



**EUROPEAN
ADVERTISING
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International Journal of
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The Quarterly Review of Marketing Communications

ICORIA 2017 Submission Instructions

Please submit a five page summary of your paper and a title page. The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypothesis, research objective, methods and findings.

Papers must be prepared using the ICORIA Style Sheet for Submissions.

ICORIA Style Sheet for Submissions

Document 1: Five page summary of paper

Please submit a blind PDF document.

Page Set-Up

Margins: Set margins to 2.5 cm for Top and Bottom, and 2.5 cm for Left and Right. Paper Size: A4 (21 cm x 29.7 cm).

Justification: Full (except for headings, as specified below).

Spacing: Single-spaced Font: Times New Roman, 12 point.

Page numbers: right upper corner (do not number title page).

Manuscript

Top of first page: FULL TITLE (centered, all caps, bold)

Blank line

Heading - ABSTRACT (centered, all caps, bold)

Blank line

The abstract paragraph (max. 100 words, full justification)

Blank line

Body of text on first page.

Body of Text

Single-spaced, full justification, paragraphs, no indent.

First heading of the body should be PURPOSE OF THE STUDY or INTRODUCTION (centered, bold, all caps). Text should follow, using appropriate major headings (centered, bold, all caps) where necessary.

Primary headings should be centered, bold, all caps, with a space above and below the heading. Secondary headings should be left-justified, bold, first letter of each major word capitalized, with a space only above the heading.



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Tertiary headings should be left-justified, italics, only the first letter of the heading capitalized, with no spaces above or below the heading.

Tables and Figures

Do not include tables and figures in body of text, but on separate pages at the end of the manuscript. All tables and figures must be in electronic form and ready for printing. Authors are responsible for making sure that tables and figures are formatted correctly. Any papers with formatting problems will be returned to the authors via email for correction. Tables must fit in an A4 format with margins set as outlined above.

References

References in text (Keller, 2003); (Keller and Aaker, 1992); (Keller et al., 2005) (for three authors or more).

List of references

A list of references is required at the end of the paper. Use referencing style as follows:

De Pelsmacker, P., Janssens, W., Sterckx, E., Mielants, C. (2006). Fair trade beliefs, attitudes and buying behaviour of Belgian consumers, *International Journal of Non-Profit and Voluntary Sector Marketing*, 11(2), 125-138.

De Pelsmacker, P., Janssens, W., Sterckx, E., Mielants, C. (2006). Marketing ethical products: what can we learn from fair-trade consumer behaviour in Belgium?, in: E. Zaccai (ed.): *Sustainable consumption, ecology and fair trade*, London: Routledge, 109-126.

For all references: use full justification; single space; indentation: hanging by 0.7 cm.

Maximum Length

Five (5) single-spaced A4 pages (excluding tables, figures and references).

Document 2: Title Page

Top of page: FULL TITLE (centered, all caps, bold)

Two blank lines

Author Names, University Affiliation, Country

(Center-justified, upper-and lowercase, one author per line, no title, no rank, no university addresses)

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