

## Submission of Paper Guideline

- Submit with complete paper composed by PDF or DOC format, your file name would be as follow and including figures, tables and pictures, via the full paper submission form page.

FirstNameInitial \_LastName\_IASDR09.pdf or doc

- Abstract : Single papers (abstract maximum of 400 words) / Poster session (abstract maximum of 200 words)
- Full-Text should be written in approximately 3000-3500 words (not including abstract). The full paper data should not be bigger than 3MB including abstract, all figures, tables, and references.
- Follow this order when typing manuscripts: Title, Authors, Affiliations, Abstract, Keywords, Main text (Introduction, Method, Results and Discussions, and then Conclusions), Acknowledgment, Appendix, and References.
- All letters should be written with Times (New) Roman font.

Font / Paragraph	
Page margins	The margins of the top 30mm, the bottom 20mm, the left and the right should be 25mm, respectively.
Title	18 point, the first letter of major words need to be capitalized, single column, aligned in center
Subtitle	12 point, single column, aligned in center
Names of authors	12 point, single column, aligned in center
Affiliations & mailing addresses	10 point, written in Times (New) Roman italic letters, aligned in center; All line spacing to be single
Abstract	10 point, the margins of the left and right are 30mm each; All line spacing to be 1.5 times the font size.
Keywords	3-5 words, 10 point, written in Times (New) Roman Bold Italic letters, aligned to the left margin

Body text	10 point; All line spacing should be 1.5 times the font size; First line of paragraphs to be aligned to left margin. Paragraph spacing should be added 0.5 times the font size.
Headings	Written in bold letters, aligned to the left side of column. Authors should make generous use of section and subsection titles, numbered consecutively (1., 1.1.,1.2.,2.,etc.), to enable the reader to identify the portions of their interest. The titles should be written with bold letters, which are 11 point size and should be aligned with the left side of each column.
References	<p>The letters should be written with Times (New) Roman font and 10 point. Besides, references should be cited in the text by number within square brackets (e.g. [1], [1,2], [3-8] ) and listed at the end of the paper in the order in which they appear in the text. All references must be complete and accurate. References should be listed in the following style:</p> <p>[1] Belch, G. E. and Belch, M. A., 2001, Advertising and Promotion: An Integrated Marketing Communication Perspective, 5th Ed., Holt, McGraw-Hill, New York</p>
Illustrations	All figures are to have a caption with Times (New) Roman letters, which are 10 point size, and should be numbered consecutively. The figure caption should be typed below the illustration, aligned to the left side of the illustration. They should be embedded in the manuscript, and should be adequately included within the text. They should keep the above-mentioned margins.
Tables	Tables should be numbered consecutively and given a suitable caption and should be adequately embedded in the text. The table caption should be typed above the table, aligned to the left side of the table. Tables should keep within the margins. Large tables should be avoided. If there is a large volume of data to be presented, an attempt should be made to divide these over two or more tables. Each table should have a brief and self-explanatory title with Times (New) Roman letters, which are 10 point size. Column headings should be brief, but sufficiently explanatory. Vertical lines should not be used to separate columns. Leave some extra space between the columns instead