

# NAILBA perspectives

In order to establish a quality standard for Perspectives, the following guidelines have been established. These guidelines will assist future contributors with a clear understanding of the type of articles accepted for Perspectives.

## **What subjects are appropriate for Perspectives?**

Virtually any subject related to the independent wholesale brokerage industry is appropriate for a Perspectives article. Possible concepts include technology, marketing, business best practices, agency management, public relations, alternative markets, long-term care, legislation, and compliance. The Editorial themes for each issue are as follows:

Q1/January: Year In Review/ Looking Forward  
Q2/May: Agency Management

Q3/August: Technology  
Q4/November: Sales & Marketing/NAILBA 40

All material contributed to Perspectives should follow the guideline of being "fair and accurate." Contributors should think of their additions as being reports of facts. Try to present all sides of an argument/position, be accurate, and give no special treatment to any business entity. Perspectives is not a place to discuss the relative merits or qualifications of a particular business entity. In order for Perspectives to function as a resource for the industry, *bias must be kept out of all articles*.

All material not specifically attributed to an individual as their viewpoint should also be documented, referenced facts, not opinions. Characterizations should be avoided. Please try to keep rhetoric to a minimum, avoid speculation, and focus on providing verifiable facts. Each factual assertion should be accompanied by a reference to an external source. Assertions that are not referenced (and thus verifiable by other users) will be deleted by the editor.

## **What size article does NAILBA generally publish?**

Feature articles generally run an average of 1,000 words. Op/Eds and columns run approximately 400-500 words in length.

## **Is there a particular format that I should follow when creating a feature article?**

Features can be presented in a variety of formats, including interviews, co-authored articles (e.g., carrier/BGA, etc.), case studies, industry survey reports, etc. Think also of "sidebars" or brief, complementary pieces you can do to give your articles an added dimension.

## **How do I submit an article for consideration?**

Before you submit an article, please provide NAILBA an outline for consideration. NAILBA accepts every article on a "for consideration" basis for inclusion into the issue which we deem most appropriate. We do not accept every proposed article and reserve the right to select only those articles we deem most appropriate for our subscribers. NAILBA also reserves the right to edit articles submitted to the Association. Please provide as a Word document.

## **What are the deadlines for each issue?**

See next page for deadlines and production specifications.

## **Photographs and illustrations**

Photograph and Bio.

Please provide a high-resolution photograph of the writer that is 300 dpi or higher in a JPEG or PNG format, as well as a 40-word (maximum) bio along with the article.

## **Who is the NAILBA Contact?**

For questions regarding Perspectives please contact Pam Sheehan, Director of Content and Strategic Partnerships at [psheehan@nailba.org](mailto:psheehan@nailba.org).

# 2021 ID NETWORK

## SPECIFICATIONS & DEADLINES — PRINT



### ARTWORK REQUIREMENTS:

- All digital color and grayscale artwork must be supplied at 300 DPI.
- Line art must be supplied at 600 DPI.
- High-res PDF and JPEG files are accepted. Images from the Web are not suitable for printing.
- All color artwork must be in CMYK mode; black and white artwork must be in either grayscale or bitmap mode.
- RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.
- All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### MAGAZINE TRIM SIZE: 9" X 10.875"



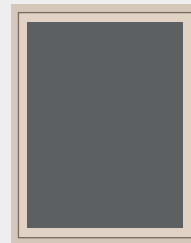
**Two Page Spread Bleed**  
18" x 10.875" add .125" bleed

**Two Page Spread Non-Bleed**  
17" x 9.875"



**1/2 Spread Bleed**  
18" x 5.25" add .125" bleed

**1/2 Spread Non-Bleed**  
17" x 4.75"



**Full Page**  
9" x 10.875" add .125" bleed

**Full Page Non-Bleed**  
8" x 9.875"



**1/2 Horizontal Bleed**  
9" x 5.25" add .125" bleed

**1/2 Horizontal Non-Bleed**  
8" x 4.75"

### 2021 EDITORIAL CALENDAR & DEADLINES

ISSUE	THEME	AD SPACE RESERVATION	AD DUE	ARTICLE DUE	ISSUE DATE
Q1 Perspectives	Business Strategies for 2021 ID 20 Award Winners share thoughts & ideas	12/16/20	12/29/20	12/29/20	1/22/21
Q2 Perspectives	Annual Mid Year Review	3/15/21	3/29/21	3/22/21	5/21/21
Summer ID Trends	Trends in the market — mid-year to support a mid-year virtual event	5/24/21	6/7/21	5/31/21	7/30/21
Q3 Perspectives	Supporting Growth through Technology	7/17/21	7/29/21	7/19/21	9/20/21
Q4 Perspectives	<b>Gearing up:</b> Sales & Marketing tips, best practices and resources for Life, Health, LTC, DI, Med Supp and Annuity Sales Success	9/10/21	9/24/21	9/15/21	11/17/21
Winter ID Trends	Consumer purchasing trends in Insurance moving into 2022	9/3/21	9/17/21	9/8/21	11/17/21

# 2021 ID NETWORK

## SPECIFICATIONS & DEADLINES — DIGITAL

### DIGITAL ADVERTISING FOR NAILBA.ORG:

- For artwork supplied for digital-only options (i.e. toolbar, skyscraper, digital belly band, etc), all artwork must be supplied in high-resolution PDF format.
- Material submission to psheehan@nailba.org.

### SPECIFICATIONS FOR NAILBA.ORG:

- **Medium Rectangle** — 300w x 250h px, 72 DPI
- **Leaderboard** — 728w x 90h px, 72 DPI
- **Acceptable media types:** JPEG, animated JPEG, GIF, animated GIF, SWF
- **Artwork submission:** email all digital artwork to NAILBA at psheehan@nailba.org.
- Artwork must be received five business days in advance.

### BANNER ADVERTISING IN NAILBA NOW AND THE INDEPENDENT:

- **Jumbo Rectangle** – 600w x 250h px, 72 DPI
- **Acceptable media types:** JPEG, GIF or PDF high res and links.
- Artwork must be received five business days in advance.

## DEPLOYMENT DATES



<b>January</b>	5, 8, 12, 15, 19, 22, 26, 29	<b>July</b>	13, 27
<b>February</b>	2, 5, 9, 12, 16, 19, 23	<b>August</b>	10, 24
<b>March</b>	9, 23	<b>September</b>	14, 28
<b>April</b>	13, 27	<b>October</b>	12, 26
<b>May</b>	11, 25	<b>November</b>	2, 9, 12, 16, 30
<b>June</b>	8, 22	<b>December</b>	14, 28



<b>January</b>	13	<b>July</b>	14
<b>February</b>	10	<b>August</b>	11
<b>March</b>	10	<b>September</b>	15
<b>April</b>	14	<b>October</b>	13
<b>May</b>	12	<b>November</b>	10
<b>June</b>	16	<b>December</b>	15

Last Wednesday of each month articles for enewsletters due for following month. Articles for **The Independent** (independent agent audience) Articles for **NAILBA Now** (NAILBA members BGA and Carrier executives)