ICORIA 2024 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/

Full instructions: 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/):

- 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[a]* and A. N. Author[b]

[a]Department, University, City, Country; [b]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 THREE documents in PDF for submission:

(1) Paper including all author information (i.e., including the title page).

(2) Anonymous paper (i.e., without the title page)

(3) Title page with abstract only (including all author information)

You will be able to indicate on the submission page whether you wish to publish the full paper or the abstract in the online proceedings (available to EAA members only).

Step 2: Submitting your paper

Submissions should be uploaded via Easychair before March 15 2023:

https://easychair.org/conferences/?conf=icoria2024

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