

Business Insurance®

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***Business Insurance's* "Perspectives Section" Article Submission Guidelines**

Business Insurance accepts articles from experts in insurance, risk management and employee benefit management for publication in its "Perspectives" section. In most cases, we run a summary of the story in the magazine and refer readers to our Web site to read the full text.

This section is intended to be a forum for reader's opinions and for the discussion of technical topics that do not lend themselves to news stories. "Perspectives" articles should **take a point of view, offer advice and/or explain a technical subject**. They should not present case studies or promotional information.

To submit an article for the "Perspectives" section:

- Send *Business Insurance* a letter describing the topic you would like to address. Briefly describe what you want to say and accomplish in the article.
- You will receive an acceptance or a declination of your article idea from *BI*.
- If accepted, we will respond with comments and request the full article, which generally should be no more than 800 words in length.
- All articles are to be accompanied by a color or black & white photograph of the author and a brief biography.
- We will notify you of any questions we have about the article and any substantial editing we think is necessary.
- All authors must assign the copyright on the article to *Business Insurance*.

To submit a "Perspectives" article, or for more information, contact:

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