

### **Press Release Republishing**

By request from its advertisers, *DDN* republishes press releases that fall within its scope and provide value to its readers.

### **In-house review process**

The selection of press releases featured within the “Industry Perspectives” section of the website is at the discretion of the publication’s editorial team. *DDN*’s review process involves the following steps:

Each press release undergoes an initial review by an editor to ensure that it aligns with *DDN*’s coverage and meets the necessary publication criteria.

### **Requirements for publication**

Attribution and reader transparency – The source of the press release must be easily identifiable, and a link to the original press release must be provided to allow *DDN* to attribute it correctly.

Objective tone – Press releases must be unbiased and should avoid first-person/direct address (i.e., “you”, “I”, “we”, etc.) unless used within a direct quotation from an interviewee who is appropriately positioned to comment on the details of the story.

Newsworthy, timely, and relevant – *DDN* republishes press releases that present new scientific advances and new research products. We steer away from personnel appointment updates and merger announcements. Acceptable topics include the following:

- Research carried out by academic institutions and leading research organizations.
- Industry events (e.g., trade shows, conferences, etc.)
- Awards/prizes or industry recognition (e.g., Nobel Prize, Breakthrough Prize, society awards)
- Major milestones in science and medicine
- Biopharma and pharma developments (e.g., regulatory approvals/recalls, pre/clinical progress)

Precise and factual – We operate under the assumption that the information contained in a press release is both legally and factually accurate, having undergone review before publication. *DDN* does not conduct extensive fact checking of press releases prior to their republishing. Nonetheless, we are committed to making necessary edits and recording any changes made retrospectively, as per our corrections policy.

### **Original source attribution**

*DDN* clearly attributes the original source of each press release at the start of the republished press release by displaying the following text “Original story from [original source].” This attribution links to the source’s homepage.

The following disclaimer is included at the end of the republished release:

This article has been republished from the following materials. Note: material may have been edited for length and content. For further information, please contact the cited source. Our press release republishing policy can be accessed [here](#).

The original press release is linked to “following materials,” to enable readers to access the original location of the press release. *DDN*’s press release republishing policy is also linked to allow readers to navigate to this page.

If the press release pertains to a research paper, this will be referenced at the end of the release to allow readers to access it via the journal’s website. If a preprint is referenced in the press release, the following disclaimer will be included:

This article is based on research findings that are yet to be peer reviewed. Results are therefore regarded as preliminary and should be interpreted as such.

### **Imagery**

To maintain consistency with its in-house style and adhere to the publication’s best practice guidance, *DDN* customizes the headlines of republished press releases. We may also add summary or introductory material to clarify information or provide context for readers.

*DDN* ensures that it has the necessary permissions to use any related imagery accompanying press releases and will credit accordingly. If there's any uncertainty regarding image rights, *DDN* will source an alternative image that aligns with the theme of the press release. At present, *DDN* does not accept AI-generated images.