Formatting Instructions for AtMA Submissions

Purpose: All submissions accepted for publication are combined into a single proceedings document at the end of each year. The format outlined below is required to allow minimal reformatting of individual documents allowing us to publish the final proceedings in a timely manner. Additionally, the use of *Microsoft Word or the Mac equivalent Styles Tool* will make the final proceedings document accessible to those who use an e-reader thus meeting *ADA requirements*.

One may submit either an abstract (no more than 5 pages single-spaced pages) or a full paper (no more than 30 pages, single-spaced including appendices). However, only full papers may be considered for an "outstanding conference paper" award.

The general format of your paper should be as follows:

Abstract

Keywords (3 to 6)

Introduction (for full papers)

Body of the Paper:

Font	Times New Roman, 12pt
Margins	1"

Style Guide:

• **Titles**	• Title Styles, Subtitle Style, …
• **Headings**	• Heading Styles (1, 2, …)
• **Paragraphs**	• Norma**l**
• **Page Numbers**	• Plain Number 1 (footer on right)
• **Footer**	• Footer (if required) – place on left side

References/Citations	APA Style with Bibliography
Table of Contents	Use Table of Contents tool with Styles to automatically create and update a table of contents if needed
Tables & Figures	Use Captioning Tool to insert Table and Figure captions below the graphic

Relevance to Marketing Educators, Researchers and Practitioners:

References

Author Information (50 words or less) may be provided for each author

Track

Please follow them carefully so we can publish in a timely manner. If you have any questions, please email me. Thank you.

Laura Robinson, Proceedings Chair
LRobin39@kennesaw.edu