

## Table of Contents (ToC Image)

An attractive and scientifically accurate ToC image encourages potential readers to click on your paper, and download it. Your graphic should fit within a horizontal rectangle with a width of 8.47 cm (3.33 in. or 240 points) and a height of 4.76 cm (1.875 in. or 135 points). A vertical (portrait) ToC image orientation is not acceptable as it would result in a very small image and a great deal of white space.



For more about the importance of the ToC image, please read the following editorial:

### **Titles and Table of Contents Images: The Candy Store Analogy**

Jillian M. Buriak

*Chem. Mater.*, **2014**, *26* (3), pp 1289–1290

**DOI:** 10.1021/cm500170v

<http://pubs.acs.org/doi/pdf/10.1021/cm500170v>

The ACS provides additional guidelines and advice for designing an interesting ToC image; these guidelines are included here as pages 2 and 3 of this PDF. The original link for the these guidelines is here:

[http://pubs.acs.org/paragonplus/submission/toc\\_abstract\\_graphics\\_guidelines.pdf](http://pubs.acs.org/paragonplus/submission/toc_abstract_graphics_guidelines.pdf)

## Guidelines for Table of Contents/Abstract Graphics

Updated January 2, 2013

A graphic must be included with each manuscript for display in the table of contents (TOC) and the abstract. This graphic should capture the reader's attention and, in conjunction with the manuscript title, should give the reader a quick visual impression of the essence of the manuscript without providing specific results.

### Choosing/Creating a TOC/Abstract Graphic

- The graphic should be simple, but informative.
- The use of color is encouraged.
- The graphic should uphold the standards of a scholarly, professional publication.
- The graphic must be entirely original, unpublished artwork created by one of the coauthors.
- The graphic should not include a photograph, drawing, or caricature of any person, living or deceased.
- Do not include postage stamps or currency from any country, or trademarked items (company logos, images, and products).
- Avoid choosing a graphic that already appears within the text of the manuscript.

### Specifications

- The graphic should be in the form of a structure, graph, drawing, photograph, or scheme—or a combination.
- Text should usually be limited to the labeling of compounds, reaction arrows, and diagrams. Long phrases or sentences should be avoided.
- Submit the graphic at the actual size to be used for the TOC so that it will fit in an area no larger than 3.25 inches by 1.75 inches (approx. 8.5 cm by 4.75 cm).
- Use a sans serif font type such as Helvetica, preferably at 8 pt. but no smaller than 6 pt. Do not make the reader strain to read it. The type should be of high quality in order to reproduce well.
- The graphic file should be saved as TIFF at 300 dpi for color and at 1200 dpi for black and white.
- Label the graphic "For Table of Contents Only" and provide it on the last page of the submitted manuscript.

### Before You Submit

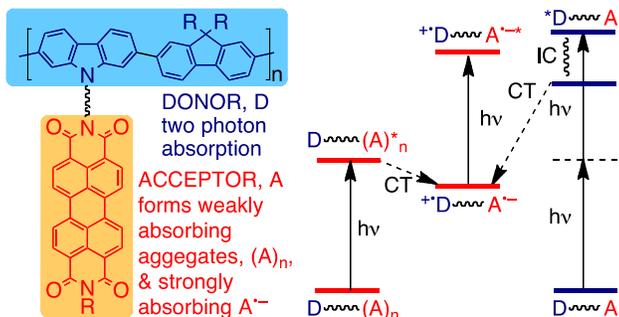
Think of the TOC/Abstract graphic as a single PowerPoint slide that tells the story of your article.

- Ask someone who hasn't read the manuscript if they understand what the paper is about based on the TOC graphic. Is critical content missing? Can extraneous material be removed?
- Print out the graphic. Is the text readable? Do the graphics and lines look crisp and easy to see?

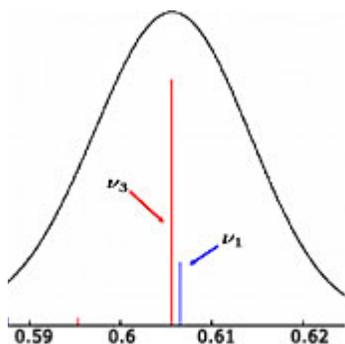
## Examples of Good and Poor TOC/Abstract Graphics

Authors are encouraged to examine a current issue of the journal for appropriate examples of TOC/abstract graphics. Some examples of good and poor TOC/abstract graphics are provided below.

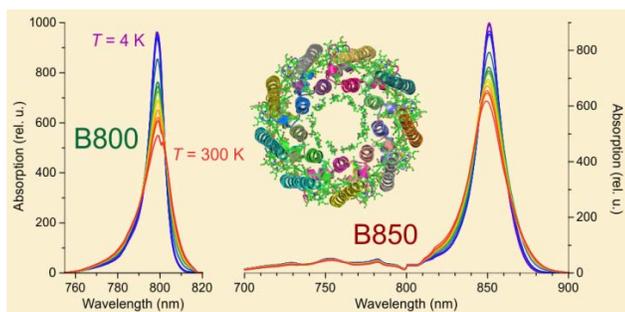
### GOOD GRAPHICS



This graphic has a good balance of images and description. All of the type is crisp and easy to read.

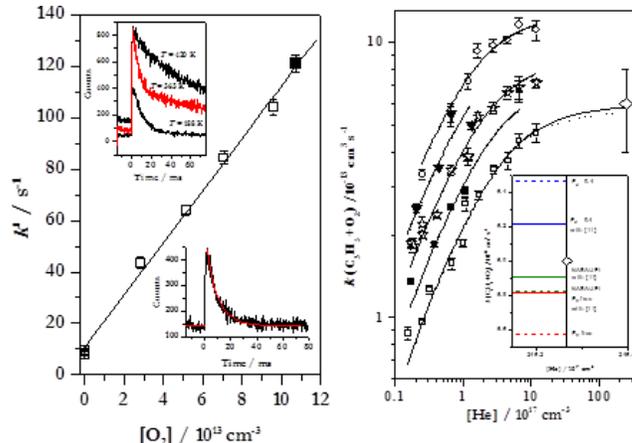


This graphic is simple and appealing.

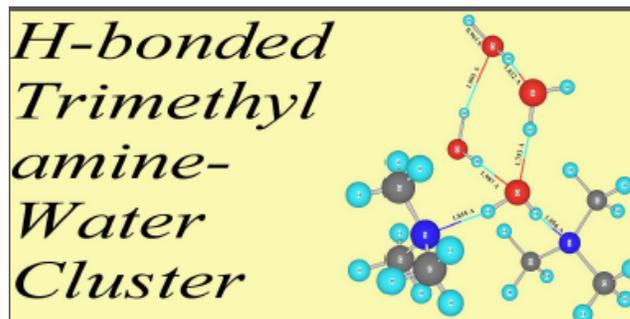


Appealing use of color and graphs. Even the smallest type is good quality and readable.

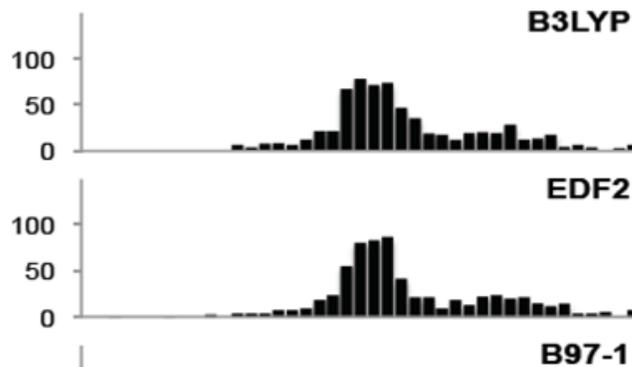
### POOR GRAPHICS



Graphic is very cluttered and most of the fonts are too small or faint to be readable.



The font is too big, the image says nothing about the article, and the type on the image is unreadable.



Graphic is uninteresting and not informative.