Application Notes Guidelines - Online Submissions

TITLE
• Title length should not exceed 13 words.

AUTHOR LISTING
• Provide a full mailing address for each affiliated institution or business.
• The majority of Application Notes authors should be directly affiliated with the submitting company.

TEXT FORMAT
• Begin the piece with a brief introductory paragraph that describes the key aspects of the product being advertised.
• Trademark symbols can only be used at first mention of product.
• Try to avoid abbreviations; those must be defined at first use.
• Length should not exceed 1,500 words, excluding figure legends and references.
• Avoid use of bullet-point lists; use tables instead or try to present information in normal text format. Cite no more than ten references, numbered in the order cited. Please use the following format: 1. Bichsel, V.E., Liotta, L.A. & Petricoin, E.F. Cancer proteomics: from biomarker discovery to signal pathway profiling. Cancer J. 7, 69-78 (2001).
• Contributions should include no more than three illustrations or tables.
• Cite figure panels in strict sequential order in the text. Use the style (Fig. 1a,c,f), (Fig. 2a-c), (Figs. 2 and 3), (Fig. 1 and Table 1) to refer to figures in the text.
• Numbers from one to ten should be spelled out unless followed by a unit of measure (ml, min, M, etc.), in which case always use a numeral.
• Please do not use italics or bold for emphasis.
• Minimize use of the slash (/) to mean “and” or “or”, as its meaning can be ambiguous.

FIGURE LEGENDS
• Each legend should start with a brief title that summarizes the main point of the figure.
• Figure legends should be brief, but describe the panel completely. All abbreviations, symbols, etc. should be defined or explained in the legend. Do not repeat information described in the text.
• Refer to parts of the figure as (a), (b), etc.
• Please indicate nature of error bars: i.e., s.e.m. or s.d., and provide an n value.

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