Applied Marketing Analytics
Submission of Graphics

Figures guidelines
1. Authors are required to supply figures in black and white and colour in electronic format, preferably in MS Word, Excel or as jpeg files with a minimum resolution of 350 dpi.
2. Figures should be referred to in the text as Figure 1 etc. They should be supplied separately to the main body of the text, with their approximate original positions, and titles marked within the main text.
3. Figure legends should describe the figure content and should be understood independently from the text.
4. Figures will be set as single columns (115 mm), or if necessary landscape (220 mm). Figures should be prepared to publication size with all labelling in Times New Roman, no smaller than 10 pt. Where possible, a reasonably sized key should be included, ideally in the right-hand corner.
5. Abbreviations should be avoided in figures. If abbreviations or symbols are used in the figures they should be explained in the figure legend, if they have not been explained in the key.
6. Line charts, bar charts and pie charts should be two-dimensional, with single categories, a generous margin, and grey-scaled backgrounds (with a 25% tint). Appropriate scales should be used and sources should be quoted.
7. Bar charts should have at least five observations, if two categories, or a minimum of ten observations, if one category; otherwise the data should be presented in a table. Horizontal lines should be used to mark the major values on the y-axis.
8. Line charts should show changes over long time spans and should have at least ten observations.
9. Pie charts should be used to show proportions and have a minimum of four segments, and a maximum of twelve.

Photos
10. Photos must be supplied as good quality black and whites and colour versions. They must be of sufficient quality with respect to detail, contrast and fineness of grain to withstand the unavoidable loss of contrast inherent in the printing process. Their approximate original positions should be indicated in the text. Electronic copies of photos should be provided where possible as JPEG files (with a minimum acceptable resolution of 350 dpi).

Internet screen dumps
11. Internet screen dumps should have a white background to increase the contrast between the illustration and the background and should be provided electronically as JPEG files, with a minimum acceptable 350 dpi. Their approximate original positions should be indicated in the margin of the text. Authors should be aware that graphics supplied with low resolution are not guaranteed to reproduce well.

Tables
12. Tables should be submitted in electronic form, preferably in MS Word.
13. Tables should be referred to in the text as Table 1 etc. They should be supplied in the main body of the text in the position the author(s) would like them to appear.
14. Each column should have a short heading and, where appropriate, the units should be stated. Headings will be appropriately formatted as part of the typesetting process.
15. Table legends should describe the content and should be understood independently from the text.
16. Data columns should be right-hand aligned, or aligned by decimal place, where appropriate, data should be rounded to the nearest significant digit and should be sorted where possible.
17. Table legends should be included under the tables themselves and should be used to explain any abbreviations used in the table and denote them by letter as well as provide the source of the data.
18. Where some values have a decimal point, so should the rest in the column (eg 28.0, rather than 28).