

Insights Submission Guidelines

The Institutes CPCU Society and The Institutes are pleased to offer *Insights*, a quarterly professional journal, to CPCU Society members, and we appreciate your willingness to contribute to this publication's success. Our goal is simple: to create high-quality, informative material that addresses both the technical and industry-related issues affecting members. With help from you, quite likely a subject matter expert in one of the areas we wish to cover, we can surely fulfill this goal.

You can submit your own original article between three and five pages, or 2,000 to 3,500 words (or your reprinted article with permission: see "Permissions and Citations"). Article submissions should be sent to CPCUPublications@CPCUSociety.org. You are welcome to use our content template when developing your draft.

When submitting entries to the journal, we ask that you provide an abstract, bio, and photo of yourself, and that you consider the following:

- Vision
- Audience and tone
- Permissions and citations
- Content

Abstract

When submitting an article, please include a short abstract with the following basic information:

- Who is the intended audience?
- What is the article about?
- What will readers learn from the article?

Article Checklist

Remember to submit these items along with your article of 2,000 to 3,500 words:

- Abstract
- Bio
- Print-quality photo(s)

Send to:
CPCUPublications@CPCUSociety.org

Bios

We want to acknowledge our authors' backgrounds and credentials, so we request authors' biographies with all written work. To promote fairness, consistency, and readability, The Institutes aim to keep these bios at approximately 50 words and of uniform style.

Please include the following when submitting your bio:

- Consolidated work history, beginning with current job
- A brief account of other relevant professional experience and/or accomplishments, including all designations and degrees

Please note that we do not include promotional language about the author's company or abilities in bios. However, as established in the "Content" section of this document, authors may include their email address and/or phone number so that readers who wish to discuss the subject matter further can contact them.

Author Photos

Photos can help bring the subject matter of any article to life and often add a human face to potentially complicated subject matter. For both headshots and article-enhancing photos, we can accept JPG, TIFF, PNG, and EPS files at print-level quality (300 dpi or greater).

The CPCU Society's permission form also serves as a photo release form and, as such, covers the permission requirements of any photograph included in an article submission. Authors will receive a copy of this form after their articles are accepted for publication.

▶ All articles will be reviewed by our editors, who will adjust the copy as necessary for readability, style, and tone, with promotional and inflammatory material being removed, as appropriate. Please note that authors will always see and be asked to approve edited copy before it is considered final.