

# Guidelines for Contributors

The *Journal of Advertising Research's* mission is to be the leading R&D vehicle for academics and professionals in advertising and media. The *JAR* provides a forum for sharing findings, applications, new technologies, methodologies, and avenues of solution. *JAR* brings together both academic and practitioner communities, and aims to provide a direct dialogue between these two audiences. This means there is an emphasis on publishing papers that achieve advancements in theory and improvements in practice. Researchers submitting to *JAR* have an unparalleled opportunity for their research to directly impact advertising practice and thinking.

**Types of Articles:** We publish the following articles:

*Peer reviewed papers* – these are largely empirical papers that make discoveries about advertising and media, and have direct implications for practice. 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.

*Short technical notes* – these may be published in the shorter article format of an “Observations” section.

*Point-of-view articles* – these cover issues relevant to a large segment of the *JAR* readership.

Note: Peer-reviewed papers are submitted through our editorial manager online system (See Manuscript Submission, below). Please submit short technical notes and point-of-view articles directly to the managing editor and editor-in-chief.

**Sampling:** Authors should clearly articulate the sampling frame and relevant details including response rates and tests for non-response bias. With real-world relevance in mind, we do not accept papers with student samples, unless the research directly investigates the student experience (such as in the case of research into, for example, university advertising).

**Style:** *JAR* papers must be readable, jargon-free and understood by readers with varied backgrounds. Please adhere to the following guidelines:

- Submissions ideally should be 4,000–6,000 words. Papers over 6,000 words may be sent back to authors for reduction prior to the review process. Authors will not be penalized for succinct papers.
- Use short, impactful titles to attract the attention of readers—a combination of a short title and a subtitle help advertise the most important content.
- Write in an interesting, readable manner. Short simple sentences and paragraphs, clear logical flow, and ample use of subheadings reduce the reader's workload and improve readability. Minimize the passive voice, and avoid first-person narrative (e.g., we/I); refer to yourself as “the author” or “the author of the current study.”
- Background and literature reviews should be focused on issues of direct relevance only. Tangential issues and repetition should be avoided.
- Avoid using technical terms where possible and, if unavoidable, provide definitions.
- Do separate out the results and discussion sections, so the distinction between the findings and the interpretation of these findings is obvious to the reader.
- All *JAR* papers need a section on implications for practice. These implications should be directly as a result of the research.
- Similarly use references to support an argument. For example “Black is white (Precourt, 2013)” rather than “Precourt (2013) found that black is white.”
- Please pay attention to grammar and spelling, e.g. avoid common mistakes such as “data is/was” instead of “data are/were.” Italicize all Latin abbreviations.

## Submission structure

**Editorial Review:** Author information can 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 fewer words and should enable any reader of the *JAR* to know what it is about, plus a 100-word “Management Slant” of 3-5 bullet points summarizing findings and business applications.

**Tables/Figures/Artwork:** We are addressing a new audience of mobile-device users whose screens may not accommodate graphics. Therefore we discourage heavily detailed charts and ask you to be selective in your use of graphics altogether: up to 3 in each paper.

- Figures/tables should have titles and be numbered consecutively, and be placed in the main body of the text. This will make it easier for reviewers to read your manuscript.
- Use graphics as information that supports a finding, not as the finding itself—i.e., “The sky is falling (See Figure 1).” Do not begin sentences with a graphic or a chart as the subject—i.e., “Table 2 shows the effect...”
- Note: At the production stage, authors need to be able to provide editable versions of any charts in the article and artwork should be available in a camera-ready form.

**Footnotes:** Do not use footnotes.

**References:** 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. 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.

EPSICOKHAN, J. (2004, February 20). “Confessions of a closet trekkie.” Retrieved October 12, 2009, from Jammer's Reviews Web site: <http://www.jammersreviews.com/articles/confessions.php>

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* Web site (<http://journalofadvertisingresearch.com/> [click on Submissions]) or directly at our Editorial Manager page, <http://www.editorialmanager.com/jar>. Paper submissions are not accepted. Editorial Advisory Board members, editorial policies, submission guidelines, and so on are also provided on the Web site. 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](mailto:jar@warc.com).

Revised March 2015