

## Thought Leadership Article Guidelines

All Thought Leadership Articles provided for the DAA are publicly visible and must abide by the DAA website's [Code of Conduct](#). All articles should:

- Be related to the digital analytics industry.
- Avoid being advertisements for products/services any company offers, though they may be mentioned.
- Be informational or contain thought leadership by sharing information, resources, educational materials, tips, insightful personal experiences, etc.
- Not be cruel or unprofessional.
- Not be about job openings or asking for job opportunities.
- Avoid having links to outside websites, if possible.

Submissions and questions should be addressed to the DAA Newsletter Editor, [Cindy Williams](#).