Sponsored Content Requirements

- **Category:** Select from Strategies, Viewpoints, or Markets.

- **Topic:** Go to IAMagazine.com and view the Markets and Topics drop-down menus for article topics. Select at least one and no more than three. Examples include, but are not limited to, cyber liability, D&O, homeowners, sales & marketing, perpetuation & valuation.

- **Sponsor name and URL link:** Include the name of the company the way it should appear as the sponsor of the post, as well as the company URL link that will be hyperlinked on the company name. If the sponsor requires the name of author be included then provide their name, title and company.

- **Company logo and URL link:** Provide logo (180 x 150 suggested size) to be included with article. Include URL for logo—if it's the same as the link provided for the sponsor name, specify that.

- **Artwork:** Four 400 x 600 pixel stock art images. Must be landscape oriented (wider than it is tall) and must not include text in the pictures. Preferably the photos should not include people and should be abstract and conceptual. Each image should be labeled clearly to show which week it should be used (Week 1, Week 2, so on)

- **Headlines:** Four short headlines (5-10 words) labeled clearly to show which week each should be used (Week 1, Week 2, so on)

- **Teasers:** Four teaser blurbs no longer than 200 characters (including spaces). Blurbs should be labeled clearly to show which week each should be used (Week 1, Week 2, so on)

- **Body Content:** Article should be between 500 and 800 words, submitted in a Word document. Include any subheadings and hyperlinks.