

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. Our goal is to present work that has more enduring value for academicians as well as practitioners. Even a strong conceptual article which presents a new approach to understanding the industry and its ability to function in this explosive growth era may be of benefit if it presents a compelling argumentation and logical explanation. 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 represent a broad set of circumstances affecting *JAR* readers or offer innovation that contributes to broadening the field of knowledge. Short technical notes are not appropriate

Note: Peer-reviewed papers are submitted through our Editorial Manager online system (See Manuscript Submission, below). Please adhere to the following guidelines:

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.

Length: Submissions 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. Web appendices will be considered for extensive supporting notes, tables, and figures.

Headlines: Please use short, impactful titles to attract attention—a combination of a short title and a subtitle help advertise the most important content and strengthen SEO.

Clarity and Navigation: Write in an interesting, readable manner that is relevant to readers outside your field of expertise. Short simple sentences and paragraphs, clear logical flow, and ample use of subheadings reduce the reader's workload by improving readability.

Background and Literature Reviews: Focus on issues of direct relevance only. Avoid tangential issues and repetition.

Technical Terms: Minimize them where possible and, if unavoidable, provide definitions.

Results and Discussion: Break out these sections, so the distinction between the findings and their interpretation is obvious.

Implications for Practice: Frame these as a direct result of the research and as actionable for practitioners.

Sentence Structure, Grammar: Use references to support an argument. For example "Black is white (Precourt, 2013)" rather than "Precourt (2013) found that black is white." 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." 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 (limit of 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. Unnecessary supplemental graphics may only be published online.

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.

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.