.

5.3 Subject to the limitations regarding the Reuse of Graphic Material that are described in Section 5.1 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 COMPANY.

5.4 I represent to COMPANY that (a) the Material will be original; (b) I will hold the copyright interest in and to the Material; (c) I retain the right to sell or license to third parties any of the original unedited material submitted; and (d) the Material will not violate or infringe any copyrights or other proprietary rights of others.

5.5 COMPANY will have the right to transfer or sublicense any of the foregoing license rights to any entity.

5.6 This License sets forth the complete understanding and agreement between COMPANY 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 Jersey shall govern the construction and interpretation of this License without reference to principles of such jurisdiction.

**6. Name and likeness:** Contributor agrees that Company may use his or her name, likeness, and biography in connection with the Work(s) in any manner or media whether now known or hereafter developed.

**7. Indemnification:** Contributor shall defend, indemnify, and hold harmless Company and/or its officers, employees, agents, contractors, subcontractors or representative from any and all damages expenses or liability resulting from or arising out from Works conducted by Contributor, infringement of any patent, copyright, trademark, trade secret or intellectual property right; breach of any representation, warranty or covenant hereunder; violation of any federal, state or local statute, regulation or ordinance; or failure to comply with the confidentiality obligations set forth in this Agreement.

**8. Confidentiality:** In the ordinary course of performing services for Company pursuant to this Agreement, Contributor may have access to certain proprietary and confidential information of Company, including but not limited to financial information, physician lists, operating protocols, business plans, publication plans, information concerning proposed or ongoing research, and other confidential information which Company wishes to protect by keeping such information confidential (the "Company Confidential Information"). For purposes of this Agreement, information which is publicly available or otherwise known to either party from sources other than the other party shall not be deemed Confidential Information. Contributor agrees: i) to utilize the Company Confidential Information only in connection with the performance of his duties pursuant to this Agreement, and ii) not to disclose any Company Confidential Information to any third party or otherwise use such Company Confidential Information for any purpose other than in connection with his duties hereunder, or as otherwise required by law, regulation or legal process. Contributor agrees that money damages may not be a sufficient remedy for its breach of this Agreement, as such violation could cause irreparable injury to Company. Accordingly, Contributor shall be entitled to seek an injunction or other appropriate equitable or legal relief to restrain any breach or threatened breach of this Agreement. The prevailing party shall be entitled to recover all costs and expenses, including reasonable attorney fees, incurred in any such action.

**9. Miscellaneous:**

9.1 This Agreement, schedule(s) and exhibit(s) attached hereto constitute the whole agreement between the parties and shall supersede all previous communications, representations, letters, agreements, either oral or written, between the parties with respect to the subject matter hereof. Contributor acknowledges that Company has not made any promises of work or volume of work other than those which are specifically set forth in this Agreement. Any modifications or amendments to this Agreement and any waiver of any provision hereto shall not be valid unless set forth in writing and signed by an officer of Company and Contributor. In the event there is a conflict between the terms in this Agreement and the terms in any Schedule(s), and Exhibit(s) attached hereto, the terms in this Agreement will control.

9.2 This Agreement may be executed by any party by facsimile signature, and on one or more counterparts, and by different parties on separate counterparts, each of which shall be deemed to be an original as against any party whose signature appears thereon, all of which together shall constitute but one and the same instrument.

9.3 Contributor may not assign its rights and obligations under this Agreement without the prior written consent of Company. The Company may freely assign this Agreement.

9.4 The relationship among the parties is and will be that of independent contractors. Nothing in this Agreement will create any association, partnership, joint venture or employer-employee relationship between the parties. Neither party will hold itself out as an agent or employee of the other party nor make any statements, representations, warranties or commitments of any kind, or take any action that will be binding on the other party. Contributor shall be responsible for the reporting, deposit and payment of any and all federal, state, and local taxes, including but not limited to income taxes, FICA taxes, and unemployment taxes incidental to the performance of, or payment under, this Agreement.

9.5 This Agreement shall be governed by and construed in accordance with the laws of the state of New Jersey without regard to conflict of laws principles. Any controversy, dispute or claim arising out of or relating to this contract, or the breach thereof, shall be settled by binding arbitration administered by a single neutral arbitrator located in New Jersey to be agreed between the parties (such as a retired state court or federal judge) and administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules. An award of arbitration may be confirmed in a court of competent jurisdiction. The invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of any other provision.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives.

**CONTRIBUTOR**

Signature: \_\_\_\_\_

Name:

Title:

Date:

**MULTIMEDIA PHARMA SCIENCES, LLC**

Signature: \_\_\_\_\_

Name:

Title:

Date: