APPLICATION NOTES GUIDELINES
GUIDELINES FOR SUBMISSIONS

We ask that all print Application Note contributions strictly adhere to the guidelines below, in order to speed up the editorial process. Please address all questions directly to your Account Manager.

Please note: All Application Note contributors will have the opportunity to preview fully formatted proofs of their submission. Upon receipt of proofs, the authors will have 24 hours to return any correction or amendments to our Production team. There will be no further opportunities for review or submitting of changes beyond this point.

FIGURE LEGENDS

• Each figure must be accompanied by a legend at the end of the text, with a brief title that summarizes the figure. This legend should describe the panel completely, and all abbreviations, symbols, etc. should be defined or explained. Do not repeat information from the body text. Limit figure legends to 80 words.

• Tables should be given a brief, one-sentence title that describes the data being presented.

TEXT FORMAT

• Length must not exceed 1,000 words for two-page format, or 1,500 words for three-page format. Text should be supplied in Word format.

• Paragraph headings should be limited to one line.

• Include no more than ten references, numbered in the order cited.

• Cite figure panels and tables in strict sequential order in the text.

• Trademark and copyright symbols should only be used at the initial mention of a product name.

CONTENT

• All contributions must begin with a 50 – 75 word summary/abstract for print and 148 characters including spaces for online.

• Submissions should not be formatted as research articles (e.g., with subheads for ‘Results’, ‘Discussion’, etc.)

• The product being advertised should be specifically named near the beginning of the piece.

• No competitor products may be mentioned by name in the text of the advertorial – alternative or competing systems should be described generically (e.g., “lipofection reagent”, not “Lipofectamine”).

• Data should only reflect demonstration of the product being described, and not original research findings. Data should only be presented in summary form.

• Background scientific information should be kept to the minimum of necessary detail.

These are guidelines to help with the Application Note process, but further editing may be required in order to fit the content into the allotted pages for this section.