



IASA Interpreter Writer Guidelines

Thank you for your interest in submitting an article to IASA's Interpreter.

IASA's Interpreter is a membership publication produced three times each year by the Insurance Accounting & Systems Association (IASA). The Interpreter strives to produce quality and unique informational and educational content, contributed by volunteers, industry partners, and the IASA staff. This broad constituency reflects the diverse interest areas of the association's membership, including accounting/finance, systems/technology, operations, investments, and career skills development as it relates to professional development for individuals working in the insurance industry.

It is important to note that IASA is a 501c-3 not-for-profit association and does not engage in public policy advocacy. Columns or articles that directly advocate for or against particular proposals will not be considered. Columns or articles that analyze the impact of public policies while serving the objectives outlined in the guidelines may be accepted.

For further reference, please see IASA's [antitrust policy](#).

General Guidelines

1. Columns or articles should be objective and educational in nature, and topics must first be discussed with the IASA Publications Sub-Committee to determine suitability for IASA readers. The tone of columns or articles should be informational or analytical in nature and seek to inform our readers rather than simply promote a company's products or expertise. Columns or articles that contain direct or indirect advertising or promotional messages will NOT be considered for publication.
2. Columns or articles should address topics related to insurance issues and education for property and casualty, life, health and annuities, operations and reinsurance in the areas of technology/systems, accounting/finance, investments, and career skills development. Columns or articles on topics outside the insurance industry may be also considered based on their ability to educate by example and topics related to innovation via technology or process may also be considered on a case-by-case basis.
3. IASA also reserves the right to establish alignment of a topic's definition.
4. Once a topic is approved, the author is required to submit an abstract or outline to the Interpreter Submissions email that clearly defines the scope and key points to be covered in the column or article.
5. Columns or articles must be submitted with complete contact information of the submitter, as well as the author/byline information, (name/title/company) and should be accompanied by a photo and brief biography of the author. Word counts for articles are as follows:

One page story with NO photos or quote: Words = 920

Characters = 5630

Lines = 132



One page story with a 2 column three line quote: Words = 724
Characters = 4593
Lines = 108

One page story with a 2 column photo and a quote: Words = 510
Characters = 3150
Lines = 77

Two page story with one 2 column photo, one 1column photo, and a quote: Words = 1490
Characters = 8860
Lines = 215

Three page story with two large photos and two 2 column three line quotes: Words = 1,550
Characters = 9880
Lines = 248

6. Longer pieces will be considered if the value and treatment of the topic merits greater length. Specific discussions of article length MUST take place with the Interpreter Director of Publications and/or the Interpreter Sourcing/Editing Leads prior to acceptance for placement or publication.
7. Columns or articles must adhere to proper business ethics and must not criticize or disparage the products, services, or business practices of any other organization (industry peers/ competitors, associations, regulatory bodies, etc.). IASA holds its editors and contributing authors to the highest standards of journalistic integrity, and insists on fair and accurate reporting and honesty in the editorial process. IASA will not tolerate plagiarism, consistently missed deadlines or the use of the media for personal or company gain.
8. IASA reserves the right to edit columns for brevity and clarity, and to select "pull quotes" for use in the layout of articles/pages. IASA is not responsible for errors and omissions of submitted content; each submitter is responsible for research of the topic and associated fact-checking prior to submission. Once content has been edited by IASA, we will make reasonable efforts to obtain feedback from the submitter prior to final layout. This review process is offered as a courtesy and to provide the submitter an opportunity to correct errors only. Once an edited article is finalized and approved by submitting parties, no further approvals of the layout or placement will be sought or entertained. Additionally, IASA reserves the right to run/place articles in issues for publication as determined by space and time guidelines. No specific guarantees of placement within issues will be given.



9. IASA does not publish columns or articles that have been published elsewhere. Columns or articles should be original content developed specifically for IASA's unique audience. The author, by way of content submission, hereby acknowledges and confirms that the submission is original in nature. IASA retains full copyright. Article reprints will be considered after the column or article appears in the Interpreter and fees may be imposed. IASA does not compensate contributing authors for editorial work submitted to the Interpreter.

Contact Information

If you are interested in submitting a column or article to IASA's Interpreter, please inquire by sending an email to submissions@iasa.org. If you have general questions, please contact Tricia Stillman at tstillman@iasa.org.