

# 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 imaging, scanning, e-commerce, standards, testing, medical 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:

January: Year In Review/Looking Forward  
April: Agency Management

July: Technology  
October: Sales and Marketing

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 1,500 words. Op/Eds and columns run approximately 700-1,000 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.

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

Content for each issue is developed and confirmed beginning approximately 60 days in advance of the issue date (for example, April content is confirmed by approximately January 15). You should submit your outline for consideration at least 30 days in advance of the 60-day window to allow for an acceptable review period.

## **Photographs and illustrations**

NAILBA welcomes graphic submissions, provided that they are relevant to the contents of the article. All submissions should be provided as high resolution (300 dpi or higher) image files (EPS, TIF, or JPG).

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

For questions regarding Perspectives, please contact 703.884.1525.