



# ICORIA 2023 Submission Instructions

## Step 1: Preparing your paper

The paper must include an abstract (max 150 words), introduction, a brief description of the hypotheses or 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

### References

We request that you use the **Chicago Author-Date** referencing style in accordance with the International Journal of Advertising

EndNote: [https://endnote.com/style\\_download/chicago-manual-of-style-17th-edition-author-date/](https://endnote.com/style_download/chicago-manual-of-style-17th-edition-author-date/)

Full instructions: [www.tandf.co.uk/journals/authors/style/reference/tf\\_F.pdf](http://www.tandf.co.uk/journals/authors/style/reference/tf_F.pdf)

Other author-date referencing formats (e.g., APA, Harvard) are also accepted, as long as the formatting is consistent throughout the text and you provide full bibliographic details in a separate reference section. Numeric referencing is not allowed in any form.

### Formatting

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

**Please use the word template available from Taylor and Francis:**

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

Summary (For details, [http://authorservices.taylorandfrancis.com/tf\\_quick\\_guide/](http://authorservices.taylorandfrancis.com/tf_quick_guide/)):

- 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
- 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



### Tables and figures

Place tables and figures after the references and indicate their position in the text using [Table/Figure 1 near here].

### Title page

The title page is also available in the template. Use 14 pt Times New Roman for the title, followed by a blank line and all author information.

## **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 including e-mail for the \*corresponding author

(Short biographical notes are not mandatory)

(page break)

Start your paper on the next page, repeating the title followed by a blank line and then the abstract.

### Prepare for blind submission

Please prepare TWO documents in PDF:

- (1) paper including all author information (i.e., including the title page).
- (2) anonymous paper (i.e., without the title page)

## Step 2: Submitting your paper

Submissions should be uploaded via EasyChair before March 15 2023:

**<https://easychair.org/conferences/?conf=icoria2023>**

**Note that EasyChair will open around February 1st. Please check our LinkedIn for a notification.**

Please submit both versions of your paper, including and excluding the title page