

Difference the Demotech



Serious About Solvency[®]

Article Submission Guidelines

Purpose Statement

The insurance industry is constantly changing and evolving. *The Demotech Difference* exists to facilitate meaningful communication and discussion in the industry. Each issue contains the perspectives of subject matter experts on emerging concepts, tools, or techniques, making *The Demotech Difference*

our voice and a vehicle for sharing those concepts and tools to spur learning and evolution of our industry.

Barb Albert, Editor & Manager of Publications and Media
Demotech, Inc. BAAlbert@demotech.com

Editorial Calendar

	Spring 2024	Summer 2024	Fall 2024	Winter 2025
Advertising Deadline	3/4/2024	6/3/2024	9/3/2024	12/3/2024
Article Deadline	3/4/2024	6/3/2024	9/3/2024	12/3/2024
Publication Date	5/1/2024	8/1/2024	11/1/2024	2/3/2025

Article Specifications

- Original articles, between 1200 and 1800 words, unless previously approved by the editor.
- Cite sources if necessary, but avoid footnotes, endnotes and bibliographies.
- Explain technical terms, and define any acronyms.

Articles cannot promote the author's company, products or services. *The Demotech Difference* is a forum for subject matter experts. Paid advertising is available for promotion of businesses or services.

- Email article as a Microsoft Word attachment to BAAlbert@demotech.com.
- Include a short biography of the author — no more than 50 words, and a brief description of the company, if desired. Include an email contact for the author.
- Submit a digital headshot of the author (300 DPI and several inches in size), attached as a separate file.
- Graphs may accompany the article, and should be sent in Excel or high-resolution PDF formats, in color.
- Photos should be a 5 x 7 electronic image, 300 DPI, TIFF or high-quality JPG format.
- Articles are subject to review and approval, evaluated for news value, timeliness, credibility and readability. Every effort will be made to publish accepted articles, as space, timeliness of topic, or other concerns allow.
- Our staff edits all articles for clarity and length, in accordance with the Associated Press Stylebook. We will contact the author with any questions about the article, or if significant edits or changes are required.
- PDF files of published articles are available to authors upon request.

Submission Agreement

By submitting an article to Demotech, Inc. for publication in *The Demotech Difference*, the submitting individual or entity ("you") agree to the following:

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- Demotech, in its sole discretion, may edit articles for clarity, content, grammar, and length. Demotech will seek your approval for any material changes to the substance of the article.