

## Working with Core Genomics

The majority of content on the Core Genomics blog comes from my personal perspective on what's exciting in the world of NGS and Genomics. The Core Genomics blog is hosted on the [Enseqlopedia.com](http://Enseqlopedia.com) domain alongside the methods wiki (the [Enseqlopedia](http://Enseqlopedia) of Enseqlopedia.com and not-for-profit) and the next-generation sequencing map ([NGS Mapped](http://NGS Mapped)); both of these are academic sites developed by me for the NGS community.

To cover the costs of maintaining my Enseqlopedia domain and fund future development a small percentage of Core Genomics posts are commissioned or sponsored by companies.

This document explains how the personal and paid content sit alongside each other.

**Paid-for content on Core Genomics:** Whilst Companies in the NGS space can highlight their products or services via the Core Genomics blog, my intention is to make sure I respect my audience of Core Genomics readers, and keep my reputation as someone who has an independent mind! This is a balancing act as I take on paid-for work and means I'll be limiting the commissioned posts, and severely limiting the sponsored posts (which are essentially detailed ads).

Please do read the Core Genomics post that describes this commercialization process: [Core Genomics is going corporate \(sort of\)](#).

**Commissioned posts:** A simple commissioned piece is \$500\*. I would describe the technology and give a basic overview of its application. This would include links to the sponsor website and product page, as well as to a major publication if there is one, or one is supplied\*\*. A single image would also be used as the thumbnail for the post on Twitter, with the sponsor Twitter handle included if requested.

A more complex and in depth piece increases to \$1000\*. I would go into the topic in more detail, describe the technology and its background and give more of an insight into how I might use it in my lab, or how I think other labs might benefit from its use. The article could include comparison to other similar technologies and/or more detailed description of how this technology is being used in multiple publications. Up to five images would also be used with one as a header image also to be used as the thumbnail for the post on Twitter.

The sponsor would have the opportunity to review and comment on the finished article, but I will write it from materials and/or papers supplied by the sponsor. My aim is to make commissioned posts very obviously attractive to my readers so will aim to give my perspective on the technology.

**Sponsored posts:** A sponsored advertorial post is \$1000. The sponsor would supply a finished article that describes their technology and its application. They would be able to include up to 3 images with one as a header image also to be used as the thumbnail for the post on Twitter.

I would review the finished article to make sure it is appropriate for CoreGenomics. If I did not think it appropriate, and/or cannot agree changes with the sponsor then I would reject the article with no costs payable for the sponsor.

Please contact [jamesettorehadfield@gmail.com](mailto:jamesettorehadfield@gmail.com) for more information.

\* fees are payable on completion of the final post. Should the commissioning party not want the piece to be posted (for whatever reason) then only half the fee will be payable.

\*\* should the Sponsor wish to highlight any new products, or publications that have not been publicly released then any embargos would be respected and posts can be scheduled at the Sponsors convenience.