

MANUSCRIPT SUBMISSION GUIDELINES

POSITIONING STATEMENT

The *Journal of Advertising* (JA) is the premier journal devoted to the development of advertising theory and its relationship to practice. All research related to all types of advertising will be considered for publication. This includes advertising effectiveness, advertising ethics, global advertising issues, and methodological issues, along with the economic, political, social, and environmental aspects of advertising. Queries regarding the appropriateness of a topic and its fit with the scope of the Journal may be sent to the Editor by e-mail prior to submission of a manuscript.

Manuscript Preparation for Initial Submission

All manuscripts must be submitted in Microsoft Word and in the proper format for the Journal of Advertising. Manuscripts must be sent electronically to journalofadvertising@gmail.com. Do *not* send manuscripts via postal mail or to the publisher.

Please make sure that all personal information is removed from your document before you submit it to JA. Microsoft has included an option in Word that allows you to do this easily.

1. Select **Options** from the **Tools** menu
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ORDER OF INCLUSION

A. Front Matter

First Page: Title of paper, name and position of author(s), and each author(s)' **complete** contact information (complete postal address, phone number, fax number, and e-mail address). *Manuscripts received without complete contact information for each author will be desk rejected.*

Second Page: Provide the following information for each author: name, highest degree held and awarding school, current title or position, current organization or institution, and e-mail address. Example: Les Carlson (Ph.D., University of Nebraska), Professor of Marketing, College of Commerce & Industry, Clemson University, carlsol@clemson.edu. If you have any acknowledgments of assistance, please place these on the second page under the author(s)' information. Per the request of the American Academy of Advertising Publications' Committee, please disclose all sources of funding for the present manuscript.

Third Page: Title of paper without names of the author(s) and a brief abstract of no more than 100 words summarizing the article. Make sure the abstract walks the reader through major aspects of the article. Begin page numbering on this page, placing the numbers at the bottom center. This page will be Page 1.

B. Body of Text

Text begins on the fourth page (page 2 on the numbered pages). The title of the paper should not appear again at the top of this page. First-

level headings (major headings) are to be centered; second-level headings are to be flush left; third-level headings are to be indented, following by a period and the related copy beginning immediately thereafter. Headings should be a boldface type, in upper/lower case. Font for the entire manuscript should be 12 point Times Roman or the equivalent.

Do *not* begin with the heading "Introduction." Of course, the first several paragraphs will be your introduction, but you need not label it as such.

Footnotes should be avoided. In an extraordinary case when a footnote is needed, number it within the body of the text, and place the note text just before the references.

Manuscripts should not normally exceed 30 pages including all appendices, tables, figures, and references.

Throughout the manuscript, use only one space—not two—after punctuation. This all types of punctuation (e.g., colons, periods).

C. Appendices

Appendices may be used to include mathematical, highly technical material or advertising stimuli that supports the main text but is not critical to the reader's interpretation of the text. Label these "Appendix 1," "Appendix 2," etc. They must be referred to in the text of the article, but are not to be designated for placement (unlike tables and figures—see below)

D. Tables and Figures

Each table or figure should be placed on a separate page and numbered consecutively beginning with Table 1 and Figure 1. A table or figure should not be included unless it is referenced in the text of the article. In the paper, tables come first followed by figures. Placement in the text should be indicated as follows:

PLACE TABLE 2 ABOUT HERE

Review a recent copy of JA to help you in the format and titles for your tables and figures. Table or figure number and title should be typed on two separate lines in boldface type under upper/lower case. Example:

TABLE 1 ADVERTISING MESSAGE INVOLVEMENT ITEMS

Footnotes in tables and figures should be designated by superscript numbers that correspond to notes at the bottom of the table or figure (outside the box or line).

E. References

References within the text should include the author(s)' last name(s) and year of publication with no comma immediately preceding the date, enclosed in parentheses. Example: (Brown and Peterson 1993). If practical, place the citation just before the punctuation mark, preferably at the end of a sentence. If the author(s)' names are used within the text sentence, place the year of publication in parentheses. Example: "The results reported by Brown and Peterson (1993) provide evidence of . . ." If a particular page or section is cited, it should be placed within the parentheses. Example:

(Brown and Peterson 1993, p. 73) or Brown and Peterson (p. 73) depending on the context. For multiple authorship articles use up to three names in the citation. With four or more authors, use the first author's name and et al. Example: (Cravens et al. 1993) or Cravens et al. (1993), depending on the context.

A listing of references in alphabetical order should appear at the end of the manuscript (starting on a separate page), listed by the first author (last name/first name/middle initial), all other authors (first name/middle initial/last name), and then year of publication. Complete names, not initials, of each author are to be cited. Example: list Cravens, David W. not Cravens, D.W. Articles by the same author(s) with the same publication year should be distinguished by a lower-case letter after the date. Example: 1992a and 1992b. For authors cited more than once, substitute six hyphens (dashes) for each repeated name in the reference list. Generally, within a series of articles by the same first author you will list any single-author papers first (ascending date order) followed by any two-authors (also in ascending date order), then papers by three authors, four authors, etc. Examples:

Churchill, Gilbert A., Jr. (1996), "Better Measurement Practices Are Critical to Better Understanding of Sales Management Issues," *Journal of Personal Selling & Sales Management*, 12 (Spring), 73–80.
———, Neil M. Ford, Steven W. Hartley, and Orville C. Walker, Jr. (1985), "The Determinants of Salesperson Performance: A Meta-Analysis," *Journal of Marketing Research*, 22 (May), 103–18.
Rackham, Neil, and John DeVincintis (1999), *Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value*, New York: McGraw Hill.
Walker, Orville C., Jr. (1979), "Where Do We Go from Here? Selected Conceptual and Empirical Issues Concerning the Motivation and Performance of the Industrial Salesforce," in *Critical Issues in Sales Management: State-of-the-Art and Future Research Needs*, Gerald Albaun and Gilbert A. Churchill, Jr., eds., Eugene, OR: College of Business Administration/University of Oregon, 10–75.

The second in a pair of page numbers should be elided as follows: DO - 100-103; 125-37; 108-25; 150-59. DON'T - 100-3; 140-9.

SPECIFIC DETAILS

A. Numbers

In accordance with the University of Chicago style manual, numbers under 10 are to be spelled out (seven-point scale, 11-point scale), unless they are accompanied by a symbol 7%, \$1.00). When a number is used to begin a sentence, it should always be spelled out (Ninety-six subjects saw . . .).

B. Statistics

Do not underline statistics; rather italicize all of the following letters (*F*, *M*, *p*, *df*, *r*, and *t*). Do not italicize Greek letters, SD (standard deviation), or NS (not significant). Please use "x" to represent interaction terms. Use *M* to represent means, and appropriate subscripts when discussing means of subgroups ($M_{\text{Females}} = 3.16$). Leave a space between operational signs and numbers ($F(2, 194) = 2.98, p < .03$). Center equations and number them if more than one is used. For example:

$$Y = a + 4.46 X_1 \text{ (1)}$$

$$Y = a + 3.01 X_1 \text{ (2)}$$

C. Hypotheses

Indent hypotheses with the hypothesis number in boldface. For example:

H1: Authoritarian and indulgent mothers are more likely to agree that governmental regulation is needed to mediate the effect of television on children than authoritarian and neglecting mothers.

When referring to a hypothesis in the text, spell it out (hypothesis 1).

D. Quotations

Quotations under 100 words should be placed within the text and not indented. Double quotation marks should be used to start and complete quotations placed within the text. All quotations from published sources must include full citations including page numbers. Quotations from personal sources (such as interviews) should be indented and blocked with the person's name in italics and placed before the quotation.

E. Headings

Manuscript headings should appear as they would in a *JA* article. Primary headings should be capitalized, bold and centered as follows:

PRIMARY HEADING

Secondary Heading

Tertiary headings should be initial capped, italicized, indented, and followed by a period, as follows:

Tertiary Heading.

SPECIAL REQUIREMENTS: METHODS

For empirical articles, authors must systematically document information about the sample(s), as well as the relationships among variables. In addition, complete information should be provided (concisely in the text or a table) about the sampling procedure (type, selection method), method of contact, sponsorship (if applicable), incentives (if any) provided to participants, number in the sampling frame, response rate, domains from which the sample was drawn, geographic scope of the sampling frame, as well as respondent characteristics including age, gender, length of service, experience level, and any other relevant characteristics. It is expected that means, standard deviations, inter-correlations, and reliability/validity indices will be provided for all measures in the study. Generally, all scale items not drawn from previously published literature should appear in a table or in an appendix (depending on how extensive the list).

REVIEW PROCEDURE

Manuscripts are reviewed independently by at least three members of *JA* Editorial Review Board or ad hoc reviewers selected by the Editor. The evaluations and recommendations of the reviewers guide the Editor in her decision. The reviews are double blind; neither authors nor reviewers know the identity of the others.

It is the policy of *JA* that manuscripts submitted for review must not have been published or be under consideration for publication elsewhere. Manuscripts that are substantially similar in content to articles already published or accepted for publication in *JA* or elsewhere are ineligible for publication in *JA*. It is the responsibility of the author(s) to abide by

these provisions when submitting a manuscript to *JA* for review.

JA strives for a review process that is thorough and constructive, so that regardless of the ultimate decision about publication in *JA*, the author(s) can benefit from the feedback obtained on their work.

It is possible for a manuscript submitted to *JA* to be desk rejected by the Editor. Although there are several potential reasons for a desk rejection, the two most common are (1) the topic or type of submission does not fit the editorial position of *JA*, or (2) the manuscript does not follow the guidelines provided in this document.

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It is the responsibility of the author(s) to complete invited manuscript revisions in a timely manner. The maximum time allowed for resubmission of an invited revision is six months from the date of the invitation to revise.

All revisions must be submitted electronically, and the format should follow the same process as the original submission (see above). In addition, a separate document with comments to reviewers should be submitted with the revised manuscript. (Please make sure all personal identification is removed from this document as well.)