Insurance People

TECHNOLOGY

EDITORIAL GUIDELINES

The Technology supplement is published in the September issue of *Insurance People* magazine. Participants are primarily tech vendors or any business marketing a tech product for the insurance industry.

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 editorial, which would include any pictures; a two-thirds page ad, 600 words; a half-page ad, about 400 words. Smaller ads are not offered editorial.

In our view, a good article – an article offering the best bang for your buck – will not merely repeat the information in your ad. We recommend that in tone and balance it should read like editorial. It should inform and entertain – and in doing so, sell what your firm is offering, but not overtly.

The article could profile your president or managers. It might highlight the firm's expertise, recount its history, discuss industry problems and solutions, showcase a recent expansion or explain an innovation. It could introduce new products, services or equipment. An article that previously appeared in an in-house newsletter, perhaps updated, or information already on your firm's website, could suffice.

The article can be prepared by the client firm or, at no additional charge, by an *Insurance People* writer, who could interview key personnel. As a quick turnaround is essential to meet press deadlines, the latter option is recommended for firms too busy to prepare the article themselves. Some clients supply a list of the points they'd like covered 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 Technology supplement (September) at *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*.

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