



## Sponsored Content Policy

*AmSECToday* is the official newsletter for the American Society of ExtraCorporeal Technology. Its purpose is to disseminate society, profession-level, and thematically organized topical information to members on a quarterly basis. This publication also serves as the primary media between the President of the organization and its members.

*Topics* emphasized in *AmSECToday* include:

Current Profession Issues	ECMO	Education & Technology	Evidence-Based Medicine
Ex-Vivo Perfusion	Heart & Lung Failure	Interdisciplinary Professionalism	Interdisciplinary Understanding
Infection Control	Laboratory/Transfusion Medicine	Mechanical Support	Myocardial Preservation
Patient Blood Management	Patient & Perfusionist Safety	Pediatric & Congenital Perfusion	Pharmacology
Quality Outcomes	Special Procedures	Systems Physiology	Transplants

*AmSECToday* serves a subscription base of perfusionists, anesthesiologists, surgeons, and researchers from 31 countries. Original and sponsored (commercial) content submissions are considered for publication. You are currently reading guidance for commercial content authors. Please see Author Guidelines for non-commercial content authors.

Regular columns and features include:

- President's Message
- AmSECT University
- Conference Information & Reviews
- Thematic Educational Articles
- Invited Feature Articles
- Self Quiz
- Government Relations Updates
- Historical Perspectives
- Student Corner
- Society News and Volunteer Information
- Pediatric Congenital Perfusion
- Mechanical Circulatory Support

Article types include but are not limited to:

- News
- Editorial
- Review (topic or book)
- Case Report/Discussion
- Pro-Con
- Technique
- Letters to the Editor

## **About Sponsored Content**

Sponsored content is one option among various advertising channels available when partnering with AmSECT to support marketing needs. The process is led by the AmSECT Sales Manager to ensure sponsors receive maximal value for advertising dollars.

Commercial authors are encouraged to develop sponsored content pieces which are objectively informative, relevant to this audience, provide un-biased discussion, include high-quality insights and analysis, and engage the reader with key takeaways or calls to action instead of a sales pitch.

It is recommended commercial authors avoid focusing solely on their product, service or comparisons with competitors. Instead, authors may be better served seeking to establish thought leadership, reader trust, and an opportunity for increased brand awareness and recall through their content.

## **Information for Sponsors**

***Deadlines:*** January 15 (Q1), April 15 (Q2), July 15 (Q3), October 15 (Q4)

***Distribution:*** Approximately 2000 AmSECT members

***Channels:*** PDF via website and email distribution, social media promotions

***Rates:*** Contact Sales Manager for current pricing

***Content Rights:*** AmSECT does not accept copyright. PDF page distribution/reprints at sponsor cost. Sponsors or their assignees may not distribute entire issues without the written permission of AmSECT.

Authors statements and opinions are acknowledged to be those of the author(s) and do not necessarily reflect the opinions of AmSECT, the editors or the publisher.

Sponsored content is reviewed by the Editor in Chief and AmSECToday Board Advocate for policy compliance prior to publication. Copy editing is not provided though observations or recommendations may be made on a case-by-case basis.

*AmSECToday* will aspire to respond to concerns of compromised scientific integrity, plagiarism, copyright infringement and ethical transgressions according to current best practices guidance of the Committee on Publication Ethics ([publicationethics.org](http://publicationethics.org)) and in consultation with the AmSECT Ethics Committee and Board of Directors. Remedies may include publishing an erratum or corrigendum, retracting an article, and/or other confidential actions determined appropriate by AmSECT.

## **Requirements**

1. ***Identification as advertising.*** *AmSECToday* identifies all commercial content with a “Sponsored Content” page banner for compliance with Federal Trade Commission advertising rules. Additionally, any real or perceived conflicts of interest, relevant financial support or other pertinent disclosures must be explicitly disclosed in an

acknowledgement statement at the end of the manuscript. Sponsors should consider obtaining content approval from their legal counsel.

## 2. **Manuscript Guidelines**

- Microsoft Word or High res Adobe PDF
- Times New Roman or Calibri 12 point font, single spaced
- Images, no more than 3, preferred as high res png or jpg files, 72 dpi resolution
- Length 1000-1500 words including references and author biography
- Concise, logically organized writing for maximum readability.
- Title, author names and credentials and complete in-line numbered referencing and reference list (format not otherwise specified).
- Introduction paragraph states a clear purpose; discussion paragraphs develop and argue main ideas, and conclusion paragraph summarizes main points and their relative importance
- Subheadings and/or subsections may be employed to effectively organize the flow of longer articles.
- Any acronyms or abbreviations should be spelled out and followed in parentheses by the abbreviated form

Additional information required for publication includes a professional-appearing headshot photo of the author(s), email/social media links the author(s) would like publicized, and a short biography of the author(s).

## 3. **Submission File Characteristics**

- a. Microsoft Word or High res Adobe PDF strongly preferred
  - i. PDF should be created as CMYK color, 300 dpi resolution, all fonts embedded with full bleed and crop marks.
- b. Alternative formats: InDesign, Illustrator or Photoshop files (PC platform)
- c. Images
  - i. High res png files strongly preferred, images should be created as CMYK color, 72 dpi resolution