

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. This means there is an emphasis on publishing papers that achieve advancements in theory and improvements in practice. Academic researchers submitting to *JAR* have an unparalleled opportunity for their research to directly impact advertising practice and thinking.

Types of Articles: All papers should contribute to both theory and practice. Since we span the boundary between academia and practice, all published work requires sound theoretical foundation and meaningful managerial insights, clearly tied to the findings. Furthermore, the knowledge should be useful to many. Small studies on a single execution/category/brand/country can suffer from scope.

Peer reviewed papers – these advance empirical evidence-based knowledge about advertising and media, and have direct implications for practice. Case studies are acceptable if they are represent a broad set of circumstances affecting *JAR* readers or offer innovation that contributes to broadening the field of knowledge. Content analyses or literature reviews must make a substantive new contribution over what is already known.

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. While samples using students or Amazon's Mechanical Turk (MTurk) are appropriate for pilot studies, use in main studies likely will lead to desk rejection. We strongly prefer more generalizable sample populations

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 no more than 7,000 words. Longer manuscripts 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.
- Always 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. 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: Use tables and figures (please limit to 3) only when the findings can't be integrated into the text. Smaller tables (e.g., 2 x 2) should be described in the text rather than a separate table.

- Figures/tables should have titles and be numbered consecutively, and be placed in the main body of the text.
- 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...".
- Please make use of appendices for useful but not essential detail.
- At the production stage, please provide editable versions of any charts. Artwork must be available in camera-ready form.

Footnotes: Use footnotes only to source media references.

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. See examples below; 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.

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 (<http://journalofadvertisingresearch.com> [click on the Submit tab]) or directly at our Editorial Manager page, <http://www.editorialmanager.com/jar>. Paper submissions are not accepted. The *JAR* website offers other information including editorial board members and editorial policies. First-time authors will be required to create an Editorial Manager user account in order to proceed. Each submission must adhere to the above 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.