



Editorial policy

The purpose of *IJSMS* 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. We encourage submissions from academics and practitioners relating to these topics from a variety of perspectives.

All articles should be written, primarily, to inform 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, the results of surveys, and book review essays.

IJSMS will not accept submissions under review with other publications. If a manuscript is published or copyrighted elsewhere, specific permission must be obtained from the Editor prior to submission. All submissions will be peer reviewed, and authors should receive a decision regarding publication within six to 12 weeks. 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.

It is preferred that authors submit their manuscript 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, with an Executive Summary of about 500 words, an abstract of about 70 words and four or five key words. Articles for the Perspectives section should be between 3,500 and 5,500 words, with Executive Summary, abstract and key words as above. Interviews are welcomed, but should be discussed with the Editor. Book reviews should be less than 1,500 words.

Endnotes should be used only sparingly; footnotes not at all. Tables, charts, diagrams and figures should be in black and white, 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 *IJSMS*.

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