Journal of Advertising now publishes three types of articles

The *Journal of Advertising* (*JA*) now publishes three types of articles: Original Research Article, Research Notes, and Literature Review Corner.

1. Original Research Article

This section seeks original research that makes a significant contribution to our current knowledge so as to warrant a full-length article. It is absolutely essential that authors read the last several issues of *JA* before submission to help them determine if the topic, methodological approach, and writing style have a good fit. An Original Research Article manuscript should not exceed 12,000 words including all references, tables, figures, and appendices.

2. Research Note

This section seeks high-quality, cutting-edge research on emerging issues, topics, theories, or methods. The purpose of this section is to enable an outlet for research that enriches understanding of new, novel, or unique findings, insights, or ideas that are time-sensitive and deserving of scholarly attention. A Research Note should not exceed 6,000 words including the list of references, tables, figures, and appendices. We are particularly interested in papers that satisfy any of the following conditions:

- Novel and interesting empirical findings on an emerging topic.
- Unusual or conflicting empirical findings that may refute commonly held beliefs or theory.
- Theoretical insights with or without empirical research that may open up a new research stream.
- A topic or an issue that emerges in practice but has not been addressed in the academic literature.
- Creative and innovative research method(s) tested and reported for wider diffusion.

Our Associate Editor, Micael Dahlén (Stockholm School of Economics) will serve as Research Notes section editor.

3. Literature Review Corner

This section seeks a theoretical or critical review focusing on a particular topic or on the discipline as a whole. A manuscript aiming at Literature Review Corner should not exceed 12,000 words including the list of references, tables, figures, and appendices. However, an additional list of references and/or a summary table can be submitted as a supplemental file. We are particularly interested in papers that satisfy any of the following conditions:

- Comprehensive and systematic bibliographic search strategy. A representative sample of a larger group of published works needs to be legitimately justified.
- Objective and replicable method for synthesizing and analyzing the literature.

- Clear and specific future research directions that are that are timely, realistic, and achievable.

Regardless of the type of article, all submissions must go through our formal review.

We look forward to receiving your manuscript.

Shintaro Okazaki
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