

Manuscript Template for the Atlantic Marketing Journal: *(August 2007) for MS Word 2007 on Windows Systems*

Author One: Affiliation, email address

Author Two: Affiliation, email address

Abstract - The abstract should contain no more than 200 words. It should indicate the techniques used and summarize the most important results.

Keywords - 3 to 8 keywords or phrases in alphabetical order, separated by commas. For example: decision models, implementation, intermediaries, marketing models, marketing practice.

Relevance to Marketing Educators, Researchers and/or Practitioners - Provide a brief description (25-50 words) about how your research results could be of interest or applicable to marketers.

Double-blind Review

To facilitate the journal's double-blind peer review process, authors should make efforts to ensure that information about the authors' identities do not appear anywhere in the manuscript. If an author is cited, "Author" and year should be used in the bibliography and endnotes instead of the author's name, paper title, etc. The authors' names should also be removed from the document's Properties, which in Microsoft Word 2007 can be found under the **Office Icon** (Round icon at upper left), **Prepare, Properties**.

Introduction

There are three ways to format your manuscript for submission:

You can type or copy/paste your text directly into this document.



You can follow the formatting guidelines shown below.

If you work with Styles, and know how, you can import styles directly from this document.

Section Title (Section_Title style)

The section titles should not be numbered, and the first letter of each word should be capitalized. (14pt Arial Bold) In addition, two different styles can be applied to paragraphs. Apply the *First_Paragraph* style to the first paragraph after the section title. Apply the *Paragraph* style to the other paragraphs. (The first paragraph style does not indent the first line, the paragraph style indents the first line.) If you want to highlight the words within the paragraph, apply the **Bold**, the ***Bold_Italic***, or the *Italic* style from the **Styles and Formatting** task pane.

Margins should be set by using the **Mirrored** setting: **Page Layout, Margins, Mirrored** option in Word. (Top, Bottom and Outside 1 inch, inside 1.25 inches.)

If there are contents you want to be presented as numbered list or bullet list, select the contents and click **Bullets**  or **Numbering**  on the **Formatting** toolbar. The results are shown below.

Ordered list item 1.

Ordered list item 2.

Or

- Un-ordered list item 1.
- Un-ordered list item 2.

Sub-section Title (sub_Section_Title style)

The subsection title should not be numbered. (14pt Arial Bold) The first letter of each word should be capitalized. For example, “*3.1 Experiment Design*” should be changed to “Experiment Design” without numbering or the use of italics.

Sub Section Title (italic_sub_Section_Title style)

For even lower sections to be included in the sub-sections, apply the *italic_sub_Section_Title* style to the section title. (12pt Arial Italics) For example, “*3.1.1 Materials*” should be changed to “*Materials*” without numbering.

Quotation

For material quoted directly from references that is fewer than 40 words, incorporate the quotation into the text and enclose it with double quotation marks, such as: “case study is an ideal design for understanding and interpreting observations of social phenomena...” If there are 40 or more words in the quotation, present it as an isolated paragraph, omit the quotation marks, and apply the **Quotation** style from the **Styles and Formatting** task pane. For example:

...the place of a tactic belongs to the other ...and tactic insinuates itself into the other's place, fragmentarily, without taking it over in its entirety, without being able to keep it at a distance.

Figures and Tables

All figures and tables should be numbered consecutively and given suitable captions. Apply the **Captions** style to the captions of the figures and the **Captions_Table** style to the captions of the tables.

For each figure, use one single image instead of multiple images. In the following example, the two images were first composed by using an image application program (e.g., Photoshop) and then imported into this template. Apply the **Bold** style from the **Styles and Formatting** task pane to the title of the caption. An example is shown in Figure 2.

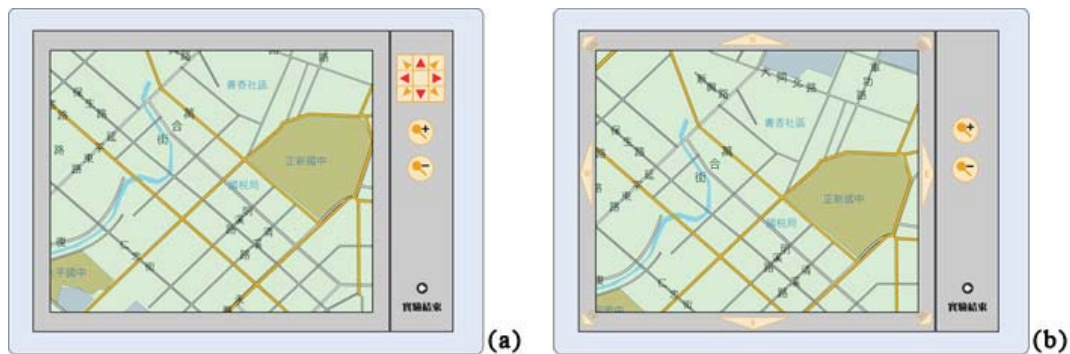


Figure 2. Zoom icons in simulated web map interfaces: (a) zoom-in and (b) zoom-out.

Select each table and apply the **Table Grid, Table** style from the **Styles and Formatting** task pane to automatically set the border and shading effects. Select all of the text and apply the **Table_Text** style to its contents.

If there is information denoted by specific superscripts, apply the

Note_Sign style to the superscripts and add the corresponding notes below the table. Next, apply the **Table_Notes** style to the notes. An example is shown in Table 1.

Table 1. The comparison of alternative journal systems (Captions_Table style)

<i>Variables</i>		<i>Methods</i> ^a			
Subjective Experience		A	B	C	D
Degree of Simplicity ^b	Mean	77.46 ^{c,d}	71.08 ^c	81.29 ^{c,d}	84.54 ^d
	<i>SD</i>	18.25	18	9.3	17.61
Overall Satisfaction ^b	Mean	61.92 ^c	64.33 ^c	80.88 ^d	84.21 ^d
	<i>SD</i>	19.3	19	7.38	17.08

^a A, B, C, D journal systems.

^b Significant differences at $\alpha=0.05$.

^{c,d,e} Values with the same letter are not significantly different.

Acknowledgments

Acknowledgement of people who contributed to the work and financial supports from government agencies or other sponsors is listed before the References (Endnote) section. The authors' information should be kept anonymous for the double-blind review process.

Endnotes

Follow the Harvard-Style-Guidelines PDF which may be found on the Atlantic Marketing Journal Website.

References

Make sure that the format of the reference list is in accordance with the Harvard-Style Guidelines PDF which may be found on Journal's Website.

If there are any previous publications of the authors cited, the information should be kept anonymous for the double-blind peer review by using Author in lieu of the actual name of the author.

For all references, make sure that the issue number is correct and present, as this is the most common error that we have encountered with manuscripts.

Author Information

Author information should appear at the end of the manuscript. Authors should appear in the order used below the Title of the paper on page one. Author information should not exceed 75 words per author.

Appendix

If you want to present additional data to the readers, such as questionnaires, arrange it at the end of your manuscript. If you would like to exhibit video showcases, first please upload the video file to youtube.com or other online service. Then, please provide the screenshot, title, URL, and descriptions as following table.

<i>Video screenshot</i>	<i>Title and link</i>
	<p>Dolphin</p> <p>URL:http://www.youtube.com/6000design#play/uploads/2/v6Aa8pPZpG0</p> <p>(This video is not discussed in this study, but it explains the concept and development of the blood-sampling robotic device)</p>

Note

If there are specific contents you want to format with a style that is not defined in this template, you can click the **New Style** button at the top of the **Styles and Formatting** task pane to create the style and give it an appropriate name. Be sure to inform us of your needs and the new styles so that we can enrich this template with your settings and facilitate other authors' editing efforts in the future.

Style Cheat Sheet

- The Manuscript template is laid out as the manuscript should look
- Margins
 - Mirrored
 - Top, Bottom, Outside 1”
 - Inside 1.25”
- Manuscript Title
 - Centered
 - Century Schoolbook 20 pt.
 - Paragraph
 - Before 0 pt
 - After 1 line
 - Line spacing: Single
- Author
 - Centered
 - Century Schoolbook 14 pt
 - Paragraph
 - Before 0.5 line
 - After 0.5 line
 - Line spacing: single
 - The first author listed is presumed to be the contact author. If this is not the case, indicate the contact author with an asterisk prior to their name.
- Abstract
 - 2 lines below Author
 - Century Schoolbook 12 pt
 - Justified (Full)
 - Abstract Title Bold, Italics followed by space – space
 - Maximum 200 words
 - 2 lines between abstract and Keywords
- Keywords
 - Century Schoolbook 12 pt
 - Justified (Full)
 - Keywords Title Bold, Italics followed by space – space
 - 3 – 8 keywords or phrases separated by commas
 - 2 lines between abstract and keywords
- Relevance
 - Century Schoolbook 12 pt

- Justified (Full)
 - Relevance Title Bold, Italics followed by space – space
 - 25 – 50 words
- Major heading
 - Arial 14 pt bold
 - Justified (Full)
 - Paragraph
 - Before 0.5 line
 - After 0 pt
 - Line spacing: double
- Sub section title
 - Arial 12 pt bold
 - Justified (Full)
 - Paragraph
 - 12 pt before
 - 6 pt after
 - Line spacing: single
- Sub - sub section title
 - Arial 12 pt italic
 - Justified (Full)
 - Paragraph
 - 12 pt before
 - 6 pt after
 - Line spacing: single
- Body text
 - Century Schoolbook 12 pt
 - Justified (Full)
 - Emphasis may be added by using bold, italics or bold italics
 - Paragraph
 - 0 pt before
 - 6 pt after
 - Line spacing: single
- First paragraph in a section (major or sub-section)
 - Body text
 - No initial indentation
- Second and ensuing paragraphs in a section
 - Body text
 - Indent first line by 0.33”

- Quotations
 - Fewer than 40 words
 - Incorporate into text and enclose with double quotation marks
 - 40 or more words
 - Present in isolated paragraph
 - Century Schoolbook 10 pt
 - Paragraph
 - Justified
 - Indented Left 0.33
 - Before 5.65 pts
 - After 5.65 pts
 - Line spacing: at least 12 pts
- Figures and tables
 - Number figures and tables using separate number sequences.
 - Example
 - Table 1
 - Table 2
 - Figure 1
 - Table 3
 - Figure 2
 - Figure captions
 - Below figure
 - Century Schoolbook 10.5 pt bold
 - Left justification
 - Paragraph
 - Before 0 pts
 - After 6 pts
 - Spacing single
 - Table captions
 - Above table
 - Century Schoolbook 10.5 pt bold
 - Left justification
 - Paragraph
 - Before 0 pts
 - After 6 pts
 - Spacing single

- Acknowledgements
 - Major heading
 - Body text
 - Before References (Endnotes) Section
- References/Citations
 - Follow the Harvard Style Guidelines PDF
 - Any previous publications of the authors should be kept anonymous for the double-blind review process by using “Author” in lieu of the actual name of the author.
 - For all references, make sure that the issue number is correct and present. This is a very common error in manuscript review.
- Author Information
 - Major heading
 - Body text
 - Following References (Endnotes) Section
 - 75 or fewer words per author
 - Authors should appear in the order listed at the beginning of the manuscript
- Appendices
 - Major heading
 - Use sub-headings to identify, number and describe each appendix
 - Use appendices sparingly
 - Body text
 - Following Author information section