

ICORIA Submission Instructions

Please submit a ten page paper.

The paper must include an abstract (max 150 words), introduction, a brief description of the hypotheses and research objective(s), methods and findings, discussion and/or conclusion, and a list of references.

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:
www.tandf.co.uk/journals/authors/style/reference/tf_F.pdf
- Word templates are available here:
<http://authorservices.taylorandfrancis.com/formatting-and-templates/>

EasyChair

Submissions can be uploaded via EasyChair. The updated link is available on our website:
<http://icoria.org/>

Submissions should include two documents:

- **one anonymous paper**
- **and one paper including the author information.**

If the submitted papers do not follow these guidelines, the submission cannot be accepted.

Document 1: Anonymous ten-page 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 150 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).

Document 2: Ten-page paper including Title Page

Next to the anonymous paper, also submit a PDF of the paper including the title page with all author details.

The title page should look like this:

Full title of your paper

Author Names

Department, University, City, Country

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

This title page should be followed by the ten page paper, starting with the abstract.