

# claims ADVISOR

INFORMATION FOR TODAY'S CLAIMS PROFESSIONALS

## ▶ Writer Guidelines

*Claims Advisor*, published four times per year in print and eight times per year in online exclusive content, brings a fresh approach to the claims industry with information critical to adding profitability and value to both our readers and their companies. Subscribers are largely high level claims professionals.

A bylined story will express the writer's expertise and experience on the subject matter. Articles should be targeted to educate and inform high level claims professionals and the claims industry. The more timely and fresh the subject matter, the more likely its chance for acceptance.

*Claims Advisor* will not publish articles that promote a particular product or service. Authors may not mention their company name or product in the bylined article. The article should be information-based and should not contain advertorial content or third-party attributions. Bylined articles should be written in third-person, unless the submission is an opinion piece approved by the editor.

To have your article(s) considered it is best to submit a short abstract outlining the topic and scope of the proposed article to [editor@claimsadvisor.com](mailto:editor@claimsadvisor.com).

Deadlines are firm, unless an extension is granted. While publication dates will be assigned, articles may be held until later issues due to space considerations.

When articles are rejected, it is usually because the subject matter has been covered or the article essentially pitches the author's products or services rather than focusing on trends and issues of interest to the insurance claims industry.

Frequently asked questions:

### **CAN I SEND IN STORY IDEAS?**

Yes. Send your idea and the scope of your proposed article to [editor@claimsadvisor.com](mailto:editor@claimsadvisor.com). You will get a response from the editor regarding the article idea and development options, if accepted.

### **HOW LONG SHOULD MY ARTICLE BE?**

Contributed bylined articles for print should be between 1,500-1,650 words, unless otherwise discussed with the editor, and include a Quick Look section (see below). Any accompanying sidebars should be no longer than 300 words and discussed in advance with the editor. Contributed bylined articles for online exclusive content should be no more than 1,000 words.

### **WHAT IS THE QUICK LOOK SECTION?**

The Quick Look section appears at the top of many print articles. It is a brief synopsis of the top 3-5 points in the article. Each point should be no more than 20 words. The purpose is to aid the reader in determining the salient points of the article. Be careful to write from the perspective of the reader.

### **WILL YOU PUBLISH AN E-MAIL ADDRESS, WEB SITE, OR PHONE NUMBER FOR ME OR MY COMPANY?**

Yes. At the end of the article the author biography should consist of name,

position, an e-mail address where the author can be reached for more information, and a brief bio. It should be no more than 25 words.

### **WHAT FORMAT SHOULD BE USED FOR ARTICLE SUBMISSIONS?**

Finished articles should be sent in Microsoft Word format via e-mail to [editor@claimsadvisor.com](mailto:editor@claimsadvisor.com). Please be sure to include a working title, subtitle, byline, copy with subheads, and a short bio—all may be edited. Avoid unusual indentations, tabular settings or other gimmicks to draw attention. *Do not use footnotes*. If detailed attributions are necessary, please incorporate them into the text.

**WILL YOU EDIT MY ARTICLE?** Yes.

### **WILL I GET TO SEE IT BEFORE YOU PUBLISH IT?**

We cannot guarantee our production schedule will allow for author review.

### **CAN I INCLUDE CHARTS, GRAPHS OR OTHER ARTWORK?**

Yes. Contributors are welcome to provide any accompanying photos or artwork to complement the article although they might not be published even if the article is. Accompanying charts, tables or graphs should be sent in Excel or high-resolution PDF formats. Color is preferable, but black and white is acceptable. We prefer electronic images at 300 dpi, EPS, TIFF or JPEG formats.

### **ARE WRITERS COMPENSATED FOR ARTICLES AND COLUMNS?**

The purpose of *Claims Advisor* is to provide the best information possible to insurance claims professionals, and to support the success of the insurance claims industry as a whole. *Claims Advisor* is a qualified magazine and thus, no subscription fee is paid by claims professionals. Our writers are experts in the industry and thought leaders committed to providing valuable information for increased knowledge and efficiency. Authors of articles are provided free copies of the issue in which their work appears. *Claims Advisor* does not offer financial compensation for articles printed or for reprints of these articles, whether in print or digital format.

### **CAN I GET EXTRA COPIES OF THE ISSUE IN WHICH MY ARTICLE APPEARS?**

Yes. Simply send a request to the editor with your mailing address and we will mail you two copies.

### **I HAD AN ARTICLE PUBLISHED IN ANOTHER MAGAZINE/LOCAL NEWSPAPER/COMPANY NEWSLETTER. CAN I SUBMIT IT TO YOU?**

*Claims Advisor* does not publish articles that have been previously published.

### **OTHER IMPORTANT ITEMS:**

In submitting a story you verify that you have thoroughly fact checked the content. We reserve the right to reject any article at any time. *Claims Advisor* requires all writers to sign a licensing agreement and code of ethics that specifies, in part, that writer will adhere to the highest standards of journalistic practice and that the article being written may not be published elsewhere until it has appeared in print in our publication. Writers must confirm they are the sole owners of the material and it is original, and they grant *Claims Advisor* rights regarding their material, including rights to edit, retitle, reprint and grant permission to others to reprint. After evaluating your article, we'll send you a copyright form if we decide to accept it. If we decide not to publish the article, you will not be contacted.

Generally, *Claims Advisor* follows Associated Press style guidelines.

## QUICK LOOK

- Original, impactful content written by industry experts for the benefit and success of high level claims professionals.
- No company, product or service promotion.
- Articles written in third-person, no opinion pieces unless discussed with editor.
- Quick Look Section content
- Copyright agreement signed by author with accepted articles.