

# Publishing Policy

The editors welcome articles reporting communication research, theoretical considerations and philosophical or historical concepts and experiences involved in reaching audiences of ACE members. Stories of practical application are especially desired on media results, communication management, campaign efforts and design and visual innovations.

Send manuscripts to ACE Quarterly, 5905 Beech Ave., Bethesda, MD 20817 or submit them to associate editor. Send research briefs and reviews to the editor, associate editors, or to individuals responsible for the briefs and reviews. (Addresses, inside front cover.)

Submit all copy on 8½ x 11 paper. Xerox copies are acceptable. Should authors expect articles to be referred, they should submit a total of four copies. Editors consider a submission to ACE Quarterly a commitment not to be breached by submission to other journals while the article is under review. If authors wish an acknowledgment of manuscript received, they should enclose with each manuscript a self-addressed, stamped postcard, on which is listed the title of the article.

All submissions should include article name, author or authors, agency or institutional affiliation, any special funding or grants involved in work reported, ACE-relevant biographical information and a statement as to whether a more detailed report is available if the article has to do with a research project.

On research reports, authors should limit footnotes to substantive comments about the text, number them consecutively with superscripts within the text but type them separately. References, when necessary, should be listed within the text itself between brackets, *ibid.*, *op. cit.*, etc. should not be used. If a reference is a printed, direct quote, authors should include the page number in brackets for reference. For repeat citations from the same source, authors should discriminate from one work and another produced within the same year with "a," "b," "c," and so on, as (DeJohn, 1972a). Bibliographic citations also should be kept to a minimum. When used, authors should begin with the first reference number and list entries in alphabetical order, last names first.

Tables and figures should be submitted camera-ready in protective covers. At the appropriate place in text, authors should indicate approximate placement of each table such as: "Table 1 about here."

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