

## **Writer's Guidelines**

### **Word Count:**

We generally run stories as 2-page spreads (1,000 plus bio, photo, etc.)

### **Content: Submit in WORD document (not PDF) with photo attached.**

All articles should avoid self-promotion, and address the following:

- *Why does a broker need to know this info and how do they use it to help themselves personally?*
  - *How does it help their own business, or their clients and/or client's employees?*
  - *Cite some national or local information or study/research which supports the statements so it's not just one person's opinion.*
  - *Please stay 'vendor neutral,' and avoid pitching your own company or service. HOWEVER, do use specific examples of tools or resources that work and can be accessed by brokers.*
  - Please include a short author bio (about 25 words at the most)  
Include contact information, a call to action and a hyperlink to your webpage
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## **PRINT AD PLACEMENT SPECS:**

### **Full-Page Ad**

Trim: 8-3/8" x 10 7/8"

Live Area: 7-5/8" x 10 1/8"

**W/Bleed: – 8-5/8" x 11 1/8"**

### **Half-Page Ad**

7" x 4-7/8"