

## Proceeding Instructions 2018

Congratulations, once again, on your research, special topics session, or pre-conference session presented at the 2018 American Academy of Advertising Conference in New York. Thanks to your participation and excellent contribution, this year's AAA Conference was another successful one.

Now it's time to submit your proceedings!

Instructions on how to prepare your proceedings submission:

<https://aaasite.memberclicks.net/proceedings-instructions>.

Please note that there are different instructions depending on whether you have an abstract, extended abstract, full paper, special topics session, or pre-conference session.

Your final submission must be properly formatted and received by May 7 (Monday), 2018.

Below are instructions for submitting your formatted work for: #1) publishing within the Confmaster System, as well as what else you need to do if your #2) title has changed and/or you need to #3) update your contact information (this update includes both contact authors and co-authors on all papers and special topics sessions).

Step #1) Paper Formatting and Uploading Information:

Submission samples are provided in the link to show you how to format your final submission. Please use the samples as templates and format precisely as shown. Submissions that do not adhere to proper formatting will be returned to the author(s) to be revised and resubmitted. Note: Type font is Times New Roman; Titles are 14pt.; Authors are 12 pt.; body copy is 10 pt.

Here are some helpful steps:

1. First, decide whether you want to publish an abstract, extended abstract, or full-length paper (competitive manuscripts).
2. Then, format your abstract/extended abstract/full-length paper following the instructions on the AAA website.
3. Pre-conference sessions and Special Topics sessions will also use the formatting following the instructions located on the AAA website.
4. Upload your final paper or abstract to the Confmaster website at <http://aaa.confmaster.net> by May 7, 2018.

In deciding whether to publish an abstract or a full-length paper, you may be interested to know that the AAA has agreements with both EBSCO and ProQuest to have your paper(s) included in their databases, making them accessible by researchers all over the world! Consequently, I encourage you to seriously consider the merits of publishing a full paper instead of just an abstract or extended abstract.

Note that there is a 12-page, single-spaced **maximum** (including references, tables, etc.) for full-length papers. Abstracts are typically short, no more than 2 pages, and extended abstracts are longer, typically up to 4 pages in length.

#2) Has your TITLE changed from the original submission?

If yes, you will need to click on the icon to the left of the disc icon where you uploaded your formatted paper. The icon looks like a magnifying glass or a stick with a circle on top that is leaning to the left and it is directly to the left of the disc icon. Click on the magnifying icon and then click the "edit data" button at the bottom right. A new window will open that lists your title and the original abstract. The only thing you need to change in this

window is the title to your new title and then save it (don't worry about the abstract listed in this window). By updating your title here, you are ensuring that the Table of Contents in the conference proceedings will be correct as it is automatically created from the Confmaster system.

### #3) Personal Contact Information Update Also Requested:

Please note, if you have changed your name or your university affiliation, but have not updated this information in the Confmaster system, it will not be reflected in the proceedings. Beyond formatting and submitting your work to the Confmaster system, all contact authors and co-authors are encouraged to click on the link "Edit User Data" from the home page of the Confmaster system and check/update individual contact information to ensure accuracy in the proceedings. Specifically, the Table of Contents for the proceedings is generated automatically from the Confmaster system, so please be sure your information is correct and up-to-date.

To recap, here is what you need to do by May 7, 2018.

1. Prepare your manuscript according to the instructions at <https://aaasite.memberclicks.net/proceedings-instructions>.
2. Upload your revised paper to the Confmaster website at <http://aaa.confmaster.net>.
3. Confirm that your manuscript title and personal contact information (name and affiliation) is correct on the Confmaster site. If not, then please correct the information.

If you have any questions, please do not hesitate to contact me at [gharsha@colorado.edu](mailto:gharsha@colorado.edu).

Sincerely,  
Harsha Gangadharbatla  
2018 AAA Vice President