

Editorial

“Viewpoints”: New Article Category

We are excited to announce this new article category that we hope will broaden the science presented in the *Journal of Pharmacology and Experimental Therapeutics (JPET)* and prove to have significant short- and long-term impacts on the scientific community and our society.

The *JPET* Viewpoint will feature an invited author who will present a new or unique perspective on a manuscript recently accepted for publication in *JPET*.

The Viewpoint may also:

- comment on existing problems, fundamental concepts, or the implications of a newly implemented innovation in the field of pharmacology;
- highlight current advances and even briefly speculate on future directions of the topic and put it in context with appropriate references; or
- provide other points of view on an article published in the journal while maintaining a respectful tone that is critical of ideas or conclusions without being judgmental.

The invited Viewpoint will be a brief article (maximum 1500 words with 10–15 references) accompanying a notable paper appearing in the same *JPET* issue. The author of a Viewpoint will have in-depth knowledge of the topic at hand. Articles either accepted or in the process of being accepted for publication in *JPET* will be selected by an associate editor or an editorial advisory board member for a Viewpoint and approved by the editor-in-chief. Viewpoint authors will also be proposed by associate editors and editorial advisory board members. Viewpoints will be peer-reviewed, and the corresponding author of the manuscript selected for a Viewpoint will get a chance to see and comment on the Viewpoint before publication.

Authors invited to provide a Viewpoint will not be assessed page charges or manuscript handling fees but will be required to pay for reprints if they wish to order them.

The Viewpoint should include: 1) a brief **introduction** to the paper’s theme; 2) a brief **background** on the paper’s topic; 3) a succinct **overview** of the paper; 4) a balanced evaluation of the paper’s **strengths and weaknesses**; 5) a notation of the **importance** of the work and a discussion of **future directions**; 6) a **clinical perspective**, if appropriate; and 7) an **illustration** explaining the key concepts, if it helps support the Viewpoint.

We look forward to seeing the effect this new initiative will have on increasing our readership and improving *JPET*’s impact factor.

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Editor

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