

APPLICATION NOTES - ONLINE GUIDELINES FOR ONLINE SUBMISSIONS

We ask that all Application Notes strictly adhere to the online submissions guidelines below in order to speed up the editorial process.

Application Notes Guidelines - Online Submissions

TITLE

- Title length should not exceed 13 words.

AUTHOR LISTING

- Provide a full mailing address for each affiliated institution or business.
- The majority of Application Notes authors should be directly affiliated with the submitting company.

TEXT FORMAT

- Begin the piece with a brief introductory paragraph that describes the key aspects of the product being advertised.
- Trademark symbols can only be used at first mention of product.
- Try to avoid abbreviations; those must be defined at first use.
- Length should not exceed 1,500 words, excluding figure legends and references.
- Avoid use of bullet-point lists; use tables instead or try to present information in normal text format. Cite no more than ten references, numbered in the order cited. Please use the following format: 1. Bichsel, V.E., Liotta, L.A. & Petricoin, E.F. Cancer proteomics: from biomarker discovery to signal pathway profiling. *Cancer J.* 7, 69-78 (2001).

- Contributions should include no more than three illustrations or tables.
- Cite figure panels in strict sequential order in the text. Use the style (Fig. 1a,c,f), (Fig. 2a-c), (Figs. 2 and 3), (Fig. 1 and Table 1) to refer to figures in the text.
- Numbers from one to ten should be spelled out unless followed by a unit of measure (ml, min, M, etc.), in which case always use a numeral.
- Please do not use italics or bold for emphasis.
- Genes and genotypes must be italicized throughout text and figures and given correct symbol designation (refer to <http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?db=gene>).
- Minimize use of the slash (/) to mean "and" or "or", as its meaning can be ambiguous.

FIGURE LEGENDS

- Each legend should start with a brief title that summarizes the main point of the figure.
- Figure legends should be brief, but describe the panel completely. All abbreviations, symbols, etc. should be defined or explained in the legend. Do not repeat information described in the text.
- Refer to parts of the figure as (a), (b), etc.
- Please indicate nature of error bars: i.e., s.e.m. or s.d., and provide an n value.

**For more information on Application
Notes contact your Account Manager
or our Sales Operations Team**