

## Why Did You Accept My Paper?

This is one question that we never hear from our authors. Authors whose papers get accepted by the editor cherish their publication success, whereas authors whose papers were not accepted may in many instances put the blame squarely on the review process itself. From the author's perspective, the paper he/she just submitted consists of the best scientific results from his/her laboratory and hence deserves publication regardless of the quality of presentation. Editors and reviewers evaluate the papers from the journal reader's viewpoint. Essential factors in drawing a reader's attention to a particular paper include a broad perspective, a good fit with the journal scope, and clear presentation of new scientific findings. Editors and reviewers also check to see whether the paper meets the journal's submission criteria. Those authors who take these aspects into consideration while composing their manuscripts see a significantly higher success rate of acceptance.

Here are some attributes that contribute to a favorable decision at the editor's desk:

1. The title and abstract are written in such a way that they are simple and attractive. They draw sufficient interest and lead to the reading of the rest of the paper. The new advances and the importance of the study are clearly pointed out in the abstract.
2. The topic addresses an important scientific issue, the results provide new physical insights, and the discussion of related papers fits within the scope of the journal. It is essential that the paper appeals to the broader readership of the Physical Chemistry and Chemical Physics communities.
3. The figures and schemes are well drawn and self-explanatory. They comply with the representation of scientific notation.
4. The paper is not just a scientific report of empirical observations; it provides a detailed analysis of the data and in-depth mechanistic insights. Scientific arguments and claims are supported by the results.
5. The Experimental/Methods section provides sufficient details so that a reader can reproduce the experiment in another laboratory.
6. The scientific story is compelling and exciting, and the key points are clearly indicated in the abstract and

conclusions. If the message is compelling and convincing, reviewers will enthusiastically recommend publication.

Papers that truly stand out based on these factors are selected for ACS Editors' Choice articles (see <http://pubs.acs.org/editorschoice>). ACS Publications make these articles Open Access at no additional cost to the authors.

*JPCL* is interested in publishing papers that report a significant scientific advance with an appeal to a broad journal readership. A few simple steps in presenting the results in a clear and compelling way can make the difference in the paper's impact. Our earlier editorials concerned with the publication and review process provide further details concerning writing an effective manuscript, including pitfalls to avoid, providing proper citations, creating effective figures, and organizing manuscript content (Table 1). We encourage our readers to go through these editorials for additional information on the basics of scientific publication.

### Prashant V. Kamat

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Editors, *J. Phys. Chem. Lett.*

## ■ AUTHOR INFORMATION

### Notes

Views expressed in this Editorial are those of the authors and not necessarily the views of the ACS.

**Table 1. Editorials with Useful Publication Tips**

title	reference
How to Make Your Next Paper Scientifically Effective.	Kamat, P.; Schatz, G. C. <i>The Journal of Physical Chemistry Letters</i> <b>2013</b> , <i>4</i> , 1578–1581. DOI: 10.1021/jz4006916.
Getting your Submission Right and Avoiding Rejection.	Kamat, P. V.; Schatz, G. C. <i>The Journal of Physical Chemistry Letters</i> <b>2012</b> , <i>3</i> , 3088–3089. DOI: 10.1021/jz3014562.
Cite with a Sight.	Kamat, P.; Schatz, G. C. <i>The Journal of Physical Chemistry Letters</i> <b>2014</b> , <i>5</i> , 1241–1242. DOI: 10.1021/jz500430j.
Graphical Excellence.	Kamat, P.; Hartland, G. V.; Schatz, G. C. <i>The Journal of Physical Chemistry Letters</i> <b>2014</b> , <i>5</i> , 2118–2120. DOI: 10.1021/jz500997e.
Overcoming the Myths of the Review Process and Getting Your Paper Ready for Publication.	Kamat, P. V.; Scholes, G.; Prezhdo, O.; Zaera, F.; Zwier, T.; Schatz, G. C. <i>The Journal of Physical Chemistry Letters</i> <b>2014</b> , <i>5</i> , 896–899. DOI: 10.1021/jz500162r.

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