



Market Voices

Introducing STA Market Voices

STA is privileged to work with some of the brightest minds in financial markets. By providing a platform for these experts to share their perspectives on market structure, industry trends, and emerging opportunities, we deliver meaningful value to the broader industry while helping participating firms strengthen their thought leadership and brand visibility.

It is with this dual purpose in mind that STA is pleased to announce the launch of STA Market Voices – our new quarterly thought leadership series.

About STA Market Voices

STA Market Voices is a premium content series that delivers timely high-value insights to STA's engaged community of financial professionals. Designed to position participating firms as industry thought leaders, the series gives select organizations the opportunity to publish educational, forward-looking articles on the topics that matter most to market participants.

What topics are featured in a Market Voices piece?

Market Voices contributions typically explore:

- Market structure trends and developments
- Technology advancements and innovation
- Legislative and regulatory impacts
- Emerging opportunities and challenges in capital markets

All topics and content are subject to mutual agreement between the contributing firm and STA to ensure relevance, quality, and alignment with the series' educational focus.

How Market Voices Pieces Are Distributed

Each piece is published quarterly and distributed through multiple high-visibility channels:

- Dedicated email to STA's subscriber list of 28,000+ industry professionals
- Inclusion in the STA Monthly Newsletter
- Prominent posting as a dedicated article on STA's LinkedIn page, reaching 10,000+ followers

All submissions should be 600 words or fewer to maintain readability and impact.

STA Market Voices is available exclusively to STA sponsors. All content must be educational and non-promotional in nature.