

## Options and Guidelines for Submissions to rapidmicrobiology.com

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Rapidmicrobiology is pleased to accept material for publication, this documents details the options available together with guideline specifications.

**Note on copyright** – by sending material to rapidmicrobiology.com originators agree that they have the copyright to any text and images supplied and agree to the material being published on rapidmicrobiology.com, we do not hold any exclusive rights or copyright on the material.

**Note on Content** – your text should be objective, all performance related claims should be accompanied by a reference, either to a published paper or to in-house data that is available on demand. We reserve the right to edit or change any text or image, working with the author to reach an agreed version, we also reserve the right not to publish the material if agreement cannot be reached.

- 1) **Press Releases** – rapidmicrobiology.com will accept press releases that focus on products and services relating to microbiology such as latest product improvements, product launches, issues resulting in product recalls and other business news (acquisitions, mergers, change of strategic direction). Text may be edited by rapidmicrobiology staff writers to conform to house style. Submissions should be sent to [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com).
  
- 2) **Sponsored Content** – these are paid for placements and are normally part of an advertising package. Content must be related to microbiology testing and can be sent in an email or Word document attachment and should include:
  - Headline Text – limit is 70 characters including spaces
  - Main Body Text - as we are an on-line only publisher we normally suggest text is kept fairly short. Recommended length is less than 700 words, focus on concise technical information, bullet points work really well. Longer articles will be considered depending on content.
  - Summary Text – limit is 250 characters including spaces, this will appear together with image thumbnail and headline in our enewsletter.
  - Image – 720px wide x 440px high or we can supply a library image, please send .jpg, .png or .gif files less than 80Kb in size.

A link to an example page will be sent to you for approval. Material deadline is 10 working days before publication date.

- 3) **Interviews** – we can conduct interviews with technical specialists, marketing personnel or senior managers. Interviews can either be by online voice calls or in a written format which is ideal if English is a second language. On completion of the call, the interview is written up and an example page sent to you for approval.

- 4) **Contributed Content** - by contributing an article to rapidmicrobiology.com you can demonstrate to our readership you or your company's technical expertise and ability to provide practical solutions to issues facing microbiology labs today. We would really like to work with you to achieve an interesting informative article on topics of interest to professional microbiologists.

Contributions can be, but are not limited to:

- A review or update on the latest 'hot topics' in microbiology, such as product recalls, FDA warning letters, regulatory changes etc. or other current trends.
- Review of a conference, meeting, seminar or webinar - a chance to communicate the key subject areas covered and opinions expressed at the meeting, include any interesting Q+A's. We can link to recorded versions where available.
- Personalized comments – this is a more informal style, a chance to express personal opinions reflecting those of the author, these can be on any topic relevant to microbiology.

Other suggestions are welcome.

Content can be sent in a Word Document or similar and should include:

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- **Main Body Text** - as we are an on-line only publisher we normally suggest text is kept fairly short. Recommended length is less than 700 words, focus on concise technical information, bullet points work really well. Longer articles will be considered depending on content.
- **Summary Text** – limit is 250 characters including spaces, this will appear together with image thumbnail and headline in our enewsletter.
- **Author Info** – name, job title and company affiliation of author, short biography and headshot
- **Image** – include a photo with the text 720px wide x 440px high or we can supply a library image, please send .jpg or .png files. You can also include graphs, charts, figures, tables or infographics 720px wide is recommended. Whilst we can re-size images in-house, if there is a lot of text it may become unreadable. Any images supplied must be licenced for use on rapidmicrobiology.com.

A link to an example page will be sent for your approval.

Please contact us to discuss your ideas [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com)