



Guidelines for Bloomberg Law Insights by Outside Authors

Bloomberg Law® Insights articles aim to give our readers an inside view and compelling analysis of current events and issues—a court case, a new regulation, a piece of legislation, a business deal—that impact their practice and their clients. The style and tone of Insights should be conversational and easy for both attorneys and non-attorneys to understand and relate to. We welcome authors to provide their own views and opinions, in addition to their expert analysis of a given topic, when appropriate.

Our goal is to make it easy for attorneys and experts to write for Bloomberg Law, communicate with us, and experience a smooth and swift editing process. After publication, authors will get a link to their full articles on the BLAW platform so they can easily share them with clients and on social media.

Bloomberg Law Insights articles are widely read by attorneys, corporate executives, lobbyists, government leaders, and Capitol Hill leaders and appear on the Bloomberg Law platform, the Bloomberg Terminal, and social media.

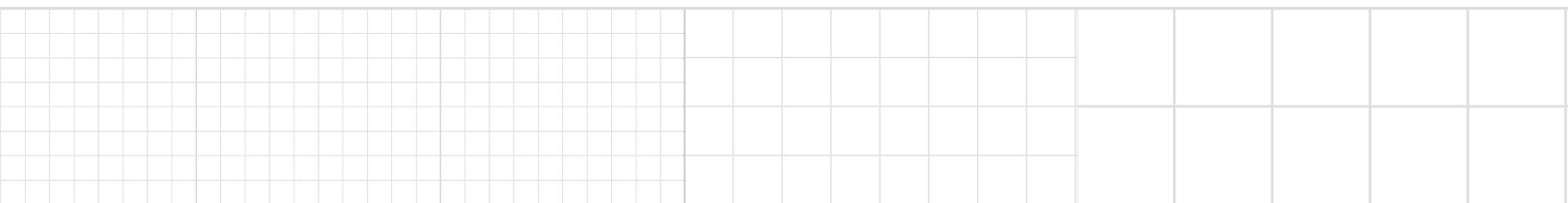
Focus of Insights article - Articles should be pegged to recent news events of interest to attorneys. They should feature original analysis, helpful insights, opinions, and major points to help attorneys advise clients and understand legal nuances or business impact. We look to expert authors to explain what developments mean for industry leaders, government officials, and practitioners.

Similarly, articles that examine new trends, technologies, or business practices that affect how lawyers and law firms conduct their practice and their business are always welcome.

Original articles only - We don't accept articles that have been or will be published elsewhere.

Headlines - We want to catch readers' attention—short and sweet.

Length - Approximately 800 words is optimal. We may occasionally entertain longer pieces on significant topics as well as a series of related articles.



Format - We don't accept footnotes. Hotlinks in the body of the text work best. If necessary, inline citations are acceptable.

Citations - Hyperlinks to source material are preferred for our digital-first platform.

- Authors can provide citations to court decisions or other identifying information and we will hotlink to it.
- Don't use footnotes. If needed, in-line citations in parentheses at the end of a sentence are acceptable.

Graphics - Authors may provide simple charts or graphs with the article. We can work with our graphics team and photo teams to add relevant and interesting visuals. Be creative; we're here to help.

Bylines - Provide author name(s) exactly as you wish them to appear, including any initials. When an article has more than one author, we will list names in the order provided in the article submission. We prefer no more than four authors.

Biographical information - Each author should submit a brief bio. Bloomberg Law editors may condense bios because of space limitations for that feature.

Author photo(s) - Provide a headshot photo for each author. Photos should be in color (a gif or jpeg file is preferred).

Additional Editorial Guidelines

Author agreement - We will email an author agreement for each author's signature. We will commence work only after a signed agreement is received by Bloomberg BNA.

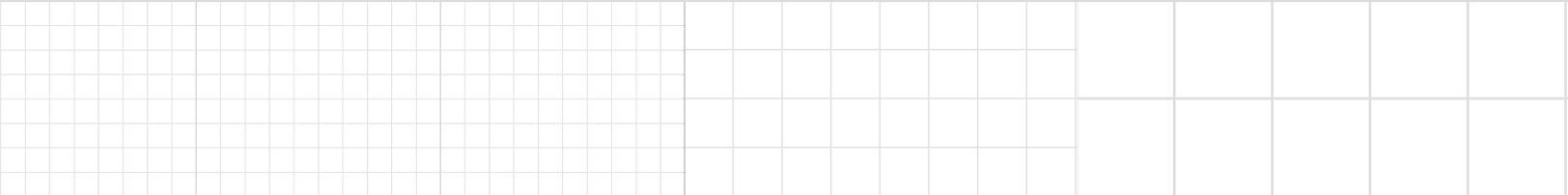
Article must be in final form when submitted - The article must be in final form when submitted by the author. While there are instances in which an author may make subsequent minor changes—such as to update citations or correct errors—significant changes after this stage are discouraged and may delay publication. All articles are edited by attorney-editors.

Editing - Bloomberg Law will edit the final version, primarily to ensure the article is clear and conversational and compelling. We'll correct typos, clarify text, and conform to Bloomberg BNA style. The most common changes are to headlines, leads, formatting, and headings. Additionally, a Bloomberg Law editor will write an introduction that summarizes the article.

Final approval by author - We will return a proof of the final edited version to the author(s) for review and approval before publication. Pay special attention to the editor's introduction.

Publication speed - We want to publish the Insights pieces as close to the related news event as possible. Timeliness is of paramount importance.

Post-publication reprints and distribution - After publication, we will send the authors a hotlink to the Insights article on our platform. This can be posted on the author's websites and printed as a handout.



Additional tips - Preferred submissions include:

- Articles that are very timely or look to the future.
- If about a court decision, how does it apply in the real world? Would it make an attorney pick up the phone to call a client?
- Assume readers know the basics. Focus on the most relevant information.
- Key points and critical information should be front and center, near the top of the story.
- A conversational tone with your viewpoint is encouraged.
- If the author is involved in the underlying litigation or related cases, or always represents one particular side, note this upfront, possibly in the bio.

Contacts - Send Insights pitches, ideas, and questions to Insights@bloomberglaw.com or 703.341.5707.

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contact your representative at 888.560.2529
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