

Content focus:

- Non-promotional and avoids product mentions or overt advertising
- Aligns with the Pharma Manufacturing target audience
- Provides valuable information or original insight

Structure and organization:

- Clear headline and deck that accurately reflects the content
- Well-defined thesis statement that highlights the main idea or argument
- Appropriate subheads used to organize content effectively
- Ends with a concise summary or concluding sentence
- Proper citations and references are included, if applicable
- Wordcount: 650-700 for columns, 1200-1800 for online articles, 1800-2000 for print articles

Writing quality:

- Language is clear, concise, and free from grammatical errors
- Sentences and paragraphs are well-structured and flow logically
- Tone and style are professional yet engaging (not overly academic), and appropriate for knowledge level of target audience

Additional attributes:

- Author byline: name, title and company
- Images, graphs, charts, sidebars (hi-res, not embedded in Word)
- Headshots for columns only