


Insurance Coverage Law Center

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Editorial Advisory Board Guidelines

Guidelines for writing pieces for the Insurance Coverage Law Center.

By Hannah Smith | April 02, 2020

EDITORIAL ADVISORY BOARD GUIDELINES

[Law.com/InsuranceCoverageLawCenter](https://www.law.com/InsuranceCoverageLawCenter)

DEADLINE: TBD

TOPIC: TBD

DELIVERY: Please send me your article via email attachment. (See contact info below.) Please be sure that *all* internal approvals have been received before submission.

CONTENT GUIDELINES:

- For the Insurance Coverage Law Center, articles should be 600–800 words for a case law analysis or opinion piece or 900–1,100 words for other articles. If you're not sure what category your article would fit, please keep the submission shorter rather than longer
- If relevant, please include related charts, graphs, photos (as long as they are proprietary to you), or ideas for the same. Include original sources in brackets within the text [like this] but please don't use footnotes or endnotes. You can provide a URL in brackets or hyperlink text. **Note:** It is easier with the new system to integrate endnotes, but it is also slightly inconvenient for readers to have to reference them. If you feel like endnotes are necessary in your writing, it is okay to include them.
- Discuss what insurance industry legal professionals need to know about the topic you're addressing. Our audience is composed of agents, brokers, carriers, underwriters, risk managers, claims professionals, lawyers, and anyone interested in insurance generally.
- Make your point in the first paragraph (no generalities). It's important to provide practical insights, and answer the "so what" question for our readers. In addition to "what" and "why," they want to know what action they should take or not take.
- You're the authority, so opinions, thoughts, ideas, findings, and how-tos are welcome.
- We use a conversational tone, speaking directly to the reader, and define industry terms or acronyms, trying to avoid too much jargon. Our articles are often picked up by general audiences from social media so we aim to be as reader-friendly as possible.
- Stay "generic." Any promotional language will be edited out or the article will be returned. Brief references to specific companies are welcomed in a "case study" context, so long as they are used to illustrate a larger trend.
- If your article is in the form of a list that will be turned into a slideshow, please be sure to include a minimum of 50 words with each item.

FORMAT: Send the article as a Microsoft Word document (.doc or .docx)

BYLINE, I.D: Supply your given name, professional designation(s), title, company, city and state, and email address or phone number. We also need a high-resolution headshot, (3×5, 300dpi, JPEG format) and a brief bio that will run at the end of the article, which includes the author's email so that readers can contact the author directly.

TIMING: Our contributed content is published according to an editorial calendar managed by the online editor. **It may take up to 30 days** after your article is submitted before your submission is published. **Note:** If time is of the essence, please note that in our correspondence and I will work to have the article posted as soon as possible.

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Note that we do *not* compensate the authors of contributed pieces to the Insurance Coverage Law Center.

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