



EDITORIAL GUIDELINES

The Options Insider.com is the premier online destination for options information. Our site provides retail and institutional options users with an informed perspective on the world of options. Our content is provided by options traders, brokers, liquidity providers and others with a unique insight into the world of options. If you fall into one of these categories, and you'd like to share your insight with the world, then we'd like to hear from you. Here are a few guidelines to assist you with your article submission:

1. **THE GOLDEN RULE** – We do not allow hidden advertising in our content. All of our content must be of general interest to retail or institutional options users. Please don't submit an article that is a thinly veiled advertisement for your firm, product or service. Any article that contains hidden advertising or deceptive content will be rejected immediately. The best way to gain the attention of our readers is through insightful, accurate and honest content. If our readers enjoy your content, then they will beat a path to your door.
2. **BIO** - All submissions must be accompanied by a short biography (maximum 250 words) detailing your relevant options experience. Submissions without a biography will be rejected automatically. Contributors that submit insightful content on a regular basis will be listed in our *Featured Contributors* section. Along with your biography, this section will also display a corporate logo or author's photo and a link to your website. Contributors who display a special insight into the options markets may be offered their own column on *The Options Insider.com*.
3. **FORMAT** - All content submissions must be in Microsoft Word or rich-text format. Submissions must be double-spaced in 12pt Times New Roman font. Graphs, charts and other visual accompaniments must be in JPEG format with a maximum file size of 1MB. Send all submissions to SUBMISSIONS@THEOPTIONSINSIDER.COM.
4. **LENGTH** - We are an online destination, so we prefer submissions ranging from 600-1200 words. However, we have no hard and fast rules regarding content length. At the end of the day, the length of your article will depend on the complexity of your topic. Lengthy articles will be broken down and serialized on *The Options Insider.com*.
5. **TOPICS** - We prefer informational articles (e.g. - explaining how volatility skew works, how to choose an options broker, how to write covered calls, etc.) to opinion pieces. If you wish to contribute an opinion piece, please be sure that you are well versed in your chosen subject.
6. **STYLE** - Our primary purpose is to inform our readers. However, we also want to provide our readers with an interesting online destination. As a result, our derivatives content differs from the content found on other financial websites and print publications. If you want to publish an academic treatise that is overflowing with confusing charts and arcane jargon, please look elsewhere. We endeavor to convey complex derivatives topics in an informal style that our readers can comprehend on multiple levels. As a result, we emphasize PRACTICAL options experience for our contributors. A strong understanding of how options perform in the real world allows our contributors to convey complex options topics on a relatable level. Please review our site to get a feel for our style before submitting your content.