



Growth Strategies: The Journal of Accounting Marketing and Sales Style Guide

Editorial Policy

Growth Strategies: The Journal of Accounting Marketing and Sales is a quarterly journal, published by the Association for Accounting Marketing (AAM) and publishes original articles on a variety of topics in the accounting marketing industry.

Authors are made up of AAM members that are volunteers of the Growth Strategies Committee, AAM members outside of the committee and submitted articles from outside sources. Articles are solicited by the journal's editor on a quarterly basis. For further information on article submissions, contributors should contact editor@accountingmarketing.org.

The editor will evaluate all articles and will review all submissions with the Growth Strategies Committee. Once an article is selected, the editor will notify the author. The editor reserves the right to reject, or return for revision, any article submitted if the material does not comply with the mission of AAM or is inappropriate in nature. Selected articles will then be turned over to the assigned issue editor(s). An article that exceeds the word count for a specific department will be edited by the issue editor(s). Department details are listed in this document.

Before an article is published, the author must sign a Right to Publish agreement. For any articles written by more than one author, each author must sign a Right to Publish Agreement. The author, not the association, is responsible for accuracy of facts within his article.

Authors will not be paid for selected articles. As a courtesy, authors outside of the association membership will receive five copies of the issue in which they are published.

Copy Elements

Articles printed in *Growth Strategies: The Journal of Accounting Marketing and Sales* will be formatted using the following styles:

Department Article

- Article Title: Semibold; Myriad Pro; 24
- Article Author Name and credentials: Roman; ITC Galliard STD; 12. Author Company: *Italics*; ITC Galliard Std; 12
 - Author line will include, By Author Name, credentials, Company Name
- Body: Regular; Myriad Pro (light); 11
- About the Author: Body copy: Myriad Pro *Italics*, PMS 285C (blue)
- Author picture: Show at the beginning of the article, Gray border

Feature Article

- Feature Article Title: Bold; ITC Galliard Std ; 36
- Feature Article Author Name and credentials: Roman; ITC Galliard STD; 12. Author Company: *Italics*; ITC Galliard Std; 12
 - Author line will include, By Author Name, credentials, Company Name
- Feature Article Body: Regular; Myriad Pro (light); 11
- About the Author: Body copy: Myriad Pro *Italics*, PMS 285C (blue)
- Author picture: Show with About the Author, PMS 285C (blue) border

Photos, Graphs and Charts

- Colors: PMS 376C (green), PMS 285C (blue), 40% gray and 70% gray.
- File format: .tif or Illustrator EPS
- Resolution: 300 ppi
- Chart size: Maximum width is 7.5 inches; maximum height is 10 inches; minimum width is 3.625 inches; there is no minimum height.
- Fonts: Myriad Pro font family

Firm Information

- When listing firm names within an article, the full firm name must be used including the LLC, LLP, Inc, etc. Do not use periods when using LLP, LLC, Inc, etc.
- The word "firm" should be lowercase
- Authors must supply firm information in the following format: (X offices, X partners, X total staff)

Quotes

- Quotes within articles need to be written in the present tense.

Word Formatting

- Many words have multiple styles that are correct. This list will be updated periodically. The following words are to be used in the following format:
 - website
 - life cycle
 - roundtable
 - email

Numbers

- Spell out numbers one through nine. Use numerals for 10 and up
 - Exception: Spell out numbers that start a sentence unless it is a calendar year
- Percents: Spell out the word percent instead of using the symbol %
- Phone numbers: place dashes between the numbers, not periods

Abbreviations

Academic Degrees

- Use an apostrophe in bachelor's degree, master's degree
- There is no apostrophe in Bachelor of Arts or Master of Science.
- Use abbreviations such as BA, MA and PhD in a first reference, only after a full name and put a comma after the last name and between multiple academic titles
- Do not put periods between the letters in a title (Ex: PhD instead of Ph.D.)

Dates

- Always use numerals, without st, nd, rd or th
- When a month is used with a specific date, abbreviate only Jan, Feb, Aug, Sept, Oct, Nov and Dec (Do not put a period after the abbreviated month.)
- When the month and year are listed, do not separate the month and the year with a comma

Time

- Use numerals with AM and PM except for noon and midnight
- Use a colon to separate hours from minutes
- Insert a space between the numeric time and AM/PM (AM/PM should be small caps with no periods)

United States

- As a noun, spell out United States
- As an adjective, use U.S. (with periods and no spaces)

States

- Spell out the names of the states when they appear alone
- Abbreviate the names of states when they appear with the name of a city or town
- Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas or Utah
- Use the following state abbreviations and include periods where indicated:

Ala.	Ga.	Mich.	N.J.	R.I.	Wis.
Ariz.	Ill.	Minn.	N.M.	S.C.	Wyo.
Ark.	Ind.	Miss.	N.Y.	S.D.	D.C.
Calif.	Kan.	Mo.	N.C.	Tenn.	
Colo.	Ky.	Mont.	N.D.	Va.	
Conn.	La.	Neb.	Okla.	Vt.	
Del.	Md.	Nev.	Ore.	Wash.	
Fla.	Mass.	N.H.	Pa.	W.Va.	

Punctuation

Apostrophe

- For plural nouns ending in s, add an apostrophe after the s
- For singular common nouns ending in s, add 's
- For singular proper names ending in s, use only an apostrophe
- Do not use 's for plurals of numbers

Colon

- Capitalize the first word after a colon only if it is a proper noun or the start of a complete
- Colons go outside quotation marks unless they are part of the quoted material

Comma

- Do not put a comma before the conjunction and in a simple series

- Use a comma to set off a person's hometown and age

Hyphen

- Use a hyphen for compound adjectives before the noun
- Do not use a hyphen when the compound modifier occurs after the verb

Parentheses

- Try not to use parentheses. Instead use commas or dashes or rewrite the sentence
- If you must use parentheses, follow these punctuation guidelines:
 - Place a period outside a closing parenthesis if the material inside is not a complete sentence
 - If the material is an independent complete sentence, place the period inside the parentheses

Period

- Use a single space after the period between sentences
- Do not put a space between initials: C.S. Lewis; J.K. Rowling.

Quotation marks

- Periods and commas always go within quotation marks
- Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence
- Use single quote marks for quotes within quotes

Titles

- Titles of newspapers, magazines, books, journals or other publications should appear in italics
- Titles of directions/regions:
 - Lowercase north, south, east, west, etc. when they indicate compass direction
 - Capitalize compass points when they designate U.S. regions
- Titles of seasons:
 - Lowercase spring, summer, fall and winter unless part of a formal name
- Professional titles:
 - Capitalize when the title directly precedes the individual's name (for example, "Marketing Director John Doe")
 - Lowercase when the title is not used with an individual's name or when it is set off by commas (for example, "The marketing director is a new position in the firm..." and "John Doe, the firm's marketing director...")