

Editorial policy

The purpose of *JSMS* is to bring together academics and practitioners in one forum with the intent of furthering the knowledge and understanding of sports marketing and sponsorship. We interpret marketing and sponsorship broadly to include issues involving individual, team, event or organisation marketing and sponsorship; event management; advertising; and, broadcasting. To this end, we encourage submissions from academics and practitioners relating to these topics from a wide variety of perspectives including management, strategy, politics, history, cultural studies, sociology, psychology and economics.

All articles should be written, primarily, to inform those practitioners involved in the sports marketing and sponsorship industry. Articles that detail the results of original work are accorded high priority, but we also invite reports on new or revised business techniques, perspectives from practitioners and politicians on contemporary issues, and the results of surveys. Book review essays will also be welcomed.

JSMS will not accept submissions under review with other publications. If the manuscript is previously published or copyrighted elsewhere, specific permission must be obtained from the Editor prior to submission. All submissions will be peer reviewed, usually by three reviewers. Authors will normally receive a decision regarding publication within six to twelve weeks. At this point, further instructions will be given regarding the publication process. Unfortunately, manuscripts cannot be returned.

Format & Style

All submissions should be written for an intelligent, informed audience primarily made up of senior managers. Research articles should be well grounded conceptually and theoretically, and be methodologically sound. Qualitative and quantitative pieces of research are equally appropriate. Jargon should be reduced to an absolute minimum with technical language and

acronyms clearly defined.

It is preferred that authors submit their manuscript together with a covering letter to the Editor **by e-mail** to the address below. If this is not possible, one copy of the manuscript should be sent by regular mail along with a copy on computer disc. The author(s) name(s) and affiliation should appear on the cover page. Manuscripts in the *Research & Reviews* section should normally total between 4,000 and 8,000 words. Each article submitted for consideration in this section should include an Executive Summary of approximately 500 words. The Executive Summary should give a flavour of the article, including the rationale for the study, methods used, key findings and conclusions. Articles submitted for publication in the *Perspectives* section should usually be between 3,500 and 5,500 words, again with a 500-word Executive Summary. These will usually comprise a perspective on a contemporary issue, an insight into an interesting case, or some other germane piece that will be of interest to the readership. Interviews are welcomed, but should be discussed with the Editor. *Book Reviews* should normally be less than 1,500 words.

Endnotes should be used only sparingly; footnotes not at all. Tables, charts, diagrams and figures should be placed on separate pages at the end of the manuscript. Referencing style should conform to the *American Psychological Association*, 4th edition, handbook. The accuracy of any citations is the responsibility of the author(s). For more specific style questions, please consult a recent edition of *JSMS*.

Address

Journal of Sports Marketing & Sponsorship
Attention: John Amis, De Montfort University
School of Physical Education, Sport & Leisure,
37 Lansdowne Road, Bedford MK40 2BZ,
England
Tel.: +44 (0)1234 793415
Fax.: +44 (0)1234 793440
E-mail: jamis@dmu.ac.uk