

PUBLISHER'S GUIDE FOR CLIENT-SUPPLIED CLINICAL CUSTOM CONTENT

GENERAL PRINCIPLES

You know your brand, your data and your messages — we know our audiences. Supplied clinical content brings the two together, allowing you to place your research and results in front of leading clinicians. The benefits of supplied branded content are:

- Increased awareness of your work, research, products and brands
- Increased consideration from leading clinicians, in a speciality of your choice
- Convenience and ROI to use or adapt content already created and approved through medical-legal review (MLR)

This guide will help you optimize your content to best reach and engage Springer's clinical audiences.

» Create for Springer Audiences

[Springerlink](#) is a scholarly site where timely, data-driven research is clearly and accurately presented. Supplied content should reflect these principles. We aim to provide readers with a consistent presentation that reflects their expectations of Springer-worthy content.

That does not mean that supplied content should resemble a journal article; in fact, Springer Custom Media editors will not accept any article that is, or appears to be, either a primary research paper or a review article.

Supplied clinical content should instead be written in a factual manner with a depth of reporting that will appear at home alongside academic information. Good examples can be found [here](#), [here](#) and [here](#) (Branded) and [here](#), [here](#) and [here](#) (Unbranded; note that nature.com is not an option for supplied content).

» Aim for Acceptance

Springer Custom Media will accept Branded content directly related to licensed medicines and devices, with unembellished claims supported by the peer-reviewed literature. We will also accept Unbranded content focused on clinician education that discusses biological pathways, mechanisms of action or disease awareness. All supplied content will be reviewed by our custom editorial team, and acceptance is at Springer's sole discretion.

Submissions should be timely and relevant to the subset of our audience you wish to target. They should also adhere to the general principles above and the specific requirements below. All partners must certify that their content has been passed by medical-legal review as suitable for the audiences and geographies targeted.

SPECIFIC GUIDELINES

» Articles

Article submissions should be in English, in text form, and can contain up to 4 images (including photos, illustrations, charts). The maximum length for an article is 1500 words, excluding prescribing and safety information and references. Note that the references will always appear at the end of an article — they cannot be moved earlier.

PUBLISHER'S GUIDE FOR CLIENT-SUPPLIED CLINICAL CUSTOM CONTENT

Owing to the limitations of our platform, we cannot use different header levels or change the font size. Alternative options are to use bold or italic styling, which can be combined with caps or small caps.

Articles may end with a call to action to give interested readers an onward journey. The CTA will appear in italics between two horizontal lines directly after the main article.

» Suggestions for Success

These bullet points represent best-practice that the Springer Custom Media team follow when creating content on behalf of our partners. Following this guide will maximize engagement and improve your chances of acceptance first time.

- Articles should be written in an accessible voice and tone that would be appealing for the intended readers
- Articles should feature a descriptive headline (max 10 words)
- Articles can optionally carry a standfirst/subtitle (max 50 words)
- Articles (particularly longer ones) can include three short bullet points (25 words apiece) at the start to summarize the key points
- Longer articles will also benefit from crossheads every few hundred words. Keep crossheads short (6 words max)
- Include references to support claims and data cited. Springer does not require references to support generally accepted background statements. Avoid lengthy reference lists (aim for 12 refs max) as these will risk resembling review articles

» Springer Custom Media's Red Lines

- Content should not resemble primary research or a review article
- Content cannot include results not-yet published in a reputable peer-reviewed journal
- Content cannot make claims not substantiated by the peer-reviewed literature
- Content cannot include data from ongoing or unpublished clinical trials
- Content should not describe benefits of compounds still in clinical trials and not yet authorized
- Content should not make direct product comparisons that have not been substantiated in a trial and published in a peer-reviewed paper
- Content should not be written in the first-person
- Content should not include footnotes (other than formal references)
- Content should not be reliant on bespoke designs (including boxed text or sidebars) or decorative backgrounds

» Images/Videos

Powerful images drive reader interest. Every submitted article must include at least one image, and a maximum of four. All images must be submitted with a caption (max 50 words) and credit information to sit underneath. Graphs or other data-oriented images should also include a title and additional information within the image itself. Our partners must have rights to the images they submit.

PUBLISHER'S GUIDE FOR CLIENT-SUPPLIED CLINICAL CUSTOM CONTENT

» Suggestions for success

For the lead position, seek an image that is eye-catching, science-related and not too detailed; avoid headshots, buildings, boilerplate product images or technical charts and figures.

For secondary image positions, headshots, product images, charts and figures are all acceptable.

» Springer Custom Media's Red Lines for Images

- No additional logos, mascots or cartoons
- No organizational charts
- No charts and figures that rely on unpublished data

» Labelling

Transparency is crucial to building trust. Supplied content hosted on Springerlink will:

- Be clearly labelled with 'Advertisement feature | Advertiser retains sole responsibility for the content of this article', as will any related marketing
- Article will also have 'For Healthcare Professionals Only' at the top
- Feature the logo of the partner organization in a clear and transparent fashion, labelled 'Produced by'
- Include a maximum of three logos
- Branded content will also have a self-certified gating page to prevent non-HCP readers accessing the article

Supplied clinical content will not carry any author by-lines, but can have up to three authors with affiliations at the end of the article.

» Process

Springer Custom Media aims to make the process of accepting supplied clinical content as painless as possible.

- Clients can have a pre-submission kick-off call if required
- Client submits content and banners that they certify have been approved by MLR
- We will review the content to ensure it meets with our guidelines, as well as fulfils the necessary advertising regulations (48 hour turnaround)
- If the content is not accepted for any reason, we will either return it with required amendments (using track-changes), or provide detailed feedback around how to fix it
- One further submission will be reviewed
- Once approved, we will aim to have the article ready to publish in 48 hours. Client has one html review

PUBLISHER'S GUIDE FOR CLIENT-SUPPLIED CLINICAL CUSTOM CONTENT

» Marketing

All client-supplied clinical custom content packages include a default promotional package which is listed below. Springer Nature will supply the advertising specifications for the client to create and supply materials for the channels being used in the campaign.

Default marketing package

- 3 months Ealert placements (6/9/12 months packages also available)
- 30K banner impressions

If the client has opted to purchase additional promotional opportunities, these will be displayed on the contract.