

## Editorial: Reading the Instructions

**I**nstructions: they are boring and often poorly written, and in any case, who wants to take the time to read them? We are all prone to disregard them because it is more challenging and fun to try to figure out on one's own how to put that piece of furniture together, construct that soufflé, or rebuild that engine. However, we also know that following a published procedure for synthesizing a chemical compound requires close attention to details and that following the painstakingly constructed written protocol closely is a key prerequisite (but, alas, not a guarantee) for success in the laboratory. Likewise, following the instructions described in the "Notice to Authors" is the best way to ensure success in publishing one's work quickly and with a minimum of effort for all involved (authors, editors, reviewers, and publishing staff). Delays in publishing due to omission of key required information, improperly constructed figures, incorrect author contact information, etc., are all too common. You can avoid these delays, which can sometimes stretch to several weeks, simply by following the instructions laid out in the "Notice to Authors".

So, herewith, let me humbly beg and implore you to read the "Notice to Authors" before preparing your next submission. It is a living document, under almost constant evaluation and revision by the Editors. Indeed, we have just recently uploaded a newly revised version (<http://pubs.acs.org/page/inocaj/submission/authors.html>). The "Notice to Authors" describes clearly how to submit a manuscript that is best poised to proceed smoothly through the review process and result in the highest-quality publication. New changes to the document include (a) revised times allotted for submission of revisions that better reflect the actual times that we have found authors use, (b) a more concise description of the requirements for the Table of Contents (TOC) synopsis and graphic, and (c) updated requirements for output files and Cartesian coordinates for calculated structures in computational reports. Please take note!

Upon submission of a manuscript, journal support staff check a number of items for completeness. While staff can address some errors or omissions, fixing others requires additional information from the authors. In such cases, the request for information from the authors is accompanied by "unsubmission" of the manuscript, wherein it is removed from the active list of manuscripts until the authors update the requisite files. We have found that the two most common reasons why you may receive that dreaded "your manuscript has been unsubmitted" e-mail are (a) missing TOC graphic and/or synopsis and (b) missing CIF and/or checkCIF files. We cannot continue to process your manuscript until we have these elements. Along with the article title, the TOC graphic and synopsis are the first glimpse the public gets of your article once it is published online. To avoid holding up publication later because of these missing files, we make sure they are present from the beginning. As for the CIF/checkCIF files, our reviewers will not be able to perform a thorough review without them, again holding the process up farther down the line and frustrating our reviewers as we wait to get these items from you.

Finally, I would like to leave you with one more request. You may have noticed that we have pioneered a process recently whereby, upon publication of a paper in *Inorganic Chemistry* online (ASAP), a tweet announcing it is automatically generated and disseminated to all followers of @InorgChem. This tweet quotes the first portion of the title of the article (~75 characters). Because of this fact, along with the desire we all have to inspire our potential audience to read our work, it is critical for authors to provide a high-quality title for their article. In a recent Editorial (<http://pubs.acs.org/doi/full/10.1021/cm5017917>), my colleague Jillian Buriak, Editor-in-Chief of *Chemistry of Materials*, gave some excellent advice on this point, some of which I would like to reiterate here: (a) Please do not use the term "novel" or its equivalent in your title; said novelty is required for all papers published in the journal. (b) Avoid using "Synthesis and Characterization of ..." in your title; most articles in the journal involve the preparation and characterization of new compounds, and beginning your title in this way makes for a boring tweet. (c) Keep the title short, with minimal use of compound formulas. Creative, pithy, short, and well-constructed titles and graphics are key to attracting us to read further when we scan the TOCs of our favorite journals.

Thanks for helping us to streamline the submission and review process and best draw attention to the excellent science published in *Inorganic Chemistry*.

Editor-in-Chief

### ■ AUTHOR INFORMATION

#### Notes

Views expressed in this editorial are those of the author and not necessarily the views of the ACS.

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