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	Enter Details
Name of organization *	
Journal(s) in which Inside View will be published *	
Anticipated Inside View publication date(s) *	
Your name *	
Your email address *	
Job title of interviewee *	
URL of interviewee's webpage/personal profile *	
Interviewee's availability (dates/times incl. time zone) and contact information *	
<p><b>Summary of advertorial objectives *</b></p> <p>Who? Who is your target audience? Is your audience global or is there any geographical focus?</p> <p>What? What is your key message? What information do you want your audience to take home from this piece?</p> <p>Why? Why is this subject important? What is the wider context?</p> <p>When? Is there an event or announcement you want to peg the article to? If so, please provide details.</p>	
I enclose a headshot of the interviewee (Y/N) *	
I enclose the organization's logo (Y/N) *	
Form completed by (type name) *	
Date form completed *	

Please return completed form to [rebecca.jones@nature.com](mailto:rebecca.jones@nature.com)

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