

## BPI Editorial Guidelines Addenda for Non-Print and Sponsored Editorial

When you are ready to write your BPI manuscript, whether for submission for an issue (Focus On , technical article, end-user eBook, or Supplier Side); or as a sponsored insert or eBook, you should first review general guidelines for authors on the BPI www site:

[www.bioprocessintl.com/about/author-guidelines](http://www.bioprocessintl.com/about/author-guidelines)

[www.bioprocessintl.com/about/author-guidelines/submitting-graphics-photos-figures-bpi](http://www.bioprocessintl.com/about/author-guidelines/submitting-graphics-photos-figures-bpi)

Although many of these guidelines are applicable to all types of BPI editorial, the following criteria point to elements that differ in formatting and editorial approaches to your work.

### Elements Common to All BPI Editorial

**Acronyms:** Spell out all acronyms on first mention (or send a list of them along with your manuscript). They may be familiar to you and in the context of your subject matter, but BPI's readers come from different countries, different regulatory areas, and have different levels of experience. The same acronym can mean many different things, depending on context.

**Bylines and Bios:** BPI must identify a corresponding author for all publications. Please also include that person's job title and affiliation with the contact information. A corresponding author must be identified, along with at least an email address or telephone number.

**Captions:** Aim for your captions to be brief, reserving long explanations for the body of the article itself.

**Punctuation** will follow accepted rules (for American English) including rules for hyphenation, colons, en and em dashes, and so on. The editors know what is correct and what accepted exceptions entail. They often may default to a punctuation option because they have deemed it better for clarity of reading than an alternative style. Their primary interest, always, is in creating text that is readable and unambiguous. Some of the punctuation that you will see is there for typographical reasons (e.g., use of en dashes in date ranges and with some compounds).

BPI will not make exceptions to its standard use of the Oxford comma.

**References:** Most articles benefit from references or at least a good list of supporting materials. BPI needs to have

- Full article and book titles, with initial caps (do not send titles in lower case, do not capitalize prepositions of four letters or less, and do not capitalize "a" and "the" – unless those words begin your title)
- Number references sequentially in order of appearance; no repeats.
- Both volume and issue numbers (if issue numbers are not available, only the year of publication is needed)
- Author names (BPI uses "et al." for more than three authors)
- Inclusive page numbers
- DOI or URL, especially for online-only publications.

**Spelling** is edited to American English. The editors cannot otherwise ensure spelling consistency and accuracy. Spelling also is edited to standard forms/rules rather than accepted variants, as specified by *Webster's Third International Dictionary* and general understanding of spelling rules.

**Trademark and Registration Symbols:** BPI rarely agrees to print such symbols. Please refer to the *ACS Style Guide* for a good explanation of how to protect copyrights (but many other publications and online sources have similar guidelines for your reference). Please make sure that all your trademarked product names are capitalized and used as adjectives (e.g., *Kleenex tissue* instead of only *Kleenex*). Using the generic (formulation) names for biopharmaceuticals rather than their trade names is preferred, and the editors will substitute when they can.

When a product is formatted all in lower-case type (and therefore cannot be capitalized), the editors still will use that product name as an adjective. If your product name is written all in capital letters, the editors will ask you to spell that acronym out on first mention. If the capitals are used only for emphasis, and the product name is not an acronym, and if a number of legitimate sites online (as in, product mentions in PubMed articles) use only initial capitals, BPI will do that also. Again, BPI will treat that product name as an adjective for its trademark protection.

<b>Specs</b>	<b>eBooks (end-user authors)</b>	<b>Supplier Sides (sponsored, run of book)</b>	<b>Sponsored Inserts</b>
<b>Authors/Contacts</b>	Titles, email needed at submission	Titles, email needed at submission	Titles, email needed at submission
<b>Captions</b>	Include for Figures and Tables at submission	Include for Figures and Tables at submission	Include for Figures and Tables at submission
<b>Color Use</b>	Do not use gradients under text	Do not use gradients under text	Do not use gradients under text
<b>Column Widths, figures, photos, tables</b>	Inline w/Text: 28p (~2.75 inches) Apron: 13p3 (~2.25 inches) Full Page: 42p6 (~6.66 inches)	One Column: 12p6 (~2 inches) Two Columns: 27p (~4.5 inches) Full Page: 41p (~6.5 inches) Half Page: 20p6 (~3.5 inches)	One Column: 16p9 (~2.75 inches) Full Page: 35p (~6 inches)
<b>Cover Images</b>	Send suggestions if available; editors will use stock art otherwise	Send suggestions if available; editors will use stock art otherwise	Work with BPI Marketing rep to submit artwork, design details
<b>Editing</b>	For these end-user articles, editing follows normal BPI styles (see author guidelines)	For sponsored materials within an issue, editors will follow general House Style, with few exceptions	Less-stringent editing overall, but editors will ensure grammatical correctness and suggest changes to wording for clarity and readability — with more concessions made to BPI House Style, detailed below
<b>Galleys</b>	BPI's normal 48-hour turnaround (unless otherwise arranged), all authors comment within one PDF; one galley is sent unless substantial changes are made	BPI's normal 48-hour turnaround (unless otherwise arranged), all authors comment within one PDF; one galley is sent unless substantial changes are made	BPI's normal 48-hour turnaround (unless otherwise arranged), all authors comment within one PDF; editor will send additional galleys as needed, but final galleys (including final art and ads) are sent by the marketing representative (through our production contact)
<b>Page Counts</b>	Seldom a problem, unless text is too short to alternate with ads; as with regular articles within issues, editors will work with you to explore alternatives	Paid/page, so adjustments over about half a page require approval by BPI publisher/marketer	Inserts are limited to four-page forms, so fewer options are available (other than to use inside covers for runover text, add an ad, or extend contract by four pages)
<b>Tables</b>	Not as embedded art; MS Word only	Not as embedded art; MS Word only	Not as embedded art; MS Word only
<b>Timelines/Approvals</b>	As agreed on in Organizing Call	As agreed on in Organizing Call	As agreed on in Organizing Call
<b>Words/Page (average)</b>	550	800 (500 on opening page)	550

## Estimating Lengths

Because sponsored materials (Supplier Sides and Inserts) are priced by page, the editors may be able to help with those initial determinations. The first galley that you see will indeed have taken the specifications into account. But because figure and table sizes vary, exact estimates of their final dimensions are not always possible. If you follow our graphics guidelines online, and if your graphics are submitted in at least **300-dpi** resolution at the widths specified above, estimates are easier (but still not infallible).

The editors can help accommodate discrepancies in page counts through some layout adjustments, but only within limits. It is critical, therefore, that the client respond quickly to a first galley that is longer or shorter than the contract specifies. Text may need to be removed or added; a graphic element may be resizable, removable, or added, and so on. But adding pages can incur additional cost.

## Organizing Call, Sponsored Inserts

Once you choose to sponsor an insert (and sometimes a Supplier Side) and have determined the general expectations in consultation with your BPI marketing representative, an **Organizing Call** must be scheduled with the BPI marketer, a BPI editor, and all those who will be involved in approving the galleys.

The editor will go over the details above and help specify what is needed at final submission of your materials. She will ask for at least one full month in which to create your advertorial, assuming that all needed materials are submitted by that time.

### This call will stress the need for

- A designated photo for the cover (must be at least 300 dpi at full-page width).
  - Covers may be provided by the client rather than created by BPI. The marketing representative can handle these plans in communication with an outside designer.
  - **Alternatively**, a client may create its own cover in consultation (regarding specs and needed elements) with the BPI marketing representative and editors.
  - For the cover to be designed early in the project, and to prevent multiple versions from having to circulate, *the final title of the insert and names of authors need to be provided in the organizing call.*

- A single, designated client contact (point person) for routing all galleys through changes and approvals.
  - BPI will send a galley in PDF format, requiring all changes to be entered on that one galley by all participants.
- Agreement by all parties to adhere to editorial and production time frames.
- Identification of author(s) for byline and the bio, with corresponding author contact information. You also may list a media contact or other general contact, but an author also must be identified.

## Editing of Sponsored Materials

Generally, BPI editorial style will be followed, as noted in the table above and in BPI's general guidelines (online).

**Punctuation** will follow accepted rules (for American English) including rules for hyphenation, colons, en and em dashes, and so on. The editors know what is correct and what accepted exceptions entail. Their primary interest, always, is in creating text that is readable and unambiguous.

Some of the punctuation that you will see may look unusual to you, but it is there for typographical reasons (e.g., using en dashes in date ranges and some compounds).

*BPI will not make exceptions to its normal use of the Oxford comma.*

**Spelling** is edited to American English. The editors cannot otherwise ensure spelling consistency and accuracy.

**Trademarks and registration symbols** (as noted in the first section of these guidelines) are not to be used *and will not, alone, protect your valuable property*. The editors are willing to make a few concessions on first mention of a product name in sponsored materials (but never in a title or in display type). Such symbols can create a more promotional image than you may want.

### **A Few Possible Concessions to BPI Styles in Sponsored Content**

Some BPI styles are based on what the editors have most frequently seen in industry publications and what have become matters of House Style to help us ensure consistency during copyediting. But we know that a number of those styles are discretionary. In the Organizing Call, the editor may ask you about your preferences for a few such styles, but if you want to make changes during your galley review, that also is expected.

The most commonly debated style conventions include

- Using **cGMP** instead of BPI style **CGMP**
- Using **mAb** instead of BPI style **MAb**
- **Capitalizing job and department titles** in author bio boxes (normally in lower case per *ACS Style Guide* and *Chicago* manual)
- **Number styles:** Generally BPI writes out numbers (figures) between 1 and 9, and uses figures for 10+. Strict adherence to this, however, can create some odd-looking number ranges. The editors know that number styles vary from style guide to style guide as well as in technical vs nontechnical text. Your editor will make the best choice she can, and these choices are often negotiable.
- BPI generally places a word in **all-caps** only if it is an acronym; formatting (upper and lower case, etc.) will not protect your trademark/registration — using it as an adjective will. In sponsored inserts, however, the editors will allow exceptions to this rule, *especially if they see that a product name is most often capitalized in online references.*
- **Use of bullet lists** even if they are not technically correct to use — but be aware that if your sponsored text is running longer than your contract specifies, turning bullet lists into text (using subheads or making lists with semicolons) is often the easiest way to shorten text on a page.