

Author Guidelines:

3 STEPS

- (1) **AUTHOR BIOS:** At the very top of your article before the article title, please provide full details of the Author/s. This should be in the form of a 50 word biography. Please include an email address for each author.
- (2) **BODY TEXT:** This is your main text of the article-please see below for details.
- (3) **SUBMIT:** When submitting the article by email, please attach separate .jpeg images of the author/s. In the **SUBJECT** line of the email write your organisation name followed by a topic key word taken from the title of the article. For example:
Subject: Quintiles-Cardiovascular article

Please submit to: mark@pharmapubs.com

BODY TEXT RULES:

- Article Title:** The article title should be no more than 10 words, and shouldn't require a subtitle.
- Leading Paragraph:** The first paragraph or leading paragraph will be made more bold than the body copy in the final article. As a result please give consideration to this fact when beginning your article as it's usually the second thing the reader sees and if too long can be off putting.
- Mainbody Paragraphs:** Within the article mainbody paragraphs should be used as grammatically dictated. However please give consideration to the length of your paragraphs as image location and page ends will differ as a result of the column structure of the final article. To help this and to reduce possible line fragmentation please use paragraphs of at least 5 sentences or more.
- Bullet Points:** Like the mainbody paragraphs, bullet points should be used when grammatically dictated but again please give consideration to them. Lists of 5 or more bullets are desired so as to justify their use. Should you require to list a number of points less than 5 then please use a colon and list your points using subsequent comma's.
- Body References:** When referencing your article information within the mainbody of your article please use its designated number of the reference with a pair of brackets

Example (1) or (1,2,5) for multiple references.

Please do not use superscript or other method of identification as this formatting may not be recognised in the final article. Please see the reference list guidelines below for related information.

Images:

All photographic images used in your article should be sent as separate files with each identified by their related figure number with the article mainbody.

Each image should be sent in as large a size as is possible at a resolution of at least 200dpi. A dpi of 300 is ideal.

Please know that images saved from websites are nearly always around 72dpi and small. These images will look pixelated when printed.

Suggested file formats are JPEG, TIFF, PSD or BMP.

Please don't send GIF or PNG these web types.

Tables:

Please tabulate your data within a typical spreadsheet package and send as a separate file named using its corresponding table number within the article. Please remove all figure styling if any have been applied.

Diagrams:

All diagrams should be carefully created with their final publication in mind. Please be mindful that each diagram has to be contained within either one, two or three column widths and as a result will be rescaled to fit.

We recommended not creating elaborate diagrams yourself, and not using Presentation or Word Processing packages to do so either. Please use Illustrator, Freehand or CoralDraw packages instead.

As a result each diagram should be sent as an individual file named by its corresponding figure number from the article. We accept ai, eps and pdf file types. High resolution (300+dpi) images maybe accepted as alternatives.

Reference List:

Pharma Publications uses the standard reference nomenclature as is shown below.

Printed Example:

1. Stacey, F. D., Brown, K. & Smith, L. Maintenance of genomic methylation. *Mol. Cell Biol.* **32**, 123–125 (1999).

Website Example:

2. www.urlhere.com, visited on 23 Jun 2010.

Please know that we welcome well referenced articles however we ask you to consider the space they will require within the final article.

Author Biography:

Please keep the total number of words of your biography to less than 80 words, not including your name and company title. And don't forget to include your email address and profile image (see images for it's guidelines).



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