

Manuscript Guidelines

Manuscript and Disk Preparation

E-mail your manuscript either as Microsoft Word at (e-mail address).

Keep an extra copy for future reference.

Manuscripts should not exceed 20 pages, inclusive of all text, tables, figures, appendixes, and so on. It should be typed double-space using a 12pt. font on 8 1/2×11 inch white, non-erasable paper. Allow margins of at least one inch on all four sides.

Type on one side of the paper only.

What Goes Where

1. Name of author(s); title; and author(s) foot note, including present position, complete address telephone number, fax number, e-mail address.
2. Title of paper and a brief abstract of no more than 200 words substantively summarizing the article on the second page. It should be informative, giving the reader a “taste” of the article.
3. The text with major headings centered on the page and subheadings flush with the left margin.
4. Technical appendices if applicable.
5. Footnotes numbered consecutively on a separate page.
6. Tables, numbered consecutively, each on a separate page. If tables appear in an appendix, they should be numbered separately and consecutively, as Table A1, A2, and so on.
7. Figures, numbered consecutively, each placed on a separate page. As with tables, if figured appear in an appendix, they should be numbered separately, as Figure A1, A2, and so on.
8. Referenced, typed double-spaced in alphabetical order by author’s last name (see Reference Style below). All citations must be referenced, and all references must be cited in the text. All references will adhere to Chicago Manual of Style, 15th Edition.

Mathematical Notation

Mathematical notation must be clear within the text.

Equations should be centered on the page. If equations are numbered, type the number in parentheses flush with the left margin.

If equations are too wide to fit in a single column, indicate appropriate breaks.

Please include a list of all Greek characters or mathematical symbols used in the text, with their names written beside them.

Please avoid using Equation Editor for simple in-line mathematical copy, symbols, and equations. Type these in Word instead. For display equations, using the Equation Editor is appropriate. In addition, please avoid stacking in-line equations. If the equation is difficult, place it as a display rather than in line and number it accordingly.

Tables

Tables should consist of at least four columns and four rows; otherwise, they should be left as in-text tabulations or their results should be integrated in the text.

- The table number and title should be typed on separate lines above the table, centered.
- Use only horizontal rules.
- Designate units(e.g., %, \$) in column headings.
- Align all decimals.
- Refer to tables in text by number. Avoid using the words “above” and “below”.
- If possible, combine closely related table.
- Indicate placement of tables in text.
- Make sure the necessary measured of statistical significance are reported with the table.

Figures and Camera-Ready Artwork

Figured should be prepared professionally on dist and as camera-ready copy.

The figure number and title should by typed on separate lines above the figure, centered.

Label both vertical and horizontal axes. The ordinate label should be centered above the ordinate axis; the abscissa label should be placed beneath the abscissa.

Place all calibration tics as well as the values outside of the axis lines.

Once a manuscript has been accepted, complex tables and all figures must be on disk and camera-ready. Table and figure headings should be typed on a separate page and attached to the appropriate camera-ready art.

Reference Citations Within the Text

Citations in the text should be by the author’s last name and year of publication enclosed in parentheses without punctuation; for example, (Kinsey 1960). If practical,

the citation should stand by a punctuation mark. Otherwise insert it in a logical sentence break.

If the author's name is used within the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, as in "...The Howard Harris Program (1966)."

If particular page, section, or equation is cited, it should be placed within the parentheses; for example, (Kinsey 1960, P.112).

For multiple authors, the full citation should be used for up to three authors, for four or more, the first author's name followed by "et al."(no italics) should be used. If the author's names are used within the sentence, the first author's name should be used, followed by "and colleagues."

A series of citations should be listed in alphabetical order and separated by semicolons: (Donnelly 1961; Kinsey 1960; Wensely 1981).

Reference List Style

Books and Journals

References are to be listed alphabetically, last name first, followed by publication date in parentheses. Use full first name, not just initial. The reference list should be typed double-spaced on a separate page. Do not use indents or tabs. Put two hard returns between each reference. Authors are responsible for the accuracy of their references. Check each item carefully.

Single- and multiple-author references for books:

Donnelly, James H. and William R. George (1981), *Marketing of Service*. Chicago: American Marketing Association.

Single- and multiple-author references periodicals (include the author's name, publication date, article title, complete name of periodical, volume number, month of publication or issue number, and page numbers):

Petty, Ross D. (1991), "the Evolution of Comparative Advertising Law: Has the Lanham Act Gone Too Far?" *Journal of Public Policy & Marketing*, 10(2), 161-181.