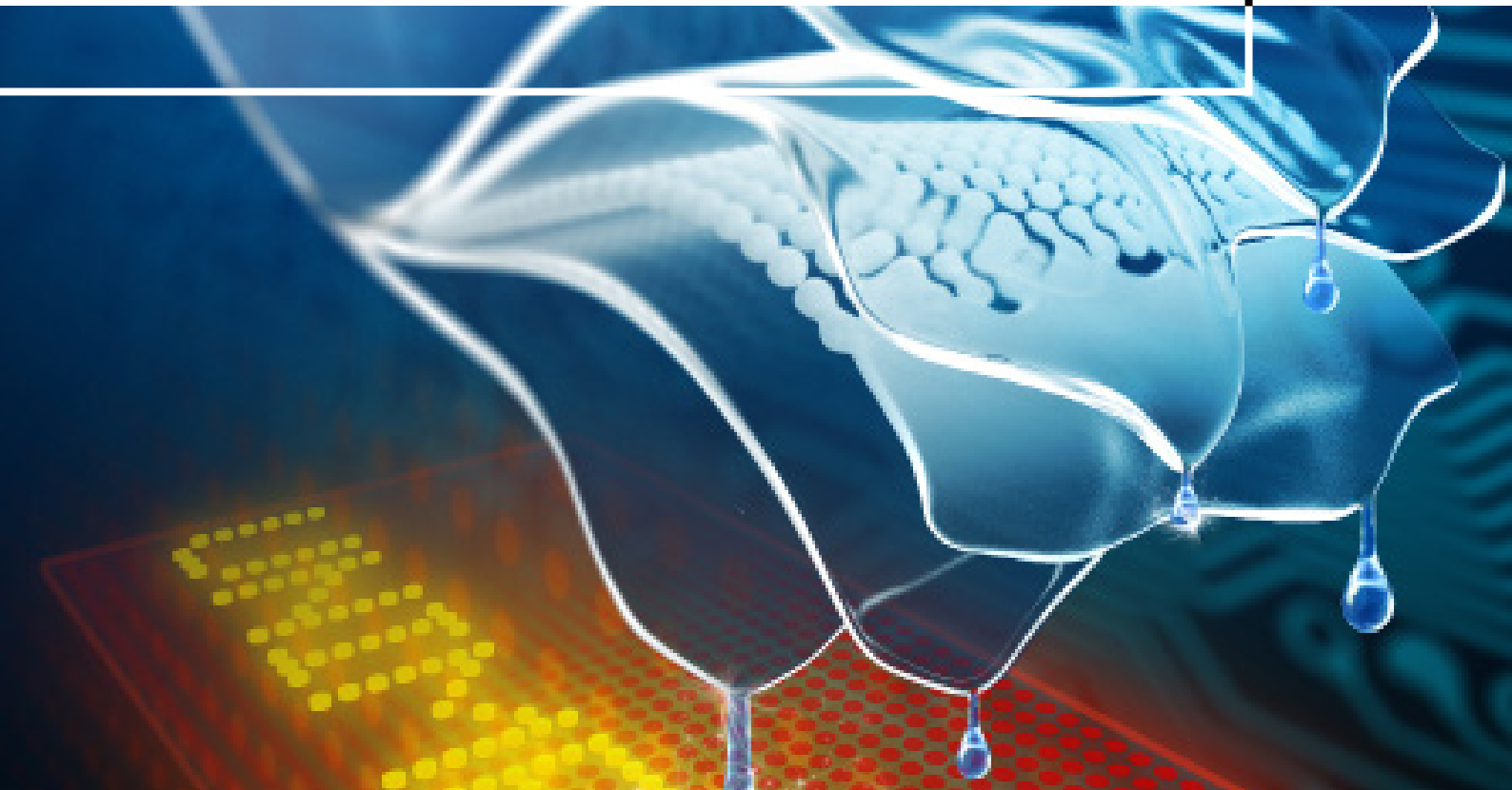


2023

PARTNERSHIP PROSPECTUS

let us innovate for you.



THANK YOU

for considering a partnership with **ACCD**  **N**

It would be our privilege to collaborate with you and your organization in the shared pursuit of **excellence** in scientific communication and editorial innovation.

Dr. Clark Holdsworth

Senior Manager, Communications & Partnerships

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EXPLORE

we're built for your
organization.

WHO WE ARE

our versatility is your SOLUTION.

We support our partners via our **expansive content-creation infrastructure**, **industry-leading editorial and publisher support services**, and **privileged access to our extensive client and user base**.

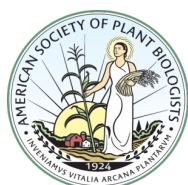
ACCDON

We are firm of experts and key opinion leaders in academic and research communications.

Accdon operates across three major brands, to provide scientists, publishers, and universities with effective solutions and leading advances in scholarly publishing.

Since 2010, our team of experienced researchers and publishing industry professionals have assisted scientists worldwide in communicating their research more effectively. We're committed to making scientific communication more efficient, fair, and productive.

Join us and our partners as we assist scholars worldwide in conducting research that **drives society forward**.



WHO WE ARE

our BRANDS.



Our flagship editorial brand.

LetPub is a robust editorial agency that has offered scholarly communications solutions to authors and publishers for the past 12 years. Editing, translation, and formatting are performed by an experienced US-based editorial staff.

LetPub is the dedicated author services provider for numerous publishers, and we provide publishers with author discounts, revenue-sharing, and branded, convenient service portals.



A premium multimedia design studio.

Specializing in visual communications for science and technology, Research Creative offers professional production of illustrations, animations, and video.

Research Creative is contracted by leading publishers for curated journal cover art, infographics, and video abstract series.



Peeref

A global communications platform for researchers with unique Open Access publishing opportunities.

Peeref bings users search and database tools for articles, journals, and funding. Publishing on Peeref focuses on multimodal formats—hosting and publishing webinars and publishing scientific posters—with DOI and citation functionality provided in conjunction with Crossref.

Peeref currently operates significant partnerships with publishers and institutions to provide professional production and hosting of webinar series.

partnership OPPORTUNITIES.

SERVICE PARTNERSHIPS

Accdon has active partnerships with numerous journals, publishers, and institutions to provide editorial services from our LetPub brand and visual services from our Research Creative brand.

You can work with Dr. Clark Holdsworth, our Senior Partnerships Manager, to establish a collaboration on service discounts and potential revenue sharing models.

417,000+

PAGE REDIRECTS
(MONTHLY)

Maximize exposure with advertising on LetPub's Journal Selector Tool.

LEVERAGE our resources.

CONTENT & OUTREACH

The Accdon brands provide direct-to-organization visual content, including cover designs, explainer videos, infographics, scientific animation, and on-demand webinar production.

You can leverage our industry-leading design team and key opinion leaders as an extension of your own organization. Contact us to discuss options today.

2,000+

WEBINAR REGISTRANTS

LetPub's author-focused monthly Webinar Series regularly attracts large audiences.

BRAND LOCALIZATION

Accdon's dual Boston-Shanghai office split provides unique regional expertise and helps us provide services for publishers and institutions to cross geographic and cultural boundaries.

Leveraging our Chinese market integration, we can provide brand localization via WeChat and local language microsite development.

159,000+

WECHAT FOLLOWERS

Increase your reach through our WeChat channel. Articles reach thousands of views in weeks.

LETPUB CORE SERVICES

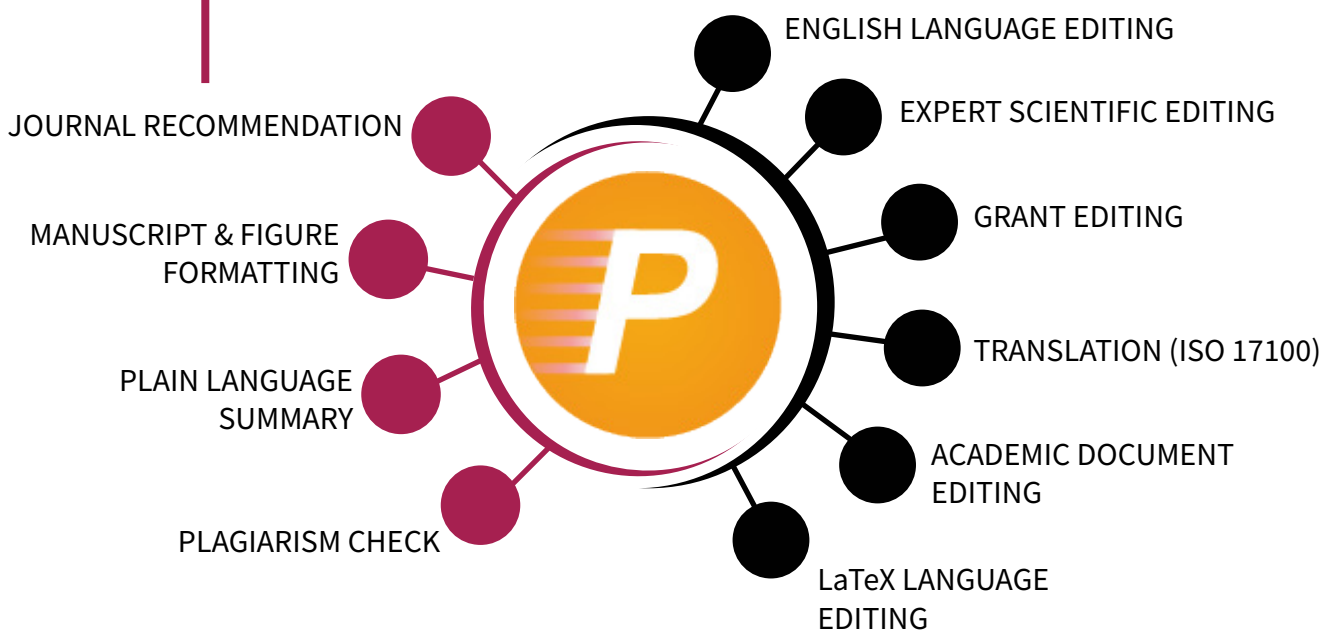
editorial INNOVATION.

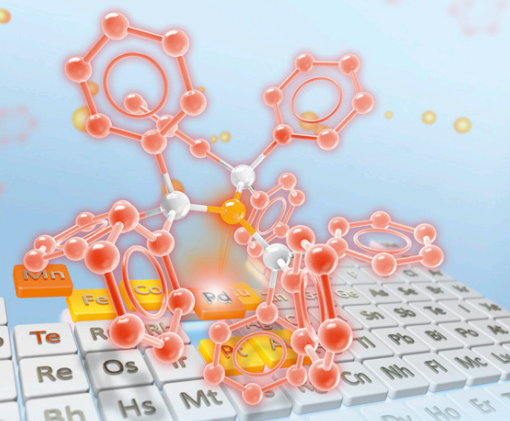
LetPub's editorial services and educational programs have assisted **100,000+** authors across **45** countries get published and share their discoveries.

Field-specific, Ph.D. or M.D.-level publication experts deliver the highest quality editorial revisions to ensure each author's work meets the highest standards of top academic journals.

LetPub EMPOWERS authors

through **publication support** and **editorial expertise**





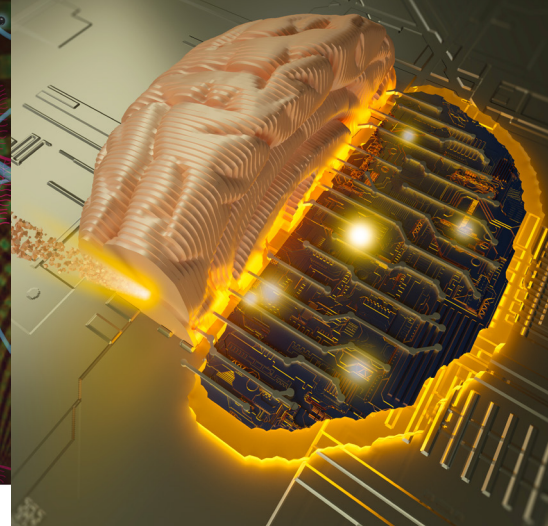
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JOURNAL
COVER
DESIGN

Professionally
illustrated journal
covers with original
artwork.

GRAPHICAL
ABSTRACT

Visual summary of
scientific manuscript
aligned with journal
expectations.

CUSTOM
ILLUSTRATION

Engaging illustrations
of figures, schematics,
or technical concepts.

SCIENTIFIC
ANIMATION

Custom visuals that
portray complex
science in a non-
technical way.

INFOGRAPHIC

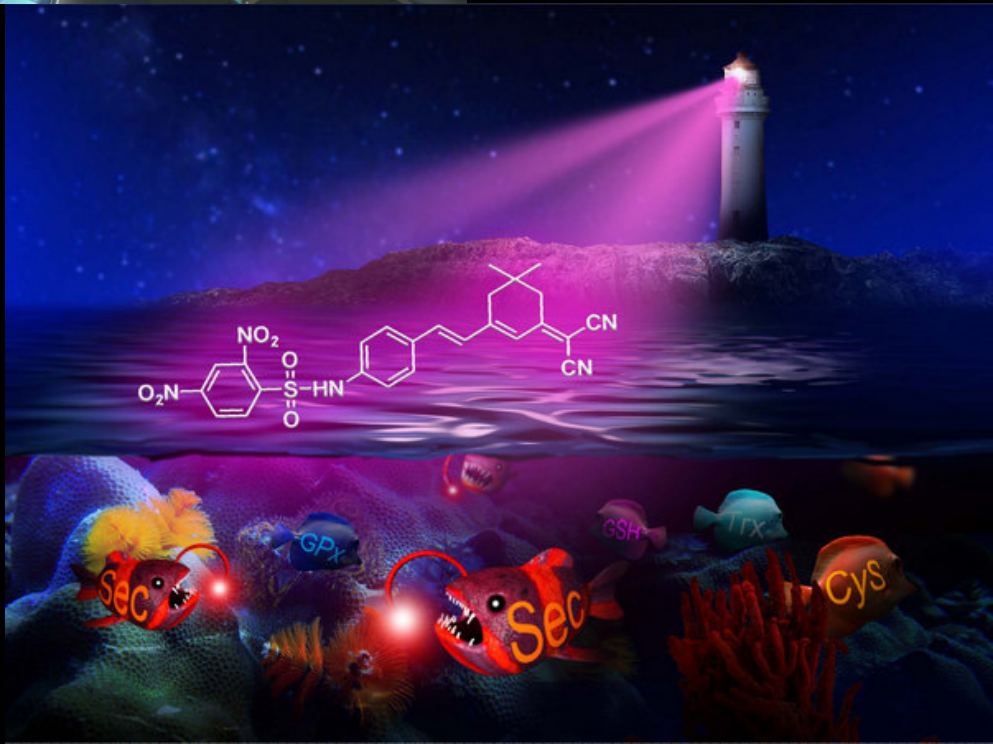
Compelling graphics
that quickly
communicate data and
information.

Our creative solutions are designed around your specific needs, using our proven methodology and research-based approach.



TEAM-DRIVEN CREATIVITY

Our graphic design team pushes the boundary of traditional scientific communication, providing your authors with stunning, professionally prepared and scientifically accurate illustrations.



VIDEO & CONTENT PRODUCTION increase your IMPACT.

Deliver your message via compelling content for **HIGH-IMPACT EXPOSURE**

Our talented illustration and video production teams collaborate with you to provide compelling multimedia content that appeals to diverse audiences.



VIDEO ABSTRACTS

Transform scientific content into accessible, engaging insight for the community.



SCIENTIFIC ANIMATION

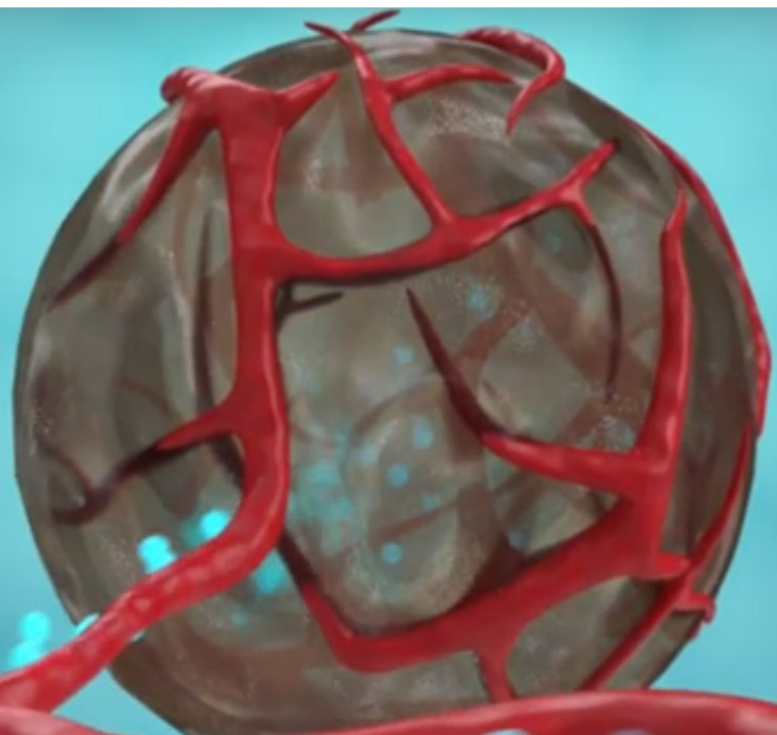
Custom designs to meet your scientific or commercial needs.



WHITE LABEL CONTENT

Contract us to produce a webinar, educational course or video series.

Join us at the
leading edge of
MULTIMEDIA
PUBLISHING.



LEVERAGE our resources.

We have 12+ years of market insight and experience providing editorial, publishing, and business development related services in China. Our partners receive exclusive opportunities to develop successful marketing, sales, and social media campaigns through LetPub's customizable support services.

REGIONAL MARKET DEVELOPMENT

Use our market insights, editorial experience, and visual communication expertise to engage with our extensive client base and build custom content campaigns.

OUR SERVICES



- Chinese social media launch & development
- Chinese language microsite development
- Chinese region-targeted emailing

1.5+
MILLION

PAGE VIEWS (MONTHLY)

LetPub's **Journal Selector Tool** is one of the most popular websites in the Chinese scholarly publishing community.

AUTHOR OUTREACH & ENGAGEMENT

Engage new authors and audiences by leveraging LetPub's collaborations with international institutions, journals, publishers and societies. Rely on us to keep you connected.

OUR SERVICES

- Author education seminars to increase awareness
- Chinese conference & exhibition support



CHINESE MARKET OPERATIONAL SUPPORT

Our LetPub office in Shanghai provides our partners with an effective local office in China. Let us provide administrative and functional support for your needs.

OUR SERVICES



- Author help desk and inquiry management
- Local institutional account support and lead development



HOW WE OPERATE

integrity. quality. efficiency. |
ACCOUNTABILITY.

With a full-scale editorial house, our expertise covers text, audio and visual media. Underlying our skills in information technology, marketing and graphic design is a creative team that is passionate about **scientific storytelling**.

 staff & PROFICIENCIES

EXPERTISE



All LetPub editors are scientifically trained with advanced university degrees.

LINEAR WORKFLOWS



Predictable linear workflows ensure speed and quality for every project.

INFORMATION TECHNOLOGY



UX and UI experts ensure content and services are delivered efficiently and securely.

PROJECT MANAGEMENT



Project and document management via Smartsheet prevents errors and delays.

DESIGN



Illustrators and animators employ the full Adobe Creative suite.

COMMUNICATION



Talented script writers and voice actors deliver exceptional impact and value.



HOW WE OPERATE

workflows & COMPLIANCE.

PROJECT MANAGEMENT

Efficient. Cyclical. Quality controlled.

Projects are managed on discrete cycles to prevent documents from losing time between stages. Re-entry points allow for issues to be addressed efficiently.

CONNECT

Client management & document control.

Editorial operations are seamlessly integrated with LetPub's schedule controls. All projects receive unique identifiers and are tracked from submission to delivery.

STORYBOARDING

Systematic creativity.

Overlap or returns are prevented by structured procedures implemented by members of the creative team. Creativity is not only cultivated but expedited.

CONTENT HOSTING

Amplify your message.

LetPub's widely used platforms and our Zoom channel and social media outlets quickly amplify your content immediately after project delivery.

SUPERVISION

Communications and client teams.

Our communications and client teams oversee the entire client experience. We track and align multiple projects—across development teams—to ensure we meet any partner's expectations.

ACCOUNTABILITY

Converse with trusted, US-based colleagues.

Accdon provides a trusted point of contact with expertise in scholarly communications. Face-to-face meetings are encouraged, and you will never be directed to impersonal customer service.

Accdon has a proven track record of ethical compliance in science and technology initiatives.

We take confidentiality and disclosure seriously. Despite supporting several hundred contract editors, we have never had a breach of confidentiality. All Accdon team members adhere to a nondisclosure agreement upon employment, and information technology maintains strict site and server security measures to prevent breaches and mitigate the effects of routine activities like data scraping.

CLIENT TESTIMONIALS from around the world.

I was very happy with the prompt and clear communication with Kathryn and her team at LetPub. We needed to get a **journal cover** published on a quick turnaround and they offered the best price point and clearest communication of turnaround times I could find. The journal cover itself was FANTASTIC! I'm happy to recommend them (and use them!) for future journal covers.

- Professor Jenifer Shafer, Colorado School of Mines, United States

I needed the manuscript to graduate, and the review letter I received was really hard for me. I had compared many companies, and finally chose LetPub to edit my manuscript. LetPub didn't let me down. **I am very satisfied with the results of the editing process.**

- Mr. Wang, University College London, England

LetPub provides expeditious **English language editing and formatting services**. Their editors provide detailed feedback to improve manuscripts. I will use their services for future research articles, and I will highly recommend LetPub to my peer researchers and colleagues.

- Umar Farroq, Kyung Hee University, South Korea

LetPub was great! I asked for complete **scientific editing** and, despite the issues of Covid-19 pandemic, the service was extremely efficient. During the whole process, the communications specialist's attitude was excellent: immediate response to all requests, continuous support even after the end of the service and an incredible kindness.

- Dr. Stefano Andrianello, University of Verona Hospital Trust: The Pancreas Institute, Italy

I have cooperated with LetPub for the fourth time. LetPub is very professional in **clinical article translation**. The article submission went very smooth and has been accepted. I will always choose LetPub!

- Qian Zhang, Jiangsu Provincial Hospital, China

I am very pleased with LetPub's **language editing and scientific editing services**. I will recommend the Accdon team to my friends and colleagues because of the exceptional services that were provided to me. The editor's comments were very helpful and enabled me to successfully publish my paper. It is difficult to put into words how much I appreciate LetPub!

- Meirbek, Kazakhstan

Collaborating with LetPub for the design of my **journal cover** was a real pleasure. Service received was very fast and professional, and the image provided was of a very high quality and got immediately accepted as Front Cover in ChemElectroChem journal. I strongly recommend this service.

- Dr. Alessandra Bonanni, Nanyang Technological University, Singapore

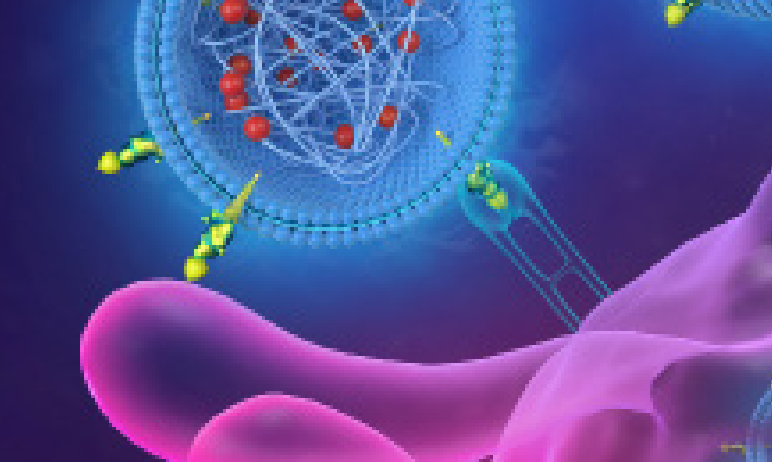
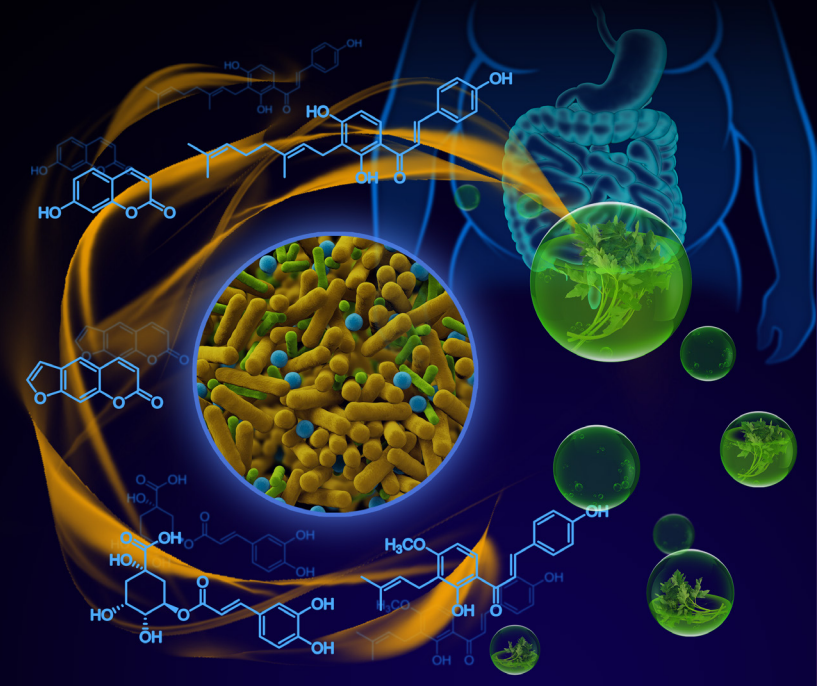
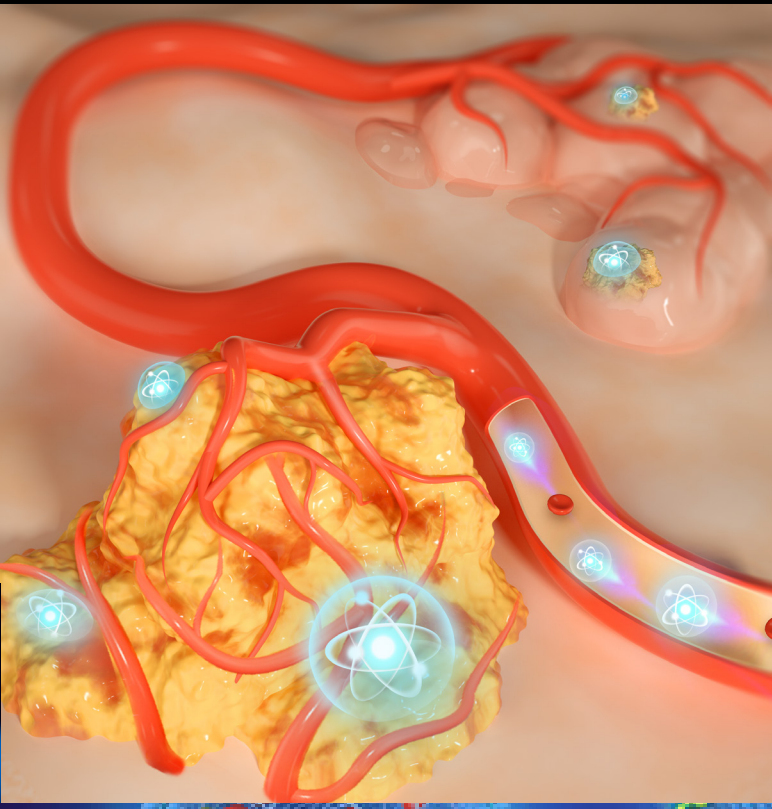
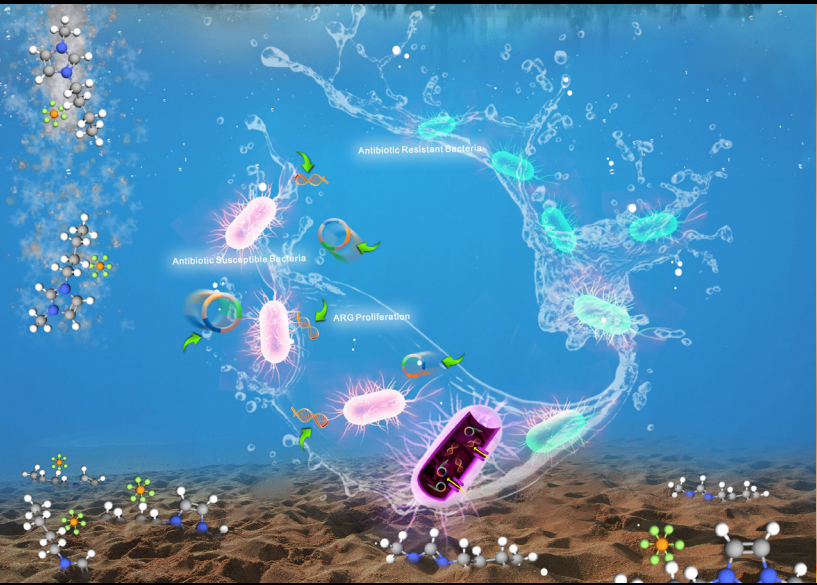


LetPub
Your Manuscript Editor

Trusted by more than **100,000 authors** worldwide, LetPub guarantees the highest-quality editorial, communications, and publishing services, with **unmatched expertise, on-time project delivery, and unparalleled customer support.**



let us INSPIRE you.





ADVANCING
SCHOLARLY
COMMUNICATIONS.

ACCD  **N**

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