

Publishing Policy

Applied Rheology's publishing policy welcomes contributions that present new techniques or give an overview of existing experimental, computational or theoretical methods in the field of applied rheology. Review manuscripts are highly welcome. Research articles should point out recent developments and should be written in a review-like style, providing sufficient background information for the general reader. All contributions are subject to peer-review.

How to submit a successful manuscript to Applied Rheology?

Successful manuscripts have in common a strong introduction and problem statement, thorough description of methods, a clear statement of results with on-topic figures, and a concise summary. As author one should assume that the reader is not familiar with the subject and to enhance the reader's knowledge the manuscript should be as clear and structured as possible.

In particular, the introduction should reflect the area of research. Clearly state the status quo - what is already known - and the key problem that is still unknown. The following question should be answered: What is the problem? How does my work address the problem? What is the benefit for others? What is new? Schematics are an excellent way to introduce the problem, techniques, methods, and set-ups. The method section should address special features necessary to understand the manuscript. Basic rheological techniques (e.g. flow curves and oscillatory measurements) should be explained only briefly, if at all. Authors are encouraged to refer to articles, which were previously published in Applied Rheology. The results and discussion should follow a clear line. Graphs and figures should be fully discussed in the text and follow a logical development. The summary should reflect in a concise way on the problem and results, as well as their interpretation, answering the question: "How was the problem solved, and what new knowledge was gained?"

In view of the increased rate of papers submitted to Applied Rheology and our aim to maintain or improve the quality of published articles, we must unfortunately reject all manuscripts not meeting the criteria discussed above. If your manuscript falls into any of the following categories, it will be rejected without consideration:

- Case studies and laboratory reports
- Subsequent work as part of a series
- Manuscripts in which: Tables display the same information as the figures; Duplicate figures exist, which simply re-plot the same data in different manner; Textbook knowledge is extensively repeated.

Submission details

1. Manuscripts and all other contributions must be submitted to our www-site <http://www.appliedrheology.org>
2. Applied Rheology accepts Microsoft Word and LaTeX files (no template required). As **initial submission** of your manuscript please upload a single *pdf* of the whole manuscript (including body text, references, captions, tables, and figures). This *pdf* will be used for the reviewing process. Once your manuscript is accepted, the **final submission** must include an electronic text document (Microsoft Word or LaTeX) and a *pdf* version of the entire manuscript including body text, references, captions, tables, and figures. In addition, all figures must be uploaded in separate high-resolution format (Accepted file formats are either *ps* or *eps* (vector-based images) as well as *jpg* or *tiff* (pixel-based images, minimum 300 dpi resolution)). Your manuscript will be processed in a professional DTP program. To keep this step as easy as possible, we would appreciate less formatted manuscripts.
3. Scientific Manuscripts
 - A short **abstract** in English is required for all scientific papers. This abstract should be carefully prepared and be a summary of the entire paper.
 - The **paper** should be written in a scientific manner and should provide all necessary information on the aims, methods, results, and discussion of the scientific investigation presented. A division into sections and subsections is appreciated.
 - **Figures and Tables** should be planned for the 9 cm (3.5 in) or 18 cm (7 in) column width of the journal as illustrated in the following example (Figure 1). Color images will be included free of charge to the online version of the manuscript. Color reproductions in the printed issue are subject to charges (please contact the editorial office for more information). All Figures and Tables should be included in the manuscript (Microsoft Word and Latex documents and the subsequent pdf). For accepted manuscripts, high quality figures file must be submitted as *ps* and *eps* or high quality *tiff* or *jpeg* files (minimum resolution 300 dpi, preferred resolution 600 dpi) separately to the Microsoft Word or LaTeX document. Microsoft Excel files will not be accepted. All files should identify the name of the first author and the figure number. Figures should be numbered in the order that they appear in text and all figure parts must be labeled "a", "b", etc. Avoid gross disparities in lettering size within the figures. Please supply captions for all Figures and Tables. In the text, Figures and Tables should be cited as "Figure" or "Figures" and "Table" or "Tables".

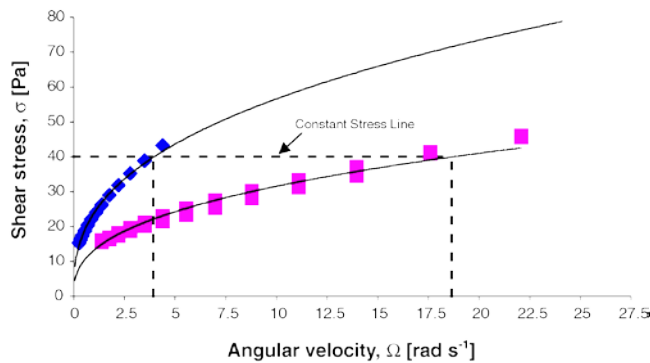


Figure 1: Sample figure fitting the 7.5 cm (3 in) column width.

■ To generate **equations** please use the Equation Editor or Mathtype (Microsoft Word documents) or the Latex environment (Latex documents). In the text, equations should be cited as “Equation” and “Equations”

■ **References** should be cited chronological by number and set between “[]” in the text. The references are compiled at the end of the manuscript in chronological order and include all author names, title of the cited paper or book, volume year, and complete pagination. An End-Note® export filter can be downloaded from our Web-site. Examples:

[1] Anderson PD, Dooley J, Meijer HEH: Viscoelastic effects in multilayer polymer extrusion, Appl. Rheol. 16 (2006) 198-205.

[2] Kroger M: Models for polymeric and anisotropic liquids, Springer, Berlin (2005).

■ The **International System of Units** (SI Units) and their standard abbreviations must be used. For special rheological nomenclature, please use the official nomenclature of “The Society of Rheology” available at: http://www.rheology.org/sor/publications/j_rheology/

■ Submitted manuscripts will be sent to two or more **reviewers**. To speed up the reviewing process, all authors are encouraged to suggest three to four possible reviewers (name and electronic address).

4. Following other contributions, such as

- Conference reports
- Announcement of conferences, events, or workshops
- Announcement of new products
- Description of new applications
- Personals such as profiles, birthdays, and prizes
- Book reviews
- Job offers
- Letters to the editor

should be submitted as electronic text document (Microsoft Word or LaTeX), *pdf* version of the entire contribution, and all figures to our www-site <http://www.appliedrheology.org>

5. Accepted scientific manuscripts and contributions

■ Accepted manuscripts are processed in a professional DTP program and **galley proofs** (*pdf* document) will be provided to the authors. We accept annotated *pdf*'s as well as hand-written corrections following classical proof reading rules.

■ The **copyright** for each accepted manuscript must be transferred from author to publisher. The copyright transfer agreement will be sent to the authors together with the galley proofs.

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