

GxP Lifeline Editorial Guidelines

<https://www.mastercontrol.com/gxp-lifeline>

Blog posts included in MasterControl's GxP Lifeline prospect blog ideally vary between 1,200 and 1,500 words in length (exceptions require approval) and are accompanied by an author headshot and any other pertinent visual materials (e.g., charts and diagrams).

An absolute prerequisite of unpaid articles in GxP Lifeline is that they are non-promotional contributions. We are looking for relevant and timely, targeted material regarding topics in the life sciences and other regulated industries, as opposed to information regarding a company's activities or services. Having said that, we encourage authors to write on pertinent industry topics. Along with the blog post, we will provide authors a byline, and include their homepage or a direct link to their LinkedIn profile in the bio. Our preference is original content; however, authors may submit previously published material if they own any associated copyright. It is our policy to avoid any naming of or references to organizations that we consider competitors in blog posts.

To give us an idea of the direction authors intend to take with their blog posts, and to ensure editorial variety, we ask contributors to provide a *short (100 word) abstract* of their proposed subject prior to the scheduling of a final submission date and writing the blog post. Blog posts are due two weeks prior to the assigned publication date.

To streamline the editing process, we ask that authors use spell check and proofread their blog posts at least once before submission. Blog posts will be edited by GxP Lifeline editors using Associated Press Style for the purposes of clarity, length and relevance. Authors will be able to review their edited blog posts prior to publication, and are welcome to discuss proposed changes with the editor (mrigert@mastercontrol.com). However, GxP Lifeline reserves the right to make the final decision about matters of style and content.

What to send upon article completion:

- Text emailed as an attachment in an unformatted MS Word document
- A contact email address for the author
- A maximum 250-word professional bio
- An author headshot (largest file size/highest resolution that you have, preferably jpeg format)
- First and last name/Job Title/Company
- Any relevant graphs or charts in separate file attachments
- Email address and LinkedIn profile page link (optional, to be included with author bio)

What Happens Next

Before publishing blog posts, we'll email authors an edited version of their submission to review for accuracy. Authors must return this version within one week of publication and may include any final comments or questions (using the Track Changes tool in MS Word). Authors will receive a PDF version of their final blog posts for their own professional or personal use. In addition, posts will be promoted on our social media channels, including Facebook (nearly 7,000 followers), Twitter (nearly 8,000 followers) and LinkedIn (nearly 3,000 followers), and in our monthly vertical industry GxP Lifeline newsletters.

Abstracts, submissions and inquiries should be emailed to Robyn Barnes at rbarnes@mastercontrol.com.