

## GIVING BACK

### EDITORIAL GUIDELINES

**Giving Back is published in the September issue of *Insurance People* magazine.** The length of the article published in the supplement is based on the size of the advertisement purchased by your firm. A full-page ad gives you a 700-word article, which would include any pictures; a two-thirds page ad, 600 words; and a half-page ad, about 400 words.

The article is intended to tell the world how your company gives back to the community. It can be about a specific philanthropic project or about employee and corporate fundraising for charities ranging from food banks, sick children and the homeless to cancer research, the Special Olympics and catastrophe relief – whatever causes you support. You could profile your president or a few volunteers. An article that previously appeared in an in-house publication, perhaps updated, or information on your firm's website, could suffice.

The editorial can be prepared by the client firm or, at no additional charge, by an *Insurance People* writer, who could interview company personnel. As a quick turnaround is essential to meet press deadlines, the latter option is recommended for firms too busy to prepare the article. Some clients supply a list of the points they'd like to see covered in an article and let our editor do the rest.

It is the responsibility of the client to provide photos. Each photo should be identified and have a resolution of at least **300 dpi at 100 per cent**. Occasionally, when pictures are unavailable, *Insurance People* can supply generic photos at no cost to the client. Articles prepared by the client should be accompanied by a high-resolution photo of the author and a brief biography. It is also the responsibility of the client to prepare the article – or make interviewees available to our writers – in sufficient time to meet press deadlines.

Clients that fail to make the deadline will have their advertisement published within the supplement, but without editorial.

**We strongly recommend client-authors read previous issues carrying the supplement, which was called *Helping Hands* in 2013 and earlier (September) at [www.insurancepeople.ca](http://www.insurancepeople.ca).** Just click on **Back Issues** and follow the links.

Editorial material will be edited according to The Canadian Press Stylebook; we use Canadian Oxford Dictionary spellings. Headlines written by the client may be changed to fit the space available or to conform to our style. Every effort will be made to capture the original intent.

All articles written by *Insurance People* staff – as well as client-written material requiring considerable editing – will be returned for an accuracy check and final approval.

**Articles should be sent as an MS Word attachment. Photos should be high-resolution Jpegs.** E-mail both to [editor@insurancepeople.ca](mailto:editor@insurancepeople.ca).

For more information, please call editor Sarah Polson at 604-875-7768 or 1-800-888-8811.