

Journal of Advertising Research

The mission of the *Journal of Advertising Research* is to enhance advertising research and research about advertising by providing a forum for sharing research findings, their applications, statements of need, and avenues of solution. Its primary audience is the practitioner at all levels of practice.

The *JAR* encourages dialogue between practitioners and academics to expand the scientific body of knowledge about advertising research and to facilitate the translation of that knowledge into the practice of advertising and its research.

Types of Articles

It is preferable that the subject of the research has news value and is not obvious or irrelevant to practitioners. First preference is given to articles that report actual field or laboratory research to document the authors' assertions or offer models and analyses of substantive or widely recognized data sets. Case studies are acceptable if they are representative of a broad set of circumstances affecting *JAR* readers. Point-of-view articles are published when the issues addressed are relevant to a large segment of the *JAR* readership. Normally, content analyses of advertising will not be considered. Short technical notes will probably not be published unless they have unusual news value and fit into the shorter article format of the *OBSERVATIONS* section. Well-done replications or expansions of previous work will be considered for publication.

Sampling

Samples should represent the populations they purport to represent. Normally, a study based on a student sample will not be considered unless the sample represents a population of students. Sample size should be large enough that the findings have a high likelihood of being able to be replicated. It should also be adequately large that differences big enough to be of practical importance are likely to be found statistically significant. Authors should make clear what the sampling frame was, why it was selected, and what the response rate was. Particularly in cases in which response rates are low, authors should attempt to indicate how and to what extent respondents differ from those not responding. We encourage the identification by name of places where studies were executed.

Statistical Significance

The Neyman-Pearson approach to statistical deduction will be followed. Null hypotheses should be established and statistical tests used to reject them and accept or implicitly support the alternative hypotheses. Unless the author offers a reasonable argument for a different level of significance, the standard $\alpha = .05$ will be used for all tests.

Style

It is recommended, though not required, that background description be provided in the introductory portion of the manuscript (e.g., industry needs, previous solution attempts, contributions to the industry, and objectives of the present research).

We assume that our readers keep current with major advertising trends and events; therefore background and literature reviews (if included) should be short and focused. Long and over-inclusive background reviews will normally be shortened by authors during the review process.

Short simple sentences and paragraphs, clear logical flow, and ample use of subheadings reduce the reader's workload and improve readability. Methodological, theoretical, and statistical jargon should be minimized. It is important that the findings themselves and the authors' interpretations of those findings be distinguishable.

It is not essential to have separate Results and Discussion sections, but separating those topics adds clarity. Short, impactful titles draw in more readers. Practical suggestions and a concise summary make the Conclusions section more actionable and memorable.

Editorial Review

Manuscripts are submitted to blind review. An academic and a practitioner reviewer are sent a copy of the manuscript without author identification. If either reviewer recommends rejection of the manuscript, it will usually be turned down. The authors' names should not appear on the title page or text of your manuscript. Author information should be included in a cover letter, including any acknowledgement of financial or technical assistance.

Abstracts

Each paper should be summarized by an abstract of 100 words or less that should enable any reader of the *JAR* to know what it is about.

Tables and figures

Tables and figures should have titles and be numbered consecutively. Indicate in the text where you wish these to appear. Type tables and figures on separate sheets of paper: do not include them in the main body of the text. If there is complicated artwork, this should be provided in camera-ready form.

References

Do not use footnotes. All references should be included and listed alphabetically by author's last name at the end of the paper in the reference section. In making references to those sources in the text, use authors' last names and date only in parentheses. Example: (Cox and Enis, 1969).

Diskette Submissions

Authors should submit the final, accepted version of the manuscript on a diskette. Microsoft Word is preferred. Illustrations (i.e., tables and figures) should be submitted in a separate directory on the same diskette as the article. Each file should be named with author's last name (or the first seven letters of the last name), followed by a single digit number then a period, plus a three-letter extension such as "doc" or "xls". Label all diskettes with your name, the title of your article, and the file name.

Submissions should be addressed to:

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