

This document provides guidance for researchers wishing to submit manuscripts to the Marketing Bulletin. All manuscripts are double-blind reviewed by at least 2 reviewers who are expert in the topic area. Our acceptance rate is 20% currently (including desk rejects). Articles accepted for publication are published on-line immediately after final editing.

With limited time to oversee this publication, we rely on authors' cooperation in following our submission requirements and process. Unfortunately, submissions that do not follow the process outlined below may have to be discarded.

Suitable Submissions

Articles should be well written, informative, and thought provoking.

The journal publishes various types of articles:

- **Full Paper** - There is no restriction on the topics or issues that are acceptable as full papers, so long as the work is pertinent to marketing and the research is rigorous. *Conceptual, controversial, and cutting edge content particularly welcome.*
- **Research Note** – These are shorter submissions that may describe an innovative research approach or methodology, or introduce a new theoretical perspective or topic for discussion.
- **Technical Note** - A channel for disseminating timely information on techniques and resources.
- **Focus on the Region** - A section featuring research with a focus on Australia, New Zealand or the Pacific; and/or opinion pieces of special relevance to local readers.
- **Emerging Researcher** – A feature to highlight research by current higher degree students.
- **Special Issue** - A focus on key topics for an international audience. (Please contact the [editor](#) if you are interested in organising a special issue).

Submission Process

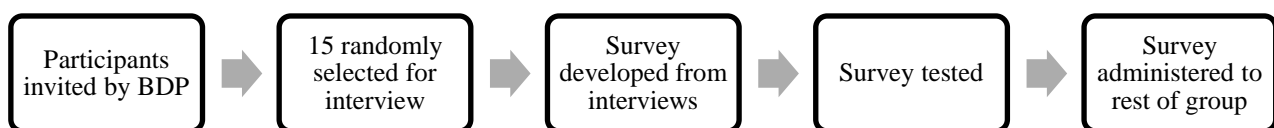
1. Ensure that you **follow the format requirements** below prior to submission. We respect reviewers' time so submissions that have not been proofread and/or do not conform to the format requirements are unlikely to be sent out for review.
2. All submissions must be in **MS Word** or **Rich Text Format** and be sent via email to marketingbulletin@massey.ac.nz. An autoreply message should confirm receipt - please re-send if not received.
3. Please note which **type of article** you are submitting in the subject line of your email (eg 'Research Note', 'Full paper' etc).
4. You should include BOTH a **Review** copy (double spaced, all author details removed) and a **Full** copy (single spaced, and include author details).
5. We encourage you to **suggest suitable reviewers** for your submission as you know the key scholars in your field. Please provide details in the email that accompanies your submission.

Daniela Rosenstreich, Editor & Philip Mecredy, Assistant Editor
Email: marketingbulletin@massey.ac.nz

Format Requirements

- File Format** Submit 2 files in MSWord or RTF: a **Review** copy and a **Full** copy. Name files as follows: 'REVIEW First words of the title of article', and 'FULL First words of the title of article', eg 'FULL Country-of-origin effects'.
- Length** Word limits are a guide only. The aim is to keep papers succinct and readable.
Full papers 5,000 – 10,000 words
Research/Technical Notes less than 5,000 words
- Page setup** A4, 2.5 - 2.54cm margins (left and right, top and bottom).
Double line spacing for **Review** copy; single spacing for **Full** copy.
Page numbers on bottom right of each page.
Do not include any page breaks, text boxes, or unnecessary blank space – articles should be printer-friendly.
- Title** The title should be specific, concise, and comprehensible to readers outside the topic area of the paper. 200 characters maximum. Centred 18 point.
- Authors** Include full names, institutions, and email address (for at least 1 author). Centred 12 point italic (*omit all author information from Review copy*).
- Abstract** An abstract of no more than 300 words should be included for full papers. The abstract should effectively summarise the purpose, method, and findings of the paper. 11 point justified
- Headings**
Main 14 point bold normal. 1 blank line above and below main headings
Second level 12 point bold normal 1 blank line above second level headings
Third level 12 point italic 1 blank line above third level headings
- Text Font** Times New Roman throughout. 12 point size. Fully justified.
- Footnotes** Should be avoided. If unavoidable, keep short.
- Figures** Provide in final form within your paper. (Alternatively attach as gif or jpg with a note to show position within text eg, INSERT FIGURE 1 HERE).
All Figures must be numbered and have a meaningful title.
Title 12 point bold, centred.
Ensure that any text within images is clear and no smaller than 9pt.
2 blank lines above and below figure.
Example:

Figure 1. Diagram of the data collection process



Tables Provide in final form within your paper, in position close to relevant content. All tables must be numbered and have a meaningful title.

Title 12 point bold, centred.

Body 10, 11 or 12 point

Headings bold

Horizontal lines only

2 blank lines above and below table

Example:

Table 1. Comparison of two purchase probability scales

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

References The citation style of the American Psychological Association (APA) is acceptable, or, alternatively, follow the style outlined below. Regardless of which of the two styles is used, format should be consistent, and full details provided for all sources.

In text Author/Date in chronological order
 e.g. Smith (2007)
 Kent and Jones (2016)
 Allen *et al.* (2016) (*et al.* can be used when 4+ authors)
 (Smith 2007, Allen *et al.* 2016, Kent & Jones 2016)

List Alphabetical order; hanging indent; minimal punctuation

Example:

References

- 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/kendall82.html>. Accessed 06 August, 2015.
- Graham S, Goldblat J & Delpy L (1995). *The Ultimate Guide to Sport Event Management and Marketing*. Chicago: Irwin.