

Author Guidelines

Pharma Marketing News is the monthly e-newsletter of the Pharma Marketing Network®. Original articles feature opinions of pharmaceutical marketing experts and industry executives. Articles highlight facts, market research data, and case studies gleaned from interviews or presented at pharmaceutical marketing conferences. Our objective is to provide pharmaceutical marketing executives with practical information with a special emphasis on the use of new technologies and the Internet.

Originality and Copyright

Occasionally, we accept articles that have been published elsewhere as long as the author secures permission from the copyright holder. However, we prefer *original* articles that represent previously unpublished work not submitted elsewhere for publication. If an article is accepted, authors assign the copyright to VirSci Corporation, but retain the right to create derivative works and revise their articles for publication and presentation elsewhere.

Submissions

1. Contact us by email (preferred) or phone before submitting a manuscript. A detailed outline will help us determine whether or not the article is suitable for the **Pharma Marketing News** audience. Some topics in which readers – especially those employed by pharmaceutical companies – are interested include:
 - New ideas for drug marketing
 - Sales & sales reps/sales force effectiveness
 - Physician marketing
 - Internet marketing
 - Integrating offline and online marketing programs
 - Key opinion leader development
 - Global/international marketing
 - Relationship marketing
 - Regulatory issues

Inclusion of case studies and data from market research studies adds value to articles and will improve an article's chances of being selected for publication.

2. If the concept/outline is approved, we will contact you about submitted the draft article, an author's photograph, and other material to augment the article.

Note: Please do not promote your company, product, or service other than by providing case studies that illustrate your thesis. We retain the right to reject any article that we deem too self-promotional or which has insufficient relevance to the pharmaceutical industry and our subscribers.

Review & Scheduling

All articles submitted for publication are reviewed by the editor, who reserves the right to make any edits necessary. After the initial edits, authors will have an opportunity to review the edited article for accuracy. We cannot guarantee that an article will run in a specific issue of the newsletter.

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