Editorial Special Features

One-month sponsorship of our editorial feature positions you as the industry-leading brand and thought leader in a specific application or hot topic. Associate with leading scientists and generate engaging content.

Promote your products, latest application notes, posters or customer videos on a dedicated page with a targeted Feature Email Alert, as part of the Editorial Special Feature Programs.

Please see our Editorial Coverage Guidelines for more information on the publication of application notes, posters, videos and news. As a sponsor, please submit content for publication to your dedicated SelectScience marketing specialist, making it clear which feature the content relates to.

Premier Sponsorship:

- Association with the lead story or nominate a customer for Editorial interview
- Exclusive featured video or review position
- Premier position of application notes, white papers or posters
- Exclusive Editorial Email highlighting your content
- Exclusive Billboard (300x250)
- Premier position in the Feature Email Alert
- Editorial & Social Media Integrated Promotion, via
  - LinkedIn
  - Facebook
  - Twitter

Editorial interview: please submit Editorial interviewee name and contact details to your dedicated SelectScience Marketing Specialist and Editor at least 4 weeks before the special feature start date.

Content for exclusive featured video, application notes, white papers or posters, must be provided at least 12 working days before the special feature start date. For the featured review position please provide a product review of your choice to be displayed on the special feature page. If you need help generating

Point of Care Testing Special Feature: Now Live

In this new feature, we bring you a selection of the latest advances in patient testing at or near the point of care (PoC). Discover how high sensitivity cardiac troponin (cTn) testing could inform effective management of cardiac patients, explore how point-of-care testing could be key to detecting the early signs of COVID-19, and more.

Emergency care: Reducing patient length of stay at the Covid point of care testing

Discover an innovative high sensitivity cardiac troponin 1 point of care technology from Siemens Healthineers designed to meet today's emergency care needs and improve effective management of cardiac patients.

SARS-CoV-2: A one-stop solution for variant detection and tracking

Explore the GRASPlex SARS-CoV-2 Full Length Genome Panel from Freenome Biotech for variant detection, viral variant identification, RNA source identification, mutation monitoring, and much more.

Machine learning: Harnessing the power of AI in the pandemic

Discover how the application of AI in medical imaging and molecular diagnostics is helping to tackle the ongoing pandemic, and how experts from the technology sector are impacting healthcare in the future.

WEBINAR: Demystifying hema1c testing at the point of care

During this webinar, expert speakers will discuss the differences between central lab and PoC testing and many of the advantages of working from home as a point of care facility.

SYNDROME TESTING: 8 articles to expand your understanding

We've pulled together six exclusive articles to boost your understanding of syndromic testing and share innovative solutions to the problem of tracing the diagnosis of respiratory infections. Find out more and more!
reviews for your products, please visit our Reviews Program website.

Exclusive Editorial Email: Our Marketing Specialists will create a SelectScience branded HTML email on your behalf. We can work with you to help select the best content for this exclusive email, which will drive traffic to your content, published on the SelectScience special feature page (subject to editorial approval). Our Editorial team will write a summary of your application notes, whitepapers, posters, videos, articles, or new products for inclusion in the Exclusive Editorial email. If you would rather supply this content, please send a brief summary, between 180-200 characters in length (including spaces). Deadline for copy is 12 working days before the send date.

Please see below for more information on the Feature Email Alert.

Featured Sponsorship:

- Publication of your news, application notes, whitepapers or posters
- Feature Email Alert: Feature your video, application note or product in the targeted email

Content supplied for the targeted Feature Email Alert should focus on one of the following:

Your Latest Application Note or Poster

A summary and link in the Editorial Feature Email will drive traffic to your content, which will be published on SelectScience (subject to Editorial approval). Please supply the following materials at least two weeks before the send date:

- A new and relevant application note or scientific poster focused on educating readers on the specific application topic, presenting a clear methodology and corresponding data.
- Please send your material as an unlocked PDF document to allow our Editorial team to easily extract the required information; your document will not be altered.

Our Editorial team will write a summary of your application note or poster for inclusion in the Editorial Feature Email. If you would rather supply this content, please send a brief summary, between 180-200 characters in length (including spaces).

Your Product- or Application-Focused Video

Send a link to the video online or contact us to transfer your video to our server. Please submit your video in .MP4 or .FLV (Flash) format. We are also able to extract video content from YouTube or Vimeo. Your video will be added to SelectScience, with a summary and link driving traffic from the Editorial Feature Email.

New Product

This will showcase a new and relevant product, specific to the email topic and detailing a single product and not a product range. For more information on generating reviews for your products, please visit the Reviews Program page. To update an existing product or submit a new product for listing on SelectScience, please supply the following materials at least two weeks before the send date:

- Product name
- Product description consisting of:
  - Brief summary sentence explaining the product, in bold
• 1 to 3 paragraphs explaining the purpose and key functionality of the product
• Short bullet pointed list of key features
• Short bullet pointed list of relevant applications for the product
  • A URL to the product on your site
  • A jpeg image of your product; 250x250 pixels in size

Our Editorial team will write a summary of your product description for inclusion in the Editorial Feature Email. If you would rather supply this content, please send a brief summary between 180-200 characters in length (including spaces). Summaries must explain the benefits of the product and must use language that is informative rather than promotional in nature. Your product will be added to SelectScience, with a summary and link driving traffic from the Editorial Feature Email. You will receive a proof of your feature in the Editorial Feature Email approximately one week prior to the email send.

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SelectScience also invites companies and societies not sponsoring the feature to send their relevant news and content for publication during the editorial feature. Send your news to editor@selectscience.net for editorial consideration, making it clear which feature the content relates to. View our Editorial Coverage Guidelines for more information on the types of content published on SelectScience.

All editorial content is subject to approval by our editorial team. The editors reserve the right to accept or reject content for publication, and to make amendments to content before publication. The editors also reserve the right to make a production charge (discussed prior to publication) for publishing application articles/posters.

Image submissions: Any images supplied for publication must have a license for usage on SelectScience. Any liabilities arising from the incorrect use of an image supplied to and published on SelectScience will be passed on to the provider and/or their agent. In the event of improper usage of a supplied image, SelectScience will charge an administration fee to the image provider and/or their agent.