

Guidelines for Contributors

The *Journal of Advertising Research* encourages dialogue between practitioners and academics to expand the scientific body of knowledge about all facets of marketing and advertising research and to facilitate translation of that knowledge to support the Advertising Research Foundation's goal of "effective business through research and insights." The mission of the *JAR* is to act as the R&D vehicle for professionals and academics in all areas of marketing and communications. The *JAR* provides a forum for sharing findings, applications, new technologies, methodologies, and avenues of solution. Its primary audience is the practitioner (at all levels).

Types of Articles: It is essential that the subject of the research have news value and relevance to practitioners. Preference is given to articles that report field or laboratory research or offer models and analyses of substantive or widely recognized data sets. Case studies are acceptable if they are representative of a broad set of circumstances affecting *JAR* readers or offer innovative insights that contribute to broadening the field of knowledge. Point-of-view articles may be published when the issues addressed are relevant to a large segment of the *JAR* readership. Normally, content analyses of advertising will not be considered. Short technical notes may be published in the shorter article format of an "Observations" section.

Sampling: Samples should represent the populations they purport to represent. Authors should make clear what the sampling frame was, why it was selected, and what the response rate was. Particularly in cases in which response rates are low, authors should attempt to indicate how and to what extent the respondents differ from those not responding. The *JAR* encourages the identification by name of places where studies were executed.

Style: Any *JAR* manuscript is judged on the depth and scope of the ideas and their contribution to the field. However, it also is extremely important that the paper be readable, have clarity, and can be understood by readers with varied backgrounds. The following guidelines should be followed:

- Short, impactful titles attract the attention of more readers. A combination of a title and a subtitle ideally will summarize and advertise the importance of the content that appears below.
- Write in an interesting, readable manner. For instance: Short simple sentences and paragraphs, clear logical flow, and ample use of subheadings reduce the reader's workload and improve readability. It is imperative that authors use the passive voice as rarely as possible and, likewise, be sparing (or even avoid) first-person narrative.
- The *JAR* assumes that its readers keep abreast of major advertising trends and events; background and literature reviews (if included) should be short and focused. Authors will be asked to shorten long and over-inclusive background reviews during the review process.
- Try to avoid using technical terms where possible and, if unavoidable, provide definitions. The *JAR* is written and edited to be read, not deciphered. It is important that the findings and the authors' interpretations of those findings be distinguishable as with the use of separate Results and Discussions sections.
- A concise "Conclusions" section and actionable "Implications" section will make any paper more memorable.

Editorial Review: Author information should be included in a cover letter, including any acknowledgment of financial or technical assistance. However, the **authors' names should NOT appear on the title page or text of a manuscript** as papers are subjected to double-blind review. If a submission passes the desk-reject stage, manuscripts are passed on to three reviewers (normally including at least one academic or one practitioner).

Abstracts: Each paper should be summarized by an abstract of 100 or less words and should enable any reader of the *JAR* to know what it is about.

Tables and Figures: Tables and figures should have titles and be numbered consecutively. Given the use of electronic review processes, please include tables, figures and any artwork in the main body of the text, as this will make it easier for reviewers to read your manuscript. Also, for typesetting reasons, indicate where these should appear within the text. Note: Artwork should normally be available at the production stage in a camera-ready form.

References: Do not use footnotes. All references should be included and listed alphabetically by first author's last name at the end of the paper in the reference section. Here are some examples of specific kinds of references and please check a recent issue of *JAR* for more:

PHELPS, J. E., R. LEWIS, L. MOBILIO, D. PERRY, and N. RAMAN. "Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses and Motivations to Pass Along Email." *Journal of Advertising Research* 44, 4 (2004): 333–48.

HAIR, J. F., W. C. BLACK, B. J. BABIN, R. E. ANDERSON, and R. L. TATHAM. *Multivariate Data Analysis*, 6th ed. Upper Saddle River, NJ: Prentice Hall, 2006.

HETTER, C. "Implications of New Interactive Technologies for Conceptualizing Communication." In *Media Use in the Information Age: Emerging Patterns of Adoption and Computer Use*, J. L. Salvaggio and J. Bryant, eds. Hillsdale, NJ: Lawrence Erlbaum Associates, 1989.

UCHTER, L. "Ipsos: Social Networking Becoming Dominant Web Activity Worldwide." *Media Post*, July 6, 2007: [URL: <http://publications.mediapost.com/index.cfm?fuseaction=Articles.san%26;s=63603&Nid=32046&p=204029>], accessed on July 6, 2007.

In making references to such sources in the text, use authors' last names and date only in parentheses.

Manuscript Submission: Electronic submissions must be made via the *JAR* website at <http://www.editorialmanager.com/jar/default.asp>. Paper submissions are not accepted. Editorial Advisory Board members, editorial policies, submission guidelines, and so on are also provided on the website. First-time authors will be required to create an Editorial Manager user account in order to proceed. Each submission must adhere to the guidelines; those that do not follow the guidelines will be returned to the author for correction. If you have any questions, please contact us at jar@warc.com.