



## Guidelines for Submitting Accepted Manuscripts *Marketing Education Review*

The process of typesetting the *Marketing Education Review* is computerized. Thus, authors are requested to submit the final copy of their manuscript in computer readable format. Below are the specifications for doing so.

### Manuscript Submission

All accepted articles for *MER* are prepared on personal computers. In most cases, the files created for these documents can be read directly into the typesetting program. Papers can be submitted in most word processing formats commonly used on either the Macintosh or IBM/Compatible families of computers.

For the IBM/Compatible computers, files can be submitted by email (as attachments) or CD. Files created on most word processing programs are acceptable. In addition, DCA and RTF files are acceptable.

Macintosh files can be submitted by email (as attachments) or CD. Files created on most word processing programs are acceptable. In addition, DCA and RTF files are acceptable.

Please call CtC Press should you have questions regarding the software package used to create your documents.

If you do not have access to an IBM/Compatible or Macintosh computer (or for some other reason, wish not to submit your manuscript via the email or on CD), a hard copy of the paper may be submitted. CtC will key in the manuscript (at the price of \$20.00 per typed, double-spaced page). If you choose this option, please send the typed paper and your prepayment to CtC Press.

### Preparing the File

The original word processing file used to produce the document should be adequate for submission. There is no need to adjust margins, tab stops, etc., since these are not retained in the file translation. The hard copy may follow any format you choose; however, a few simple rules **must** be followed in formatting the file or CD:

- Make absolutely sure all references are in the proper style (see examples below).
- Save without "hard returns" at the end of each line.
- Type everything in upper/lower case letters (**e.g., titles should not be in all caps**). Please do not set titles in bold face or italics.
- **Avoid using footnotes.** All material should be integrated into the text of the manuscript. If this creates major problems for the readability of the manuscript, place them at the end of the paper under the heading "Endnotes."
- Create one file if possible. It should contain the title, the abstract of the paper (no more than 100 words), the authors' description (in paragraph form which contains: the name of the author, highest degree earned along with institution, current position/title, institutional affiliation, any other professional information, email address and acknowledgments), the main text, the references, all tables/figures, and the appendices.

### References

References should be entered in accordance with the following examples:

Crissy, William J. E. and Robert M. Kaplan (1969), *Salesmanship: The Personal Force in Marketing*, New York: John Wiley & Sons.

Enis, Ben M. and Lawrence B. Chonko (1979), "A Review of Personal Selling: Implications for Managers and Researchers," in *Review of Marketing: 1978*, Gerald Zaltman and Thomas V. Bonoma, eds., Chicago: American Marketing Association, 23-32.

Ingram, Thomas N. and Danny N. Bellenger (1983), "Personal and Organizational Variables: Their Relative Effect on Reward Valences of Industrial Salespeople," *Journal of Marketing Research*, 20 (May), 198-205.

Please note the month and not the number is used in designating issues. Also, publication titles are italicized but not placed in bold, or in all caps.

### Figures and Tables

In most cases, the camera ready art for tables/figures will be created by CtC Press. If complex figures are to be used, please submit an original laser copy (preferably 600 dpi or greater) along with your hard copy.

Within each row, numbers or text from one column should be separated from numbers or text in the next column by tabs. If a table editor has been used to create your table(s), you must remove them from this format and make certain that your columns are separated by tabs in their correct order. ***This may look incorrect when formatting your file, but CtC will use your hard copy to align columns correctly in the formatted version.***

In some cases it may be necessary to use your original hard copy for tables or figures. **Please submit the highest resolution copy possible for all tables and figures.**

### Final Checklist

- ✓ Please make sure that you have attached the files to your email or enclosed the CD with the hardcopy.
- ✓ Label the CD or include in email with:
  - The name, address, telephone and fax number, and e-mail address of the contact person;
  - The words "*Marketing Education Review*."
- ✓ Send one hard copy of the paper and the CD (only if you do not forward the files via email) to CtC Press/Publisher Services, P.O. Box 290159, Columbia, SC 29229-0159 or email file(s) as attachments to carol@ctcpres.com. It is not necessary to express mail manuscripts to CtC Press unless requested by the editor. In such cases, please contact CtC Press for the correct street address for express mail packages.
- ✓ Send two hard copies of the paper to the editor of *MER*.

### Publisher Notes

- ✓ Failure to prepare manuscript according to these guidelines will result in delays in its publication.
- ✓ The contact author will be given the opportunity to inspect the entire formatted manuscript prior to publication. It shall be the responsibility of the contact author to forward the page proofs to the co-authors, if necessary. Do not ask CtC to forward the article to multiple authors.
- ✓ Please do not contact CtC regarding publication dates for manuscripts. Such information may be obtained by contacting the editor(s).