

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS (ACME) PROCEEDINGS INSTRUCTIONS FOR AUTHORS - 2009

Important Notes:

Your paper or extended abstract must be submitted to the 2009 ACME Program Chair, Pat Fountain, at pfountain@ecok.edu by December 15, 2008 and at least one author must register for the conference by January 15, 2009 to be included in the proceedings. Please send any questions about the proceedings or meeting to pfountain@ecok.edu

For a sample paper please see the link at <http://www.a-cme.org/guidelines.htm> and the link to the 2008 proceedings at <http://www.a-cme.org/proceedings.htm>

For registration information and more information about the conference please see the link at www.fbds.org.

For more information about ACME please see www.a-cme.org

GUIDELINES FOR AUTHORS

The 2009 Proceedings will be published on CD-ROM. Papers or extended abstracts must be received as an e-mail attachment no later than December 15, 2008 to the 2009 Program Chair, Pat Fountain, at pfountain@ecok.edu. Any paper not received by this time may not be included in the proceedings. Please follow the guidelines exactly so that the final publication will be consistent and professional in appearance. As we have a tight production schedule paper submissions well before the deadline would be greatly appreciated.

Proceedings production staff reserve the right to make any format changes deemed necessary to any submission. Editorial changes, such as correcting grammar and spelling, will not be made. Please use spell check and proof read your final paper carefully before it is submitted.

REQUIREMENTS FOR FULL PAPERS AND EXTENDED ABSTRACTS

1. Papers should be e-mailed as a file attachment in a Microsoft Word format (DOC and DOCX formats) to pfountain@ecok.edu. Successful receipt of your paper will be acknowledged by reply email. Please include your telephone numbers in the email so that you can be contacted if needed.
2. At least one author for each paper must pre-register and pay the Association of Collegiate Marketing Educators (ACME) Conference registration fees. Please register and pay by January 15, 2008.
3. You may view a sample paper by clicking on the link at <http://www.a-cme.org/guidelines.htm> or see the entire 2008 proceedings at <http://www.a-cme.org/proceedings.htm>

4. Do not use page numbers, footnotes, endnotes, the Word markup or auto-format features, or any extraneous formatting. Do not use any document-level commands that would interfere with the combination of your paper with other papers in a common file.

5. The paper must start with the full title, centered, in capitals, bold print, underlined, and in 16 point Times New Roman font. Following a space, each author and university affiliation must be shown in Times New Roman 12 point bold font, and one author per line. No titles (Dr., Mr., Mrs. etc.) are to be used, nor should rank be indicated. One space must follow the last author's name. Then, draw a line across the page. Please, do not use type-styles other than ones specified.

**CULTURAL DIFFERENCES IN AD INFORMATION
PROCESSING: THE INFLUENCE OF ANALYTIC VERSUS
HOLISTIC THINKING**

**First Author, Author's University/College Affiliation
Second Author, Author's University/College Affiliation**

6. After the line that appears below the last author's name, double space and type the heading ABSTRACT, centered in Times New Roman 12 point bold, and all CAPS. All full papers must have an abstract of no more than 100 words in Times New Roman 12 point. The abstract paragraph is not indented and should be right and left justified. Double space and then draw another line.

ABSTRACT

7. Authors choosing the extended abstract option should follow the same format guidelines as a full paper, except for headings. The words EXTENDED ABSTRACT should be used in place of ABSTRACT and no other headings other than that for references are required. Extended abstracts are limited to three full pages including references.

EXTENDED ABSTRACT

8. After the line that appears below the abstract, double space and type the heading INTRODUCTION, centered in Times New Roman 12 point bold, and all CAPS. All major headings must follow this format. Secondary headings must be in bold print left justified, first letter capitalized then lower case, with a space above and below each heading.

INTRODUCTION

Secondary Heading One

Secondary Heading Two

9. Use 12 point proportional font Times New Roman, for the body of the paper and all headings. Single space the text. Double space between paragraphs and indent the first line five spaces using the tab key. Use full justification for the text (right and left justified). Use 1" margins all around. Do not put paper in columns.
10. When citing references within the text please use (parenthesis), e.g. (Johnston 2004).
11. Tables, figures, and charts should be produced using Word. Use the Word table function format, or use tab settings and NOT spaces, for table set-up. Place all tables, graphs, and figures in the body of the text where you want them to appear (not at the end).
12. The final heading is REFERENCES. A complete list of references is required at the end of the paper. "References available upon request" or similar phrases are not acceptable. Use Journal of Marketing referencing style throughout the paper, including the reference section. Please consult the sample paper by clicking on the link at <http://www.a-cme.org/guidelines.htm> or the 2008 proceedings by clicking on the link at <http://www.a-cme.org/proceedings.htm> to see acceptable reference style. Use Times New Roman 12 point type. Use parenthesis to enclose the year and month. Only references cited in the body of the paper should appear and all works cited should be included in your list of references.
13. FULL PAPER submissions must be limited to 20 single-spaced pages, including references.
14. Spell check before sending your paper and correct all grammatical errors. Also, edit the paper to address the comments and suggestions (if any) of the reviewers.
15. Submissions not following the above instructions may be returned to the author for corrections and resubmission or may be changed by the proceedings production staff. Please follow the instructions in this guideline so that we will have an attractive and readable proceedings publication, and a smooth process in producing it.

Thanks in advance for the timely submission of your paper and your help in following the paper guidelines.