

BPI Editorial Guidelines for Sponsored Materials

Thank you for working with the *BioProcess International* team. We are eager to share your insights with our subscribers. When you are ready to write your *BPI* Supplier Side, Special Report, or other sponsored article format, please review the style conventions and project-management guidelines described herein.

Common Elements in BPI Editing

BPI styles are based on *The ACS Style Guide*, *Webster's Third New International Dictionary*, and examples from industry publications. Common conventions are listed here alphabetically.

Acronyms: We spell out all acronyms on first mention. Acronym styles that appear frequently in *BPI* content include

- "CGMP" rather than "cGMP" for *current good manufacturing practice*
- "chimeric antigen receptor (CAR)-T cells" on first reference; "CAR T cells" and "CAR-T products" thereafter
- "CoG" for *cost of goods* and "CoGS" for *cost of goods sold*
 - Our style is the same for terms such as *limit of detection* (LoD), *design of experiments* (DoE), and *quality by design* (QbD), with lowercasing indicating a preposition.

Active Voice: Although scientific communication often uses passive voice, we favor active constructions for their clarity. For example, we might use "A QA/QC representative should communicate with regulators about a change-control concern" rather than "A change-control concern should be communicated."

Adverbs: *BPI* tries to prevent adverbs from splitting main and helping/modal verbs, so we sometimes adjust adverb placement (e.g., *The scientist was pipetting samples steadily* rather than *The scientist was steadily pipetting samples*). We have a similar convention for infinitives (e.g., *to pipette steadily*, not *to steadily pipette*).

Bullet Points: See the Acronyms section above for an example. We omit colons preceding bullet lists unless the text before the list is a complete clause. And unless a bullet item is a clause, we keep its first letter lowercased.

Bylines and Bios: *BPI* must identify a corresponding author for all publications. Please include that person's job title and affiliation with contact information. Note

that we are happy to list author credentials (e.g., PhD and MSc) in the biography section at the end of an article (rather than in the byline and title block).

Capitalization: *BPI* applies "title case," capitalizing major words (not conjunctions and short prepositions) in titles, subtitles, and section headings.

BPI generally reserves capital letters for proper nouns. We do not capitalize job titles. Instead, we distinguish them from surrounding text using parentheses — e.g., Cheryl Scott (editor in chief, *BioProcess International*).

All-Caps: Per ACS, we apply all-caps for acronyms only. For product names, only the first letter will receive capitalization (see the Trademarks section).

Captions for figures, tables, and other design elements should be brief. Detailed explanations will be written into the body of the article. When captions are full clauses, we end with a period; for fragments, no end punctuation is necessary.

Demonstrative and Relative Pronouns: *BPI* pays strict attention to uses of *this/that*, *these/those*, and *which/that* depending on their proximity to their antecedents and their position, grammatically and conceptually, in a sentence. We use *such* rather than *this/that* for cases with generality (e.g., *such examples [including those given above]* as opposed to *these examples [right here]*).

Italics: Per ACS, we italicize words receiving definition in a sentence: "*Autologous cell therapy* refers to . . ." We use roman rather than italic font for common Latin terms such as "ex vivo" and "in vitro."

Numbers: *BPI* spells out whole numbers between one and nine and uses numerals for 10 and above. We separate numbers in a range using en dashes (e.g., 7–10 g/L). When a number appears as part of a compound adjective with a unit, we apply hyphenation (e.g., 1-mL samples).

Exponents: We write out exponential expressions — e.g., using 2.6×10^6 rather than 2.6E+6. In cases such as 1.0×10^6 , we will use just 10^6 where appropriate.

Punctuation follows ACS and general rules for American English regarding

- colons (including capitalization of the first word of an ensuing clause)
- commas (including Oxford commas after penultimate items in lists)

- em dashes (indicating grammatical interruption or needed emphasis)
- en dashes — e.g., between numbers in a range, terms connected in or by a process (*fill-finish*), and compounds (*bone-marrow-derived material*)
- hyphenation (e.g., omission of hyphens between prefixes and stem words, as in *nonliving* and *posttranslational*; insertion of hyphens for compound adjectives, as in *a life-cycle approach*)
 - Please note that BPI uses *adenoassociated* (with no hyphen).
 - An exception: *in vivo CAR approaches* (with no hyphen).

References: Please provide in-text citations to call out source materials. Those should be numbered sequentially (in order of appearance), with each source receiving only one citation in your reference list. We are happy to help with reference formatting, but your manuscript must have

- full article and book/journal titles, written in title case
- volume and issue numbers and year of publication
- author names (*BPI* uses “et al.” for more than three authors)
- inclusive page numbers
- DOI or URL, especially for online-only publications.

Trademark and Registration Symbols: *BPI* does not use such symbols because they do not provide formal protection for intellectual property. Please refer to the [ACS Style Guide for a good explanation](#) on that subject. To distinguish a product or service name from surrounding text, we capitalize it and use it as an adjective (e.g., *Kleenex tissue*). Using generic names for biopharmaceuticals rather than their trade names is preferred, and the editors will substitute when they can.

If your product name is written in all-caps, the editors will spell out the acronym on first mention. If the capitals are for style or emphasis only, then *BPI* will use initial capitals only and treat the product name as an adjective.

Word Choice: We aim for text to be unambiguous, so we favor terms such as

- *although/whereas* (indicating contrast) rather than *since/while* (for time)
- *differ* rather than *vary* (indicating vacillation)
- *difficulty* or *obstacle* rather than *challenge* (implying a contest)
- *breadth* rather than *range* (indicating a sequence, usually of values).

Organizing Call for Sponsored Materials

For Special Reports and some Supplier Sides, once you have determined general expectations with your *BPI* marketing representative, an **organizing call** must be scheduled with the *BPI* marketer/project manager, a *BPI* editor, and everyone who will be involved in galley review. The editor and marketer will go over the details above and specify what is needed at final submission of materials. The

editor 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 (at least 300 dpi at full-page width)
 - The marketing representative can communicate with an Informa design team to create a cover page.
 - *Alternatively*, a client may create its own cover in consultation with the *BPI* marketing representative and editors regarding specs.
 - 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.*
- agreement by all parties to adhere to galley review procedures
 - A single, designated client contact (point person) should route all galleys through changes and approvals.
 - *BPI* will send a galley in PDF format; all reviewers must propose changes on that PDF, and all questions across coauthors must be resolved before resubmission to editorial.
 - The editor will send additional galleys as needed, but if significant changes to content are requested by the authors or by new contributors after the second round of review, publication could be delayed to the next available issue.
- agreement by all parties to adhere to editorial and production timelines
- 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.

Estimating Lengths

Sponsored materials are priced by page, and the editors can help with initial determinations. The first galley that you see will have taken page 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 in the table below, estimates are easier (*but still not infallible*).

The editors can make layout adjustments to match materials to contracted page counts, but that practice has limits. It is critical that you respond quickly to a first galley that is longer or shorter than your contract specifies. Text may need to be removed or added; a graphic element may be resized, removed, or added; and so on. Note that adding pages can incur additional cost.

Specification	Solo-Sponsor eBooks	Supplier Sides (sponsored article format)	Special Reports (sponsored report format)
Authors/ Contacts	Names, job titles, and email addresses needed at submission	Names, job titles, and email addresses needed at submission	Names, job titles, and email addresses needed at submission
Captions	Include captions for figures and tables; needed at submission	Include for figures and tables; needed at submission	Include for figures and tables; needed at submission
Color Use	Do not use gradients under text	Do not use gradients under text	Do not use gradients under text
Column Widths (figures, photos, tables)	In line with 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)
Cover Images	Send suggestions if available; editors will use stock art otherwise.	Send suggestions if available; editors will use stock art otherwise	Work with <i>BPI</i> marketing rep to submit artwork, design details
Editing	Editing follows normal <i>BPI</i> 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 for clarity and readability — with more concessions made to house style, detailed below
Galleys	<i>BPI</i> 's normal 48-hour turnaround (unless otherwise arranged); all authors and reviewers must comment within <i>one</i> PDF; all questions across coauthors must be resolved before returning the galley to editorial; <i>one</i> galley is sent unless substantial changes are requested.	<i>BPI</i> 's normal 48-hour turnaround (unless otherwise arranged); all authors and reviewers comment within one PDF; all questions across coauthors must be resolved before returning the galley to editorial; one galley is sent unless substantial changes are requested; if significant changes to content are requested by the authors or by new contributors thereafter, publication could be delayed to the next available issue.	<i>BPI</i> 's normal 48-hour turnaround (unless otherwise arranged); all authors and reviewers comment within one PDF; all questions among coauthors must be resolved before returning the galley to editorial; the editor will send additional galleys as needed, but if significant changes to content are requested by the authors or by new contributors after the second round of review, publication could be delayed to the next available month/project; final galleys (including final art and ads) are sent by the marketing representative (through our production contact)
Page Counts	Usually sold as four pages of content and one full-page ad; adjustments over half a page require approval by <i>BPI</i> marketer	Paid by the page, so adjustments over about half a page require approval by <i>BPI</i> marketer	Reports are generally sold in four-page forms (e.g., a cover page and three pages of text and figures, or a cover plus seven pages of text). Ask your <i>BPI</i> marketer for pagination options.
Tables	Not as embedded art; MS Word only	Not as embedded art; MS Word only	Not as embedded art; MS Word only
Timelines/ Approvals	As agreed upon in organizing call	As agreed upon in organizing call	As agreed upon in organizing call
Words/Page	~550 (depending on the size, a figure can reduce the word count by 50–100 words)	~800 (~500 on opening page; a figure will reduce the word count by 50–100 words)	~550 (a figure will reduce the word count by 50–100 words)