Preparing a Complete Scholarly Package

ACS Chemistry for Life®

CAS

ACS Publications
Most Trusted. Most Cited. Most Read.

Chemical Research in Toxicology®

ACS Technical Division
Chemical Toxicology

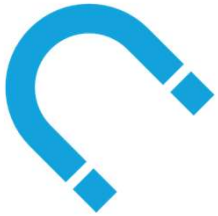
The Importance of These Elements

THE IMPORTANCE OF THESE ELEMENTS

Key Benefits

Showcases Commitment to Quality

Saves Readers Time



Attracts Readers

Aids Discoverability

Encourages Media Coverage

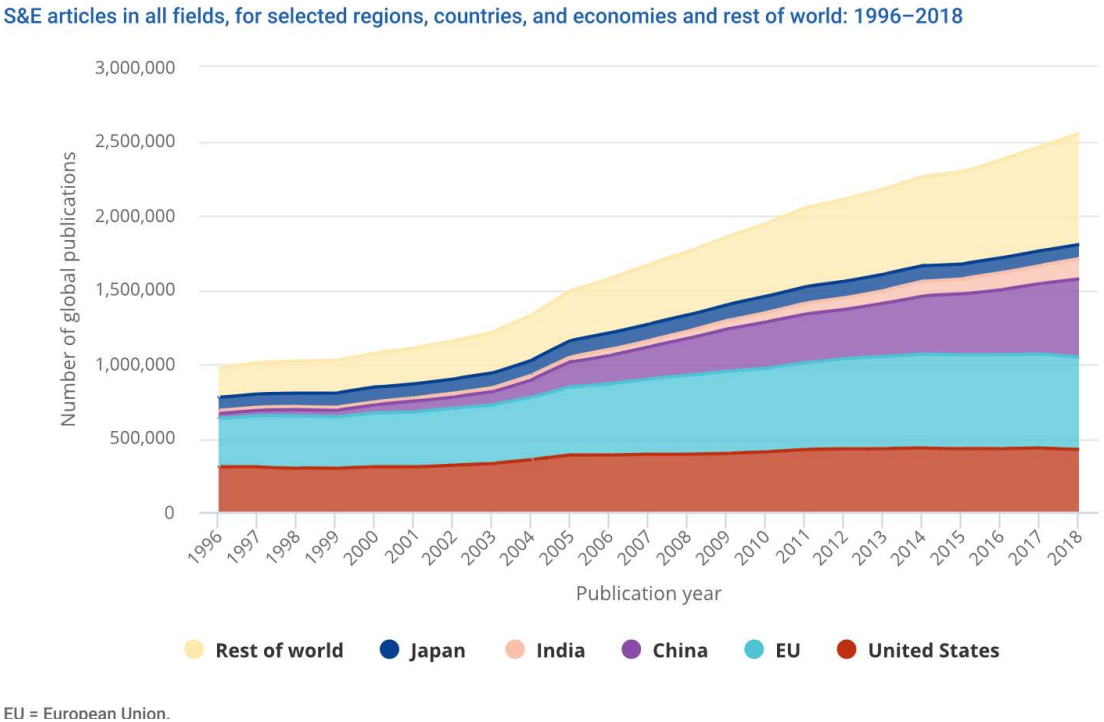
THE IMPORTANCE OF THESE ELEMENTS

The Candy Store Analogy

The reader is like an indecisive kid in a candy store.

How will they choose? Do color, wrapper, texture, name, descriptions matter?

Yes.



EU = European Union.

Source: https://pubs.acs.org/doi/10.1021/cm500170v

Source: https://ncses.nsf.gov/pubs/nsb20206/publication-output-by-region-country-or-economy

Crafting a Strong Title

CRAFTING A STRONG TITLE

1. Use a maximum of 20 words and be grammatically sound
2. Select strong action verbs and avoid overuse of adjectives, and avoid adverbs
3. Make your words resonate with the TOC graphic and include key words for SEO
4. Avoid buzzwords, acronyms, and abbreviations
5. Avoid potential untested applications and hard-to-justify claims

Source: https://pubs.acs.org/doi/full/10.1021/cm5017917

Key Questions to Ask

Who

- Who will read your title?

How

- How will your title be found?
- How will your title be used?

What

- What is being presented?
- What information will be of interest to your audience?
- What details should be made clear?
- What features will catch attention?
- What are the key descriptive terms?

Choose Goal First, then Title Format

1. **Generate curiosity on what will be answered (hypothesis-driven)**

   → **Use an interrogative format for your title**

   EXAMPLE
   How Isolated are the Electronic States of the Core in Core/Shell Nanoparticles?

2. **Describe procedures but provide no answers (methods-driven)**

   → **Use a descriptive format for your title**

   EXAMPLE
   Designed Nanocage Displaying Ligand-Specific Peptide Bunches for High Affinity and Biological Activity

3. **Provide the main conclusion from the outset (results-driven)**

   → **Use a declarative format for your title**

   EXAMPLE
   Low Dose of Amino-Modified Nanoparticles Induces Cell Cycle Arrest

Source: https://pubs.acs.org/doi/full/10.1021/cm5017917

Which Title Hits the Target?

Title 1

Synthesis, Electrochemistry, Spectroscopic Characterization, and X-ray Crystal Structure of a Novel NacNac-La Complex that Attacks DNA and Cures Cancer

Title 2

Lanthanum(III)-Diketiminate Complex Cleaves DNA at Nanomolar Concentrations

Creating a Substantive Abstract

What is a Substantive Abstract?

An abstract is both a request and an invitation

Substantive abstracts

- Provide a concise summary of the work
- Are clearly written and easy to understand
- Avoid unnecessary embellishments
- Do not supplement or evaluate conclusions, do not cite references, tables or figures

Key Questions to Ask

Who

- Who are your audience(s)?*

Where

- Where will the abstract be posted? *Note guidelines*

How

- How will your abstract be discovered? *Note SEO*
- How will you showcase your abstract?

What

- What is the purpose or end-goal for your abstract?
- What is important about your science?
- What professional image do you want to convey?

Creating an Abstract in Four Steps

1. Define the problem and purpose of the research
2. Describe methodology used and key observations
3. Summarize major conclusions reached
4. Place implications in a broader context

Avoid the Pitfalls

Most Common Mistakes

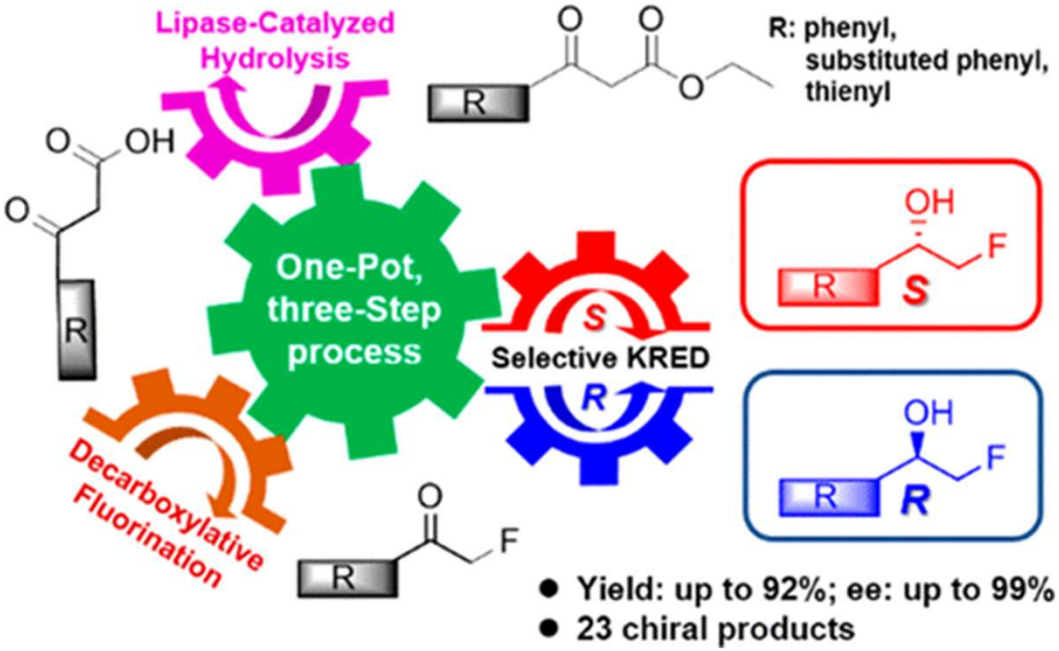
- Wrong length (too long or too short).
  Rule of thumb: 75 – 200 words
- Wrong level of detail (often, too much)
- Incomplete
- Inconsistent
- Misses keywords

Constructing an Impactful TOC Graphic

An Impactful TOC Graphic

The TOC graphic is a **single concise visual representation** of the research findings. It serves as a:

- Graphic in the TOC, on the article page, and is frequently used in promoting your article
- Snapshot of the research findings
- Welcome mat for readers
- Spotlight for your research
- Unique identifier for your research



Key Questions to Ask

Who

- Who are your audience(s)? *Tip - Ask someone who hasn't read the research what the image says.*

Where

- Where will the TOC graphic be posted? *Note guidelines.*

What

- What is important about your research that can be explained in one image?
- What extraneous pieces can your remove?
- What professional image do you want to convey?
- What does the TOC graphic look like when you print it out? Are images, text, and lines crisp and easy to see?

Creating your TOC Graphic

1. **How to get started**
   - Write 1-2 sentence take-home message
   - Look at examples and read guidelines
2. **Understand the basics**
   - Simple yet informative and fits in rectangle
   - Color use is strongly encouraged, be creative
3. **Quality and originality**
   - Uphold the standards, be realistic, be professional
   - Use familiar software to eliminate errors
   - Use original unpublished artwork by an author

TOC Graphics at ACS Publications

ACS Specifications

- Can be a structure, graph, drawing, photograph, scheme, or a combination
- Limit text, e.g., to compound labels, reaction arrows, diagrams
- Submit at actual size, < 3.25 inches by 1.75 inches (approx. 8.25 cm by 4.45 cm)
- Use readable san serif fonts such as Helvetica, >6 pt, 8 pt preferred

- Submit graphical abstract file as
  - TIFF at 300 dpi (color), 1200 dpi (b/w)
  - EPS in RGB color mode, all fonts converted to outlines or embedded
- Label file “For Table of Contents Only”
- Include the graphical abstracts image on the last page of manuscript for submission

Where can I read more about ACS journals’ guidelines for TOC graphics?
http://pubsapp.acs.org/paragonplus/submission/toc_abstract_graphics_guidelines.pdf

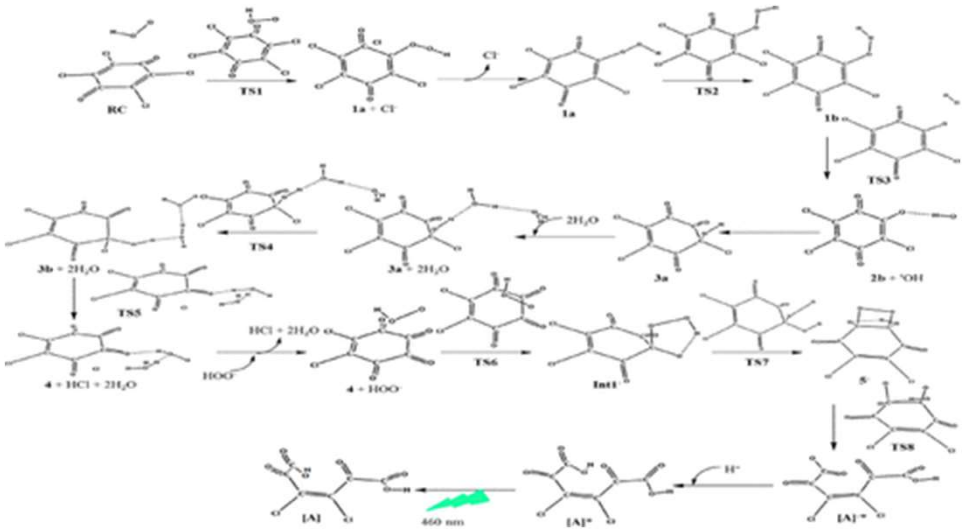
Avoid the Pitfalls

Most Common Mistakes

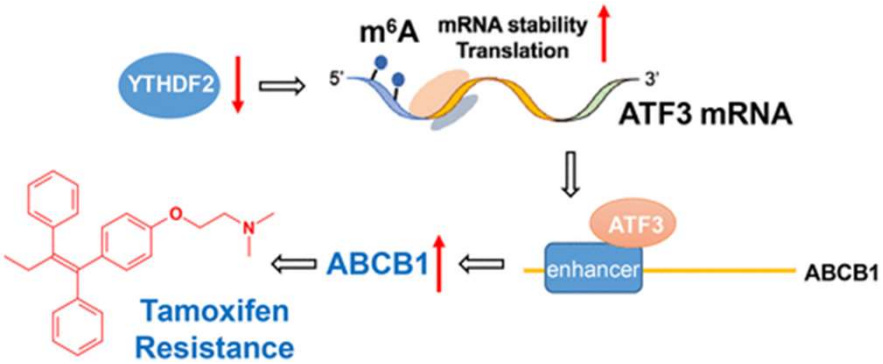
- Photos, drawings, or caricatures of any person, living or dead, are strongly discouraged, seek Editor-in-Chief permission
- You cannot use stamps, currency, logos, or trademarked products
- Avoid complex structures or images with small details or text
- Don’t copy and paste another figure already used from this research or from any other publication (copyright infringement)
- Avoid using clip art or cartoons
- Use color appropriately to highlight different features
- Avoid cramming too much, keep it clear, crisp, and legible.

Which Image Hits the Target?

TOC Graphic 1



TOC Graphic 2



Ten Tips

Ten Tips

Tips

Seeing the title, abstract, and graphical abstract as the most important tools you can use to attract readers and summarize your research, and following these ten tips will help you present your research more effectively.

Additional Key Resources

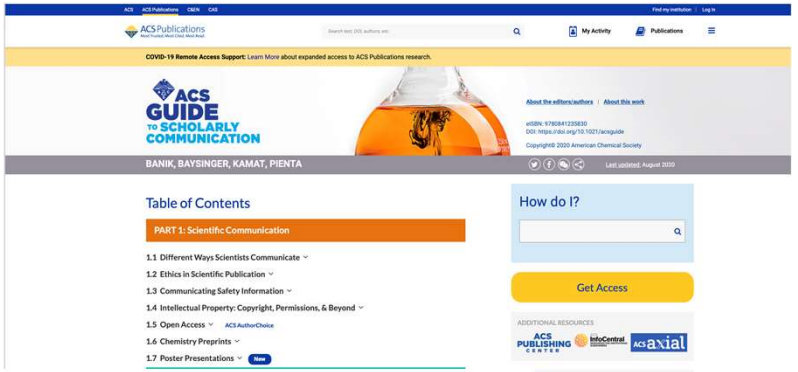
Where can I find journal guidelines and templates for submission?

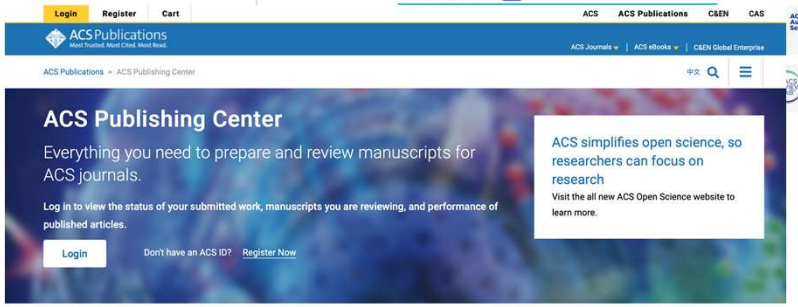
https://publish.acs.org/publish/

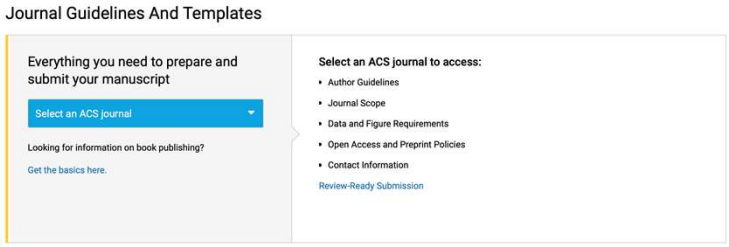
Journal homepages

Updated *ACS Guide to Scholarly Communication Online*
https://pubs.acs.org/doi/book/10.1021/acsguide

ACS Authoring Services:
https://authoringservices.acs.org/en/ or
https://authoringservices.acs.org/cn/



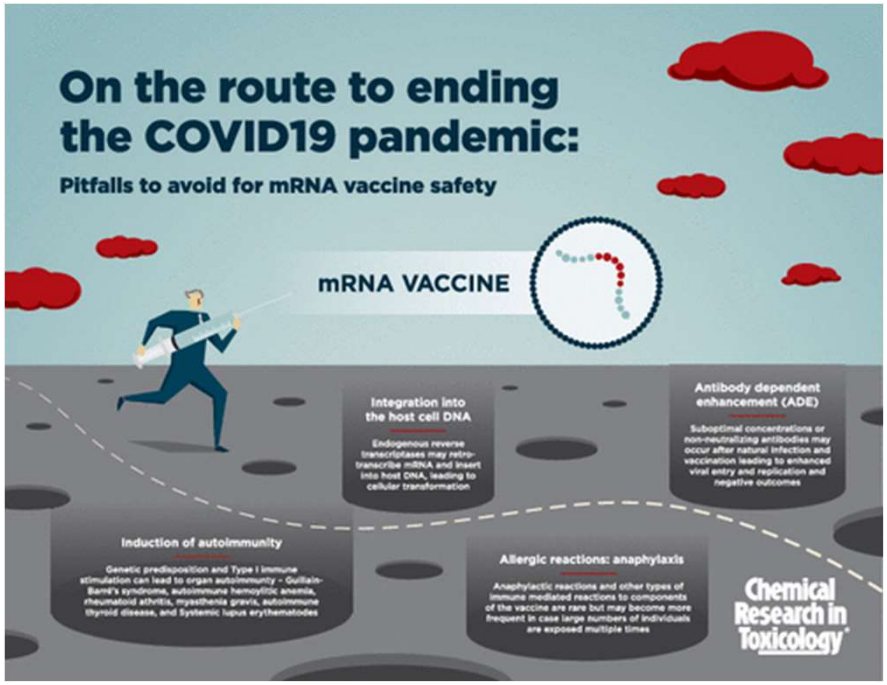


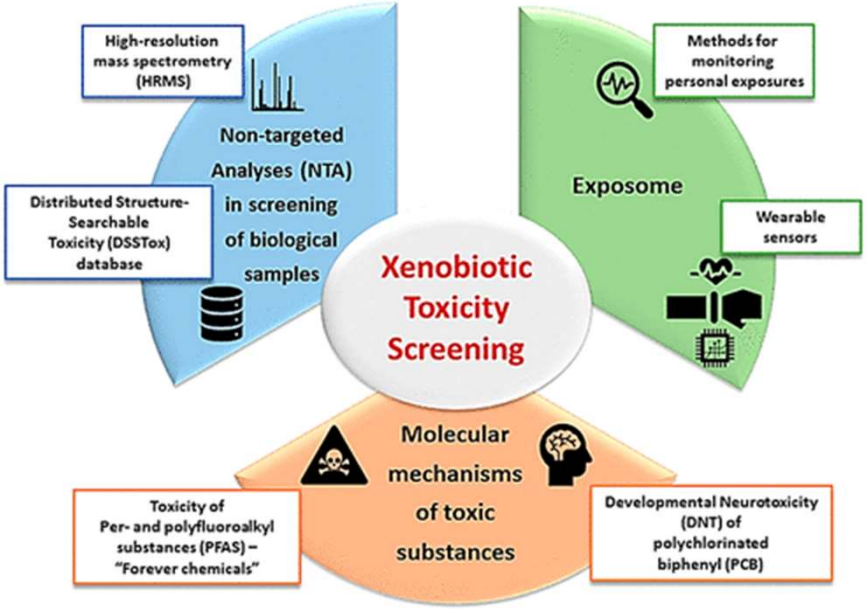


Questions

CRT Initiatives

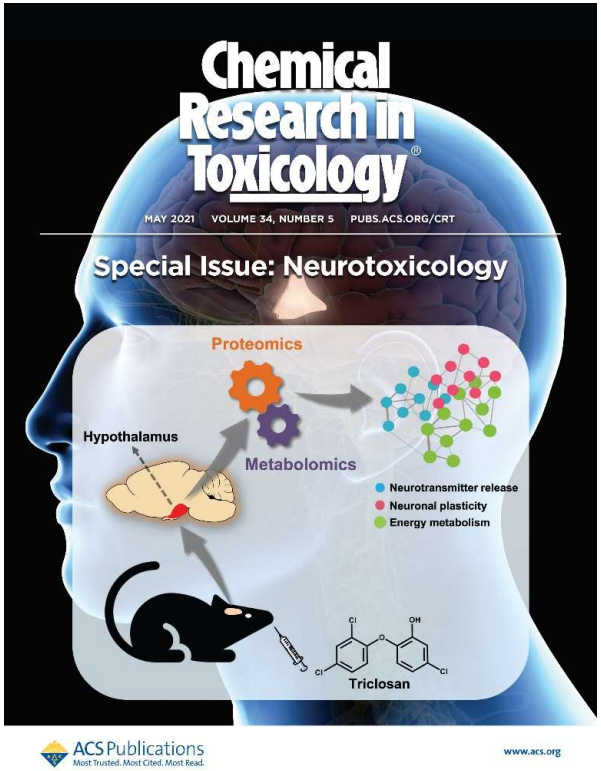
ToxWatch Collection

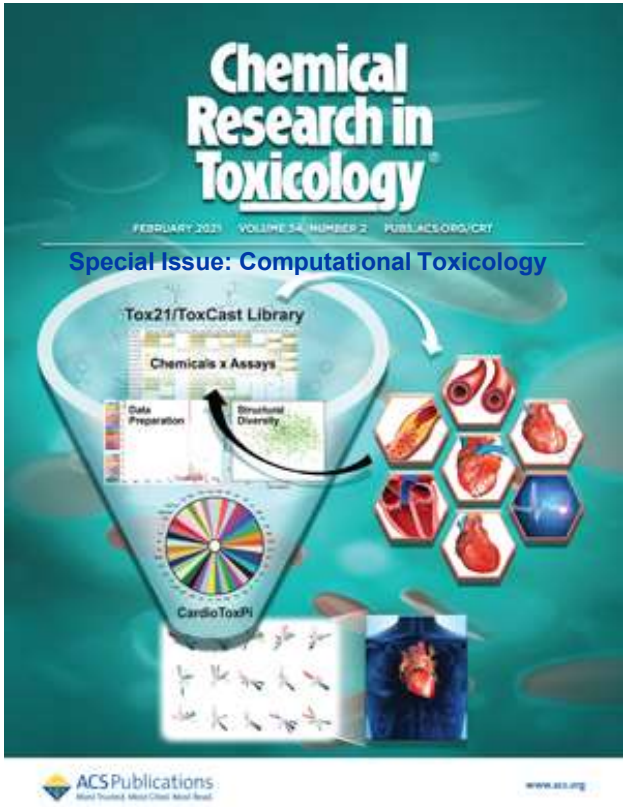


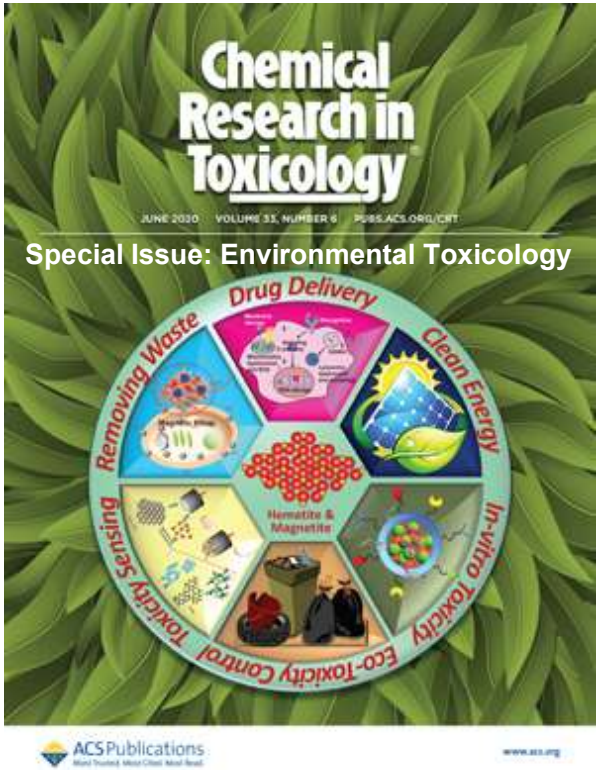


The TOXI Chemical Exposures and Impact on Health session at the 2020 Fall ACS meeting presented analytical and biological approaches, advancing our understanding of legacy and emerging chemical pollutants and their impact on human health.

Some Recent Special Issues







Thank You

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