

IFTAUPDATE EDUCATION LOUNGE SUBMISSION GUIDELINES

Dear prospective author,

We appreciate your interest in contributing articles for the 7,000+ member IFTA audience. The mix of multicultural institutional and retail traders, investors, analysts, and financial experts is a great target to address. We are convinced that their feedback will be great, and you'll add more articles in the future. Before submitting your article, please take a moment and observe our guidelines for Education Lounge contributors. Many have already published articles, and others are new to this business, but both categories want to share their technical analysis expertise with our members.

Step 1—You've Got an idea!

The editorial team is continuously looking for practical articles emanating from your experience as a hands-on practitioner in the industry or academic circles. Although the focus of the Education Lounge is technical analysis, ideas about risk and capital management, statistics, quantitative trading, psychology, and new trends in trading can be also translated into high-quality articles. The best idea is to first send us an email at newsletter@ifta.org with a very short article outline. (Note: authors will not get any financial compensation for articles submitted.)

Step 2—Writing the Article

We will reply, and hopefully your idea will not overlap with existing articles in the pipeline. Your article should cover at least two pages of text and stretch over a maximum of six pages, including charts and tables. Use Microsoft Word to type the text and generate a .DOC file. The text will be double-spaced and use Times Roman 12 as font. Although an editor will check the grammar, the accuracy and readability remain your responsibility before submitting the final material. It's a good idea to use these two features during and at the end of writing your article:

1. Microsoft Word spelling and grammar check.
2. Language in UK English style <http://www.ifta.org/public/files/member-resources/d-ifta-style-Style-Guide-to-Thesis-Writing.pdf>
3. Word clouds to confirm that the article conveys the proposed message <http://www.wordle.net/create>

It's highly recommended that you follow this structure:

Title

Titles sell, so it's worth taking time to play with various constructions until you find the best one. Use a maximum of 10 words to convey a strong message.

Subtitle

This information (max 20 words) adds value to the title.

Abstract

A brief summary (up to 600 characters, including spaces) of your article that will help the reader quickly understand its purpose.

Section N Title

Use up to five words to highlight the main idea of the section.

Section N Body

Since the article has a modular structure, each section should describe in detail (text + charts + tables) an important idea of your article.

Charts and Tables

Naming standards for charts and tables are very important. Chart file names should reflect the corresponding figures inside the document. For example, Figure 2 in the article should be linked to a file named Figure-2.jpg or Figure-2.tif. The same naming convention applies to tables. Each chart and table in the document should contain a caption, as indicated in the example on page 3. Please submit each chart as a separate file in addition to embedding it in the Microsoft Word document.

Conclusions

Use this section (up to 600 words) to summarize the findings and generate interest for follow-ups.

Bibliography/Suggested Reading

Indicate your sources used for the article together with any reference to additional reading for a better understanding of the subject.

[http://www.ifta.org/public/files/member-resources/d-ifta-style-A-Guide-To-Referencing-\[Oxford\].pdf](http://www.ifta.org/public/files/member-resources/d-ifta-style-A-Guide-To-Referencing-[Oxford].pdf)

About the Author

This section is about you, your credentials, how readers can contact you, and other professional information you want to convey.

Step 3—Who Owns the Copyright?

By submitting the article for publication in the Education Lounge you agree to transfer the copyright to IFTA. Very important: Please specify if the article has been already published and whether its copyright is owned by another publisher.

IFTA Update Education Lounge Submission Guidelines [continued from page 1]

Step 4—The Checklist

Verify compliance with Author's Guidelines checklist below.

Step 5—It's Time to Submit Your Article

When the article is ready and complies with the guidelines ('Y' to all checklist entries), send an email to newsletter@ifta.org and attach the following items:

- The Microsoft Word document (.DOC) containing only the text and references to charts and tables
- All charts and tables (.JPG .TIF .PDF .EPS)

Step 6—Confirmation from Education Lounge Editor

Once submitted, your article will be subject to a peer review process. There is no guarantee the article will be published in the Education Lounge. In any case, you will receive a message from the editor indicating whether it will be published or not.

EXAMPLE**Lorem ipsum dolor sit amet**

Vestibulum eleifend fringilla odio quis vehicula. Nullam vitae dolor id ante consectetur congue

by Joe Doe, CFTe

Donec aliquet, eros in interdum eleifend, risus justo sodales erat, non dignissim tortor lectus at eros. Nullam vitae urna

Author's Guidelines Checklist

1	You've got an idea and want to write an article about this subject for IFTA.	Send an email to newsletter@ifta.org with a short article outline. Wait for a reply.
2	The reply from the editor is positive.	Go to 4.
3	The reply is negative.	There is another similar article waiting in the pipeline or the topic is outside the editorial program of IFTA newsletter. We invite you to consider another contribution.
4	You start writing the article.	Follow the <i>Author's Guidelines</i> .
5	Is the article title compelling?	Y/N (max 10 words)
6	Is the subtitle included? Does it add value?	Y/N (max 20 words)
7	Is the abstract comprehensive enough to attract the reader's interest?	Y/N (max 600 characters, including spaces)
8	Does each section have a title and detailed descriptive text and charts/tables?	Y/N
9	Is the format of each chart/table .JPG .TIF .PDF or .EPS (at least 150 dpi resolution)?	Y/N
	Is each chart/table properly named and sent as a separate file in addition to the embedded images in the Microsoft Word document? (e.g., Figure-N.jpg or Table-N.jpg)	Y/N
10	Do <i>Conclusions</i> summarize the findings?	Y/N
11	Is <i>Bibliography/Suggested Reading</i> included?	Y/N
12	Did you insert <i>About the Author</i> section?	Y/N
13	Did you use double-spaced Times Roman 12 font?	Y/N
14	Explain in a separate note where and when the article has been previously published, if applicable. Who owns the copyright?	The editor makes a decision.
15	Submit the article by email to newsletter@ifta.org .	The editor receives it and submits it to a peer review process.
16	Expect a reply from the editor.	Positive (it will be published). Negative (consider another contribution).

at odio. Integer id ultriceet netuamus id arcu et arcu lobortis gravida a vitae nulla. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce felis tortor, cursus eu volutpat quis, suscipit a justo.

Section 1 Title

Phasellus malesuada egestas dolor ut tempor. Duis semper cursus volutpat. Nulla mauris elit, ornare et dapibus eu, ultricies at sapien. Aenean ut ligula nisi, ut euismod nisi. Phasellus gravida pharetra tellus, eu euismod ligula

aliquet eu. Vivamus imperdiet mauris nec lacus sagittis ut mollis diam cursus. Pellentesque consectetur erat turpis, a ultrices leo. Fusce porttitor, mi et ultrices interdum, dui libero.

<Insert here Figure 1.jpg>

IFTA Update Education Lounge Submission Guidelines [continued from page 2]

Figure 1: Pellentesque consectetur erat turpis, a ultrices leo. Fusce porttitor, mi et ultrices interdum, dui libero pharetra nisi, semper cursus est massa non felis.

Vestibulum eleifend fringilla odio quis vehicula. Nullam vitae dolor id ante consectetur congue. Sed a nisi risus. Suspendisse potenti. Morbi euismod nisl quis leo semper gravida. Integer id dui enim. Donec ac justo felis, sit amet porta mi.

In vestibulum accumsan magna. Proin pellentesque sem nec nibh tempor et gravida diam pretium. Proin vel augue sapien, sed feugiat lorem. Sed arcu arcu, tincidunt at elementum a, eleifend et justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacus nisi, gravida vel lobortis sit amet, mattis tempus justo. Nulla dignissim ante non dui euismod in eleifend turpis suscipit.

Section 2 Title

Phasellus malesuada egestas dolor ut tempor. Duis semper cursus volutpat. Nulla mauris elit, ornare et dapibus eu, ultricies at sapien. Aenean ut ligula nisi, ut euismod nisi. Phasellus gravida pharetra tellus, eu euismod ligula aliquet eu. Vivamus imperdiet mauris nec lacus sagittis ut mollis diam cursus. Pellentesque consectetur erat turpis, a ultrices leo. Fusce porttitor, mi et ultrices interdum, dui libero pharetra nisi, semper cursus est massa non felis. Etiam eget sagittis diam.

Vestibulum eleifend fringilla odio quis vehicula. Nullam vitae dolor id ante consectetur congue. Sed a nisi risus. Suspendisse potenti. Morbi euismod nisl quis leo semper gravida. Integer id dui enim. Donec ac justo felis, sit amet porta mi.

In vestibulum accumsan magna. Proin pellentesque sem nec nibh tempor et gravida diam pretium. Proin vel augue sapien, sed feugiat lorem. Sed arcu arcu, tincidunt at elementum a, eleifend et justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacus nisi, gravida vel lobortis sit amet, mattis tempus justo. Nulla dignissim ante non dui euismod in eleifend turpis suscipit. Donec aliquam elit at diam porttitor volutpat. Curabitur condimentum, magna quis fringilla congue, nibh dui convallis turpis, et volutpat lectus neque vel lacus.

Section 3 Title

Phasellus malesuada egestas dolor ut tempor. Duis semper cursus volutpat. Nulla mauris elit, ornare et dapibus eu, ultricies at sapien. Aenean ut ligula nisi, ut euismod nisi. Phasellus gravida pharetra tellus, eu euismod ligula aliquet eu. Vivamus imperdiet mauris nec lacus sagittis ut mollis diam cursus. Pellentesque consectetur erat turpis, a ultrices leo. Fusce porttitor, mi et ultrices interdum, dui libero pharetra nisi, semper cursus est massa non felis. Etiam eget sagittis diam. Massa non felis. Etiam eget sagittis diam.

<Insert here Figure 2.jpg>

Figure 2: Pellentesque consectetur erat turpis, a ultrices leo. Fusce porttitor, mi et ultrices interdum, dui libero pharetra nisi, semper cursus est massa non felis.

Vestibulum eleifend fringilla odio quis vehicula. Nullam vitae dolor id ante consectetur congue. Sed a nisi risus. Suspendisse potenti. Morbi euismod nisl quis leo semper gravida. Integer id dui enim. Donec ac justo felis, sit amet porta mi.

In vestibulum accumsan magna. Proin pellentesque sem nec nibh tempor et gravida diam pretium. Proin vel augue sapien, sed feugiat lorem. Sed arcu arcu, tincidunt at elementum a, eleifend et justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacus nisi, gravida vel lobortis sit amet, mattis tempus justo. Nulla dignissim ante non dui euismod in eleifend turpis suscipit. Donec aliquam elit at diam porttitor volutpat. Curabitur condimentum, magna quis fringilla congue, nibh dui convallis turpis, et volutpat lectus neque vel lacus.

Conclusions

Vestibulum eleifend fringilla odio quis vehicula. Nullam vitae dolor id ante consectetur congue. Sed a nisi risus. Suspendisse potenti. Morbi euismod nisl quis leo semper gravida. Integer id dui enim. Donec ac justo felis, sit amet porta mi.

In vestibulum accumsan magna. Proin pellentesque sem nec nibh tempor et gravida diam pretium. Proin vel augue sapien, sed feugiat lorem. Sed arcu arcu, tincidunt at elementum a, eleifend et justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacus nisi, gravida vel lobortis sit amet, mattis tempus justo. Nulla dignissim ante non dui euismod in eleifend turpis suscipit. Donec aliquam elit at diam porttitor volutpat. Curabitur condimentum, magna quis fringilla congue, nibh dui convallis turpis, et volutpat lectus neque vel lacus.

Bibliography/Suggested Reading

Apple, Dennis [2001], How to Control Riks, Publishing House 2.
Stevenson, John [2010], Technical Analysis for Traders, Publishing House 1.

About the Author

In vestibulum accumsan magna. Proin pellentesque sem nec nibh tempor et gravida diam pretium. Proin vel augue sapien, sed feugiat lorem. Sed arcu arcu, tincidunt at elementum a, eleifend et justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacus nisi, gravida massa non felis. Etiam eget sagittis diam massa non felis. Etiam eget sagittis diam mattis tempus justo. Magna quis fringilla congue, nibh dui convallis turpis, et volutpat lectus neque vel lacus. †

IFTAUPDATE RATE CARD

The *IFTA Update* is the quarterly electronic newsletter of the International Federation of Technical Analysts, reaching 7,000+ IFTA colleagues worldwide. The *Update* is an efficient and cost-effective way to communicate with IFTA's member societies and colleagues.

Publication Schedule

March Issue.....All content due February 15
 June Issue.....All content due May 15
 September Issue.....All content due August 15
 December Issue.....All content due November 15

Send Education Lounge article submissions to newsletter@ifta.org. Send all other content to admin@ifta.org. For more information and to advertise, visit our website: www.ifta.org/publications/newsletter.

Advertising Specifications

IFTA Update is distributed electronically in pdf format. Page size is 8.5"x11" (29.7 cm by 21 cm).

Advertising must be 300 dpi in JPEG, TIFF, EPS or PDF file formats.

Ad Sizes Full-page ad.....29.7 cm by 21 cm
 Half-page ad.....13.25 cm by 17 cm
 One-third page ad square.....13.25 cm by 13.25 cm
 One-third page ad vertical.....6.5 cm by 17 cm

Per Issue Cost Full-page ad.....\$400 (US)
 Half-page ad.....\$250 (US)
 One-third page ad.....\$185 (US)

Publisher's Indemnity

The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards. The publisher reserves the right to mark "advertisement" on copy that readers might confuse with editorial content.

Payment Information

Ad Size	Amount	Issue
<input type="checkbox"/> Full page with bleed	(\$400 per issue)	<input type="checkbox"/> Issue 1 (March)
<input type="checkbox"/> Full page without bleed	(\$400 per issue)	<input type="checkbox"/> Issue 2 (June)
<input type="checkbox"/> Half page	(\$250 per issue)	<input type="checkbox"/> Issue 3 (September)
<input type="checkbox"/> One-third page square	(\$185 per issue)	<input type="checkbox"/> Issue 4 (December)
<input type="checkbox"/> One-third page vertical	(\$185 per issue)	

TOTAL DUE _____ (US \$)

Name _____

Firm Name _____

USD ONLY. Credit Card: ☐ Visa ☐ MasterCard ☐ American Express

Credit Card Number _____

Expiration Date _____

Authorizing Signature _____

Please return this form with your payment to:

International Federation of Technical Analysts
 1300 Piccard Drive, Suite LL 14
 Rockville, MD 20850 USA

Phone + 1 (240) 404-6508

Fax + 1 (301) 990-9771

Email admin@ifta.org