



Editorial Products and Word Counts

Core product types

Column

- 800 to 1,000 words approx.
- News hook and should have something new to say.
- The tone is generally informal, persuasive, and conversational.
- Has citations in the form of hyperlinks, not endnotes.
- Posted online; not laid out as a PDF.
- Turnaround: 2-3 business days.
- [Example 1](#)
- [Example 2](#)

Issue brief

- 1,500 to 3,000 words approx.
- It may be a summary of our research or ideas and/or a summary of others' work on a topic; it should be unique, or have a new approach, but generally does not present a new "Big Idea" or policy recommendations.
- The tone is more formal than a column but should still be accessible to a general audience.
- Has citations in the form of endnotes, not hyperlinks.
- Posted in full online; also laid out as PDF (which includes the endnotes, etc.).
- Turnaround: at least 5 business days.
- [Example 1](#)
- [Example 2](#)

Report

- 3,000 to 8,000 words approx.
- Goal generally is to present new CAP "Big Ideas," research and data, and policy recommendations. Includes an Introduction and Summary (i.e., an Executive Summary).
- The tone is similar to an issue brief.
- Has citations in the form of endnotes, not hyperlinks.
- Also laid out as PDF (which includes the endnotes, etc.).
- Turnaround: at least 10 business days or longer.
- [Example 1](#)
- [Example 2](#)

Reports longer than 10,000 words can take anywhere from 2 weeks to several weeks, depending on a variety of factors. Best to consult with Editorial about timing.

Other products include:

Books, testimonies, fact sheets, charticles, etc. Consult with Editorial about timing for any of these.