

# BRANDED CONTENT BRIEFING FORM

Thank you for booking branded content with Nature Research. Please carefully complete the below form in English. The form captures your preferences and objectives for your content and therefore becomes an essential resource for our editorial and design teams.

Completed forms should be emailed to your Nature Research project manager.

Enter details	
1) Name of organization	
2) Destination URL (your website)	
3) Package type	
For print: Enter details	
4) Journal in which this content will run	
5) Anticipated publication date	
6) Number of pages booked	
7) Design template (refer to <a href="http://www.nature.com/advertorial-layouts">www.nature.com/advertorial-layouts</a> )	
For digital: Enter details	
8) Social media handles/URLs (*Facebook, twitter, LinkedIn, Weichat (China only) *We will need permission from your social team to tag your page on Facebook	
Added marketing options	
9) Please select your chosen marketing package	
For all packages:	
10) The content will be written by	
11) Summary of branded content objectives What research would you like to tell a story about? Why are you telling this story now? Why would Nature's audience read this story?	
12) Key topics to be included in content	
Key topic 1	
Key topic 2	
Key topic 3	

## Interview details

**Interview details \*** (If Nature Research is to write the advertorial based on interviews with individuals at your organization, please provide the details of interviewees. Interviews will be carried out in English by telephone or email.)

	Interviewee 1	Interviewee 2 (for print >1 page only)
Name		
Email address		
Phone Number		
Date of availability for interview		
Phone/Skype interview preference		
I enclose print-quality, rights-cleared images (see <a href="http://www.nature.com/advertorial-layouts">www.nature.com/advertorial-layouts</a> for number/orientation of required images)		
I enclose the organization's logo (print quality)		
Your name		
Your job title		
Your email address		
Date form completed		

Thank you for completing this form.