

**Advertorial Briefing Form**

Thank you for booking an advertorial with Nature Research. Please carefully complete the below form in English. The form captures your preferences and objectives for the advertorial and therefore becomes an essential resource for our editorial and design teams. Completed forms should be emailed to the project manager.

<b>Q1. Name of organization</b>		
<b>Q2. Journal/supplement in which advertorial will run</b>	<b>Q3. Anticipated advertorial publication date</b>	
<b>Q4. Number of advertorial pages booked</b>	<b>Q5. Design template</b> (see <a href="http://www.nature.com/advertorial-layouts">www.nature.com/advertorial-layouts</a> )	
<b>Q6. The advertorial will be written by</b>		
<b>Q7. Summary of advertorial objectives</b>		
<i>Who? Who is your target audience? Is your audience global or is there any geographical focus?</i> <i>What? What is your key message? What information do you want your audience to take home from this piece?</i> <i>Why? Why is this subject important? What is the wider context?</i> <i>When? Is there an event or announcement you want to peg the article to? If so, please provide details.</i>		
<b>Q8. Key topics to be included in advertorial</b>		
1		
2		
3		
<b>Q9. Interview details</b>		
<i>If Nature Research is to write the advertorial based on interviews with individuals at your organization, please provide the details of interviewees. Interviews will be carried out in English by telephone or email.</i>		
	<b>Interviewee 1</b>	<b>Interviewee 2</b> (for advertorials >1 page only)
<b>Name</b>		
<b>Email address</b>		
<b>Phone number</b>		
<b>Key topics for discussion during interview</b>		
<b>Q10. I enclose print-quality, rights-cleared images</b> (see <a href="http://www.nature.com/advertorial-layouts">www.nature.com/advertorial-layouts</a> for number/orientation of required images)		
<b>Q11. I enclose the organization's logo (print quality)</b>		
<b>Q12. Your name</b>		<b>Q13. Your job title</b>
<b>Q14. Your email address</b>		<b>Q15. Date form completed</b>