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# Market Finder

## Submission Guidelines

**The Market Finder supplement is published in the May issue of *InsuranceWest* magazine. Participants have included insurers, consultants, underwriting managers, wholesalers and managing general agents.**

The length of the articles published in the supplement is based on the size of the advertisement purchased by your firm. For example, a full-page ad gives you a 1,000-word article, which would include any pictures. A half-page ad translates into about 500 words.

Typically, the ad and the article run in the same issue, but not side by side. In our view, a good article – an article that offers the best bang for your buck – will not merely repeat the information in your ad. We recommend that in tone and balance it should read like editorial. It should inform and entertain – and in doing so, sell your product or service, but not overtly.

The article might profile your president and key personnel or discuss industry problems and solutions. It might highlight the firm's expertise, recount its history or showcase a recent expansion, new products or services. A piece that previously appeared in an in-house newsletter, perhaps updated, or information already on your firm's website, could suffice. Every business has a story to tell.

The article can be prepared by the client firm or, at no additional charge, by an *InsuranceWest* writer. As a quick turnaround is essential to meet press deadlines, the latter option is recommended for firms too busy to prepare the article themselves. Some clients supply a list of the points they would like covered and let our editor do the rest. It is the responsibility of the client to prepare the article – or make interviewees available to our writer – in sufficient time to meet press deadlines.

It is also up to the client to provide photos to illustrate the editorial. Each photo should be high resolution and clearly identified. Occasionally, when pictures are unavailable, *InsuranceWest* can supply generic photos at no cost to the client. Articles prepared by the client should be accompanied by a high-resolution photo of the author and a very brief biography. Please don't send the same photo to illustrate your article as you intend to use in your advertisement.

**We strongly recommend client-authors read previous issues carrying the Market Finder supplement.** Just go to [www.insurancewest.ca/insurancewest.shtml](http://www.insurancewest.ca/insurancewest.shtml), click on **Back Issues** and follow the links to the May issues.

Editorial material will be edited according to The Canadian Press Stylebook; we use Canadian Oxford Dictionary spellings. Headlines written by the client may be changed to fit the space available or to conform to our style. Every effort will be made to capture the original intent.

All articles written by *InsuranceWest* staff – as well as client-written articles requiring considerable editing – will be returned for an accuracy check and final approval.

Articles should be sent as an MS Word attachment. Photos should be high-resolution Jpegs. E-mail both to [editor@insurancewest.ca](mailto:editor@insurancewest.ca).

For more information, please call our editor, Don McLellan, at 604-436-4900 or 1-800-998-5211.