



**EUROPEAN
ADVERTISING
ACADEMY**

International Journal of
ADVERTISING
The Quarterly Review of Marketing Communications

ICORIA 2018 Submission Instructions

Please submit a ten 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 hypotheses, research objective, methods and findings.

Layout and reference guidelines*

Papers must be prepared using the layout and reference guidelines of the International Journal of Advertising.

- Please refer to the layout guidelines here:
http://authorservices.taylorandfrancis.com/tf_quick_guide/
- Reference guidelines can be found here:
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* Please note that 2018 is the first year that ICORIA papers should be prepared using the IJA layout and reference guidelines. The maximum length of the paper is still the same, but the layout is different.

Document 1: Ten page summary of paper

Please submit a blind PDF document of the manuscript.

The first page should start with the full title of your paper

Blank line

Abstract (max 100 words)

Blank line

First level heading: Introduction

Start of body of text

Maximum Length

Ten (10) A4 pages, excluding tables, figures and references.

Font: Times New Roman, 12 point, double-line spaced. Use margins of at least 2.5 cm (or 1 inch).



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Document 2: Title Page

Next to the blind PDF, also submit a title page including all author details.

The title page should look like this:

Type or paste the title of your article here

Author Names

Department, University, City, Country

Provide full correspondence details here including e-mail for the corresponding author