

Marketing Bulletin Format Requirements

Spacing	Review copy should be double spaced. Final copy should be single spaced.						
Length	Word limits are a guide only. The aim is to keep the papers short and readable.						
	<table> <tr> <td>Full papers</td> <td>5000 - 10000 words</td> </tr> <tr> <td>Research Notes</td> <td>less than 5000 words</td> </tr> <tr> <td>Technical Notes</td> <td>5000 - 10000 words</td> </tr> </table>	Full papers	5000 - 10000 words	Research Notes	less than 5000 words	Technical Notes	5000 - 10000 words
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Research Notes	less than 5000 words						
Technical Notes	5000 - 10000 words						
Page setup	A4 2.54cm margins (left and right, top and bottom) double line spacing for review copy; single spacing for final copy						
Font	Times New Roman						
Title	Centered 18pt						
Authors' names	Centred 12 pt italic (omit from review copy)						
Abstract	11pt justified						
Text	12 pt justified						
Headings	<table> <tr> <td>Main</td> <td>14 pt bold normal</td> </tr> <tr> <td>Second level</td> <td>12 pt bold normal</td> </tr> </table> <p>1 blank line above and below headings</p>	Main	14 pt bold normal	Second level	12 pt bold normal		
Main	14 pt bold normal						
Second level	12 pt bold normal						
Tables	<table> <tr> <td>Title</td> <td>12pt bold</td> </tr> <tr> <td>Body</td> <td>10, 11 or 12 pt</td> </tr> <tr> <td>Headings</td> <td>bold</td> </tr> </table> <p>Horizontal lines only 2 blank lines above and below table</p> <p>Example:</p>	Title	12pt bold	Body	10, 11 or 12 pt	Headings	bold
Title	12pt bold						
Body	10, 11 or 12 pt						
Headings	bold						

Table 1. Comparison of the unweighted and weighted mean probabilities for the two purchase probability scales

	Juster Scale		Verbal Probability Scale	
	Unweighted	Weighted	Unweighted	Weighted
Option 1	0.25	0.13	0.24	0.10
Option 2	0.20	0.12	0.24	0.10
Option 3	0.54	0.38	0.64	0.40
Option 4	0.29	0.16	0.32	0.20
Option 5	0.25	0.15	0.35	0.20
	n = 84		n = 117	

Figures Provide in final form in the text, or as .gifs

Footnotes Avoid if possible, otherwise keep short.

References

In text Author/Date in chronological order

e.g. Smith (1987)
Kent and Jones (2003)
(Smith 1987, Allen 1999, Kent & Jones 2003)

List Alphabetical order; hanging indent; minimal punctuation
Note the use of italic and punctuation in the following examples:

Alba JW, Hutchinson JW & Lynch JG (1991). Memory and decision making.
In HH Kassarian & TS Robertson, *Handbook of Consumer Theory and Research*. Englewood Cliffs, NJ: Prentice Hall.

Crimmins J & Horn M (1996). Sponsorship: From management ego trip to marketing success. *Journal of Advertising Research*, 36, 11-21.

Curthoys J & Kendall C (2001). Ambush marketing and the Sydney 2000 Games (Indicia and Images) Protection Act: A retrospective. *Murdoch University Electronic Journal Of Law*, 8 (2),
<http://www.murdoch.edu.au/elaw/issues/v8n2/kendall82.html>.
Accessed 06 August, 2003.

Graham S, Goldblat J & Delpy L (1995). *The Ultimate Guide to Sport Event Management and Marketing*. Chicago: Irwin.

IOC (2002). *2002 Marketing Fact File*. International Olympic Committee.

Marketing UK (2002). Are ambush marketers “ethically correct”? 07 April, 15.