

GUIDELINES FOR CORONAVIRUS-RELATED PARTNER CONTENT

The proliferation of the SARS-CoV-2 virus and the consequent COVID-19 pandemic is one of the largest social disruptions in recent history. Many of our partners are working at the front lines of this crisis, and a number would like to demonstrate their work.

To ensure the content we help partners produce supports our corporate mission at this time of crisis, these guidelines aim to govern content that relates to the novel coronavirus pandemic.

General requirements:

- Any coronavirus-related partner content must be fair and balanced. If content is deemed overly promotional, by the Nature Research Custom Media team (NRCM), it will be rejected. NRCM will actively work with partners to meet the fair-and-balanced criteria, but NRCM retains the right to reject content it deems a risk.
- Any coronavirus-related partner content that implies clinical benefit must hew to our clinical guidelines. Clinical content can only focus on approved drugs or devices; it cannot air the results of clinical trials; and it must be appropriately labelled, as per applicable Advertisement Feature or Sponsor Feature Requirements.
- To ensure guidelines are met, all coronavirus-related partner content needs to be escalated for approval. Our executive editorial team will approve all coronavirus-related custom content, with the executive editorial team holding ultimate veto for content destined for *nature.com*. To avoid last-minute refusal, please check the concept as early as possible with your sales representative.

Guidance notes:

- You should provide a 1 to 2-page summary of your proposed content to your sales representative.
- Summaries will be approved within five business days, at maximum, and usually much faster.
- Content is not guaranteed to run until summaries are approved; any deviations from the summaries will require additional approvals and must still adhere to deadlines provided.
- Beyond these small changes the content development process for partner content remains the same.

Tips for submitting content that includes Covid-19:

Support the scientific community –We suggest showing how your research, product or ideas are contributing to the global fight against coronavirus.

Connect to the larger fight against coronavirus—Frame your research, products and ideas in terms of the context of larger trends in science and public health.

Integrate outside perspectives—Seek outside perspectives to validate trends and to achieve a fair-and-balanced approach. Single source articles could be deemed overly promotional.

Avoid discussion of clinical benefits or results—Partner Content cannot cover any unlicensed medications and/or devices, nor can it cover off-label use of approved medications. Partner Content can discuss translational research, provided it does not specify a drug or device, does not imply human benefit, and does not air the results of clinical trials.

Avoid unpublished data – Partner Content cannot cover in depth any data that has not been published in a reputable, peer-reviewed journal.

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team
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To keep up-to-date on marketing solutions, sign up for our alerts at partnerships.nature.com