

Submit a Post to On Balance

How to Submit

Pitches and potential posts, as well as follow-up correspondence may be submitted via email to <mailto:info@benefitcostanalysis.org?subject=Post to On Balance>. Please include your name, email address, and a two or three sentence bio. Describe any potential conflicts of interest (financial or otherwise), such as funding source or affiliations that are relevant.

What to Submit

Before submitting a post, authors are encouraged to review the content currently contained in *On Balance* to get a sense of the style and content of the blogs. The feature is intended to provide short, informative, practical, and timely articles relevant to the theory and practice of BCA. Posts range across a wide range of topics--commentary, work in progress, book reviews, perspectives on SBCA (or other) events, interviews with an economist, and others. Posts range in length from around 500 to 1,100 words, depending on the topic and inclination of the author.

[Feature types and lengths](#) contains additional information on the types of blogs that are suitable for publication in *On Balance*.

Posts should be on topics of interest to, and written at a level appropriate for, the membership. They should be balanced and emphasize the economics. Political statements should be avoided, although policy implications are appropriate and welcomed. A partial exception would be commentary pieces, which can take a particular position, but should still do so by presenting evidence and analysis.

Please keep the following guidelines in mind:

- Drafts should be submitted in MS Word.
- The posts do not include technical footnotes, but can include a short reference list of books or journal articles (using standard in-text citations of name and author). When you prepare the reference list, please be sure that it includes the information on the reference, and not a link to your internal library system.
- In addition to references, you are also encouraged to include hyperlinks to relevant material freely available at government agencies or non-governmental organizations.
- Hyperlinks to author webpages, to relevant blogs on other websites (or to SBCA blogs) are also acceptable.
- References to relevant JBCA articles or special issues are encouraged.

IMPORTANT NOTE: When hyperlinking to material not included in the reference list, the report or link should be mentioned in the text, and the link to be added at that point should be included in a comment bubble in the MS Word document. For example: Include in the text "A recent report from CBO on tax incentives" and then provide a hyperlink in a comment bubble at the point of insertion. *Please do not hyperlink directly from your text.*

Tips on Writing for the Web

A blog is not a journal article. We recommend the following tips for writing for *On Balance*:

- Be concise. Your content should be concise and readable. The ideal blog length is around 700 words. All blogs are kept to under 1,100 words.
- Get to the point quickly. The first few paragraphs should contain the most important information; the reader should get your main points quickly, or understand the structure of your argument right at the beginning.
- Keep paragraphs short—no longer than 5-7 lines. Readers will be looking for key ideas and nuances; your points should be accessible and clear.

- Your concluding paragraph is important: what is the takeaway message for the reader?