



## **ICORIA 2022 Submission Instructions**

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.

- **Length:** max **ten** pages (excluding: title page, figures/tables, and references).  
*Papers with 11 pages, if it is only one paragraph in the last page, will not be accepted.*
- Place the tables and figures after the references and indicate their position in the text using [Table/Figure 1 near here]
- References: use **Chicago Author-Date referencing style**  
([www.tandf.co.uk/journals/authors/style/reference/tf\\_F.pdf](http://www.tandf.co.uk/journals/authors/style/reference/tf_F.pdf))

**Use the word template available here:**

<http://authorservices.taylorandfrancis.com/formatting-and-templates/>

Papers must be prepared using the layout and reference guidelines of the International Journal of Advertising. **The template already has the correct formatting**, including the title page.

A summary of the formatting rules is here:

- Font: Times New Roman size 12 (except for the title that should be in 14pt)
- Spacing: double line spacing
- Margins: at least 2.5cm (or 1 inch)
- Abstract: max 150 words. Use a heading to indicate or reduce the font size
- Keywords: after the abstract. Aim for five or six (but it can be less)
- Headings:
  - First-level headings (e.g., Introduction, Conclusion) should be in bold, with an initial capital letter for any proper nouns
  - Second-level headings should be in bold italics, with an initial capital letter for any proper nouns
  - Third-level headings should be in italics, with an initial capital letter for any proper nouns

For extra guidelines, refer to: [http://authorservices.taylorandfrancis.com/tf\\_quick\\_guide/](http://authorservices.taylorandfrancis.com/tf_quick_guide/)

**Submissions should be uploaded via EasyChair:**

<https://easychair.org/conferences/?conf=icoria2022>

**Submissions should include two documents:** one anonymous paper (i.e., without the title page) and one paper including the author information (i.e., including the title page).

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



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## **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 (Times new Roman 14pt, bold)

Blank line

Abstract (max 150 words) + keywords

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 pt., double line spaced.

Use margins of at least 2.5 cm (or 1 inch).



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## **Document 2: Ten-page paper + the Title Page**

Include the title page with all authors details as the first page of your anonymous document.

*The title page should look like this (also available in the Word template):*

### **Full title of your paper**

Author Name<sup>a\*</sup> and A. N. Author<sup>b</sup>

*<sup>a</sup>Department, University, City, Country; <sup>b</sup>Department, University, City, Country*

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

(Short biographical notes are not mandatory)

This title page should be followed by the ten-page paper, starting with the title of the paper (repeat it) followed by the abstract.