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
- Society News
- Volunteer Information
- Committee Updates
- Conference Information & Reviews
- Thematic Educational Articles
- Invited Feature Articles
- Self Quiz
- International Collaborations

Article types include but are not limited to:

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

About Sponsored Content

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It is recommended that commercial authors avoid focusing solely on their product, service, or comparisons with competitors. Instead, authors may be better served by establishing thought leadership, building reader trust, and increasing brand awareness and recall through their content.

Information for Sponsors

Deadlines: *January 15 (Q1), April 15 (Q2), July 15 (Q3), October 15 (Q4)*
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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, including the use of AI, must be explicitly disclosed in an acknowledgment 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