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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