



Editorial Policy and Contributor Guidelines

PUBLICATION OVERVIEW AND EDITORIAL MISSION

PIMA *ConnXions* newsletter is the premier, quarterly publication for members of the Professional Insurance Marketing Association (PIMA) members—the leading TPAs/Brokers/Agents, Underwriters & Business Partners in the insurance direct marketing arena. Its purpose is to *link ideas, members and expertise*. *ConnXions* allows members, and other experts, to share useful information, successful strategies, and best practices among industry peers.

ConnXions also serves as a vehicle for dialogue among PIMA members/industry leaders and provides members with the latest in regulatory/ legislative issues, new developments in our members' niche of the affinity/association/worksite insurance industry *and* news about each other.

ConnXions consists of the following features:

- Updates from the President & CEO
- Feature Articles - Submitted by members and other contributors
- LegalLink – Legislative/Regulatory news
- PIMA Meetings & Conference updates
- Award Recipients
- Member News

EDITORIAL GUIDELINES

Editorial Policy

Final decisions regarding scheduling of publication, style, title, presentation, grammar, artwork, and deleted passages remain with the editor. We do not accept submissions that promote a specific product or service, or that are disguised public relations releases.

Article or news submissions

Authors interested in contributing a feature article to the publication should contact the editor before undertaking their effort. If the suggested idea meets our editorial needs at the time, the editor will work with the author to fine-tune an approach and give a word count, deadline, and other information. Typical word count would be between 500 to 750 words. We cannot be held responsible for, nor do we return, unsolicited manuscripts. Send feature proposals to: pima@pima-assn.org Include us on your distribution lists for press releases and other special announcements, re: successes, moves, or other items of interest to your peers.

Article style & content

To be familiar with PIMA *ConnXions*' content, audience and tone, writers should be familiar with PIMA and recent issues of its newsletter, available at <http://www.pima-assn.org>. NOTE: Specific content is determined four to six months ahead of publication. For more details, email Editor Mona Buckley, c/o pima@pima-assn.org or call PIMA at 817-569-7462 (PIMA)

Send individual subject queries; no laundry lists. Articles should adhere to the following guidelines:

- Be relevant to the insurance direct marketing industry: our readership includes insurance professionals at the executive, sales, client relations, underwriting and/or marketing levels, in the affinity/association/worksites arena. If an article includes information concerning another field other than insurance, the author should draw a correlation to the insurance industry and explain the relevance.
- Tell us how you solved a problem, created an initiative, applied an idea, or streamlined a process. Article submissions should be sent in electronic format (preferable Word) and be a minimum of 500 words and no more than 750 words. They should not be an advertorial; bylines will include member writers' email addresses/contact information.
- Share trend information, raise questions & challenges.
- Appeal to a national readership.
- *Be accurate:* dates, figures and the names and titles of agencies and people involved must be correct and meticulously researched.
- *Style and tone:* PIMA *ConnXions* style is journalistic rather than academic. It is a professional business publication, not a scholarly journal. So authors should favor the active voice over the passive.
- Spell out abbreviations on the first use. Use gender-inclusive language.
- *References:* Use references only when exact words have been lifted from a source, or when an idea originated with the source named and isn't widely known. No references are needed for paraphrased ideas or widely known information. We do not publish footnotes or bibliographies.
- *Editing:* We edit all manuscripts for style, format, space, and readability.
- Writing should be crisp, clear, and plain-speaking.
- Include a photograph of the author.

REFERENCES, RESOURCES AND PERMISSIONS

When using material from other sources, you will need to obtain permission to use this material from the publisher and in some cases from the author. Please accompany your manuscript with appropriate written authorizations.

Preparing Your Manuscript

The best length for feature articles is 500 to 750 words. Please do not submit articles as email text or as a pdf. Submissions must be in one of the following methods:

- Microsoft Word (file ends with .doc suffix)
- Rich-Text Format (file ends with .rtf suffix)
- Text-only format (file ends with .txt suffix)

All text must be single-spaced, with only one space after periods, no tabs or indentions on the first line of paragraphs, and only one "hard return" at the end of each paragraph. Do not fax your manuscript. Keep a copy for future reference. We cannot return manuscripts or disks.

Title & Bylines: List the article title at the top. At the end of the article, list author's name, current position, contact information and a brief biography.

Tables and figures: Include only if they will help readers understand the article. We do not guarantee their use. All data in charts must be supplied in a text format. PDF or image files can not be accepted.

Artwork, Photographs and/or Illustrations: Will be included to accompany articles or member news, subject to space considerations. Captions should note relevance to text. All artwork should have a credit identifying photographer and/or source.

IMPORTANT: Do not incorporate PowerPoint or similar tables, charts, figures, and so forth into the body of the document. Send graphics in a separate electronic file, preferably in Word format.

Photos and Imagery

PIMA *ConnXions* prefers that photos and artwork be submitted in digital format, adhering to the following criteria:

- Always shoot in the digital camera's highest quality, lowest compression mode.
- Photos scanned from another magazine or newspaper are not acceptable.
- Images must be in either uncompressed TIFF or low compression JPEG format. We also accept RAW files.
- E-mailed submissions must not exceed 18mb

ADDITIONAL CONTRIBUTOR TIPS AND GUIDELINES

PIMA *ConnXions* written tone is non-academic. Short sections, bulleted information, and sidebars allow readers to digest information quickly and easily. The following tips may help you during the writing process:

1. Use bulleted lists and subheads.
2. Use sidebar boxes to bring attention to items that fall naturally in the flow of the text.
3. Don't spend too much time introducing a subject to readers (background, history, and so forth).
4. Readers LOVE case studies and elements that help them apply what you're writing about.
5. Most word processing packages have the ability to count your words.
6. Always write more rather than less. A good min-max standard is to have a final manuscript that is anywhere from 10 percent less than to about 15 percent more than the suggested word count. It's always easier to cut than add words.

COPYRIGHTS AND OWNERSHIP

All published material in *ConnXions* is copyrighted and becomes the property of PIMA. PIMA will not grant permission for subsequent use of an article without consent of the author. Time constraints do not allow us to send galleys or other edited forms of manuscripts to authors. Manuscript submission implies that authors agree to our policies.

DEADLINES

Upcoming deadlines for are February 2, 2009; May 1, 2009; August 3, 2009 and October 5, 2009.

ADVERTISING

ConnXions accepts display advertising. Inquiries should be directed to Heidi Lerfald heidi@pima-assn.org or (817) 569-PIMA (7462)

CONTACTS

Article ideas, press releases, and notices may also be forwarded to:
pima@pima-assn.org or PIMA , 230 E. Ohio St. Suite 400, Chicago, IL 60611
Phone: (817) 569-PIMA (7462) www.pima-assn.org

We welcome member comments and suggestions in any of these areas or for topics for future issues' editorial focus.