

ABSTRACT PREPARATION GUIDELINES

The abstracts for the Martech 2024 papers will be published in an ISSN format magazine. In order to make them compatible with the magazine layout, we provide you with a guideline to prepare the abstracts:

Miscellaneous

- The text processor used for the preparation of the paper must be set to DIN-A4.
- All text must be in English.
- The pages must not be numbered.
- No headers and footers are allowed.
- The final version must be a Word File.

Formatting

Article length:

- o The word count of every article has to be:
 - About 1000 words if it contains no images.
 - About 800 words if it contains one image or graphic.
 - About 600 words if it contains two images of graphics.

Main title

- The main title should be in 14-point, boldface type.

Authors' names

- The names of the authors should be in 12-point, normal type.

Authors' affiliations

- The authors' affiliations are to be described beneath the authors' names.
- The affiliation description should be in Times 10-point, italicized type.
- It should include: department/division, university/company, postal address, phone (optional), fax (optional), email (optional), and URL (optional)

Abstract

- The abstract is to be placed below the author and affiliation information.
- It should begin with 'Abstract - ' in 9-point bold, normal type.
- The text of the abstract is to follow in the same line in 9-point bold, italicized type.

Keywords

- The keywords are to be placed below the abstract.
- They should begin with 'Keywords - ' in Times 9-point bold, italicized type.
- The list of keywords is to follow in the same line in Times 9-point, italicized type.
- It should contain no more than 5 keywords followed by a blank line.

Main text

- The main text is to be in 10-point normal type.

Headings

- A first-order heading should be 10-point type, all in capital letters (e.g. INTRODUCTION)
- A second-order heading should be 10-point, initially capitalized (e.g. A. Database Elements).
- A third-order heading (if necessary) should be 10-point, italicized, initially capitalized, followed by a period and the text placed in the same line.

Tables

- A table title should be 8-point normal type in Times New Roman, placed above the corresponding table and centered.
- The table title should be preceded by 'Table ', the table number, and '.' (e.g., 'Table 2. ').

Figures

- Images should have at least a resolution of 300ppp. If this is not possible, send the images at the highest resolution or size possible. Please do not send images embedded in Word, PowerPoint or Excel _les. The best image formats for printing are PSD, JPG or PNG. Only send GIF files if there is no other option.
- If the image contains a graphic instead of photography, please send the original file. For example, send the Excel file itself, not the exported JPG/GIF image. If you create your graphics with some obscure, hard to find or specialized software, please adhere yourself to the suggestions noted before in this article when you make the export. Remember that graphics can be modified aesthetically due to editorial decisions. If there are some guidelines you want to comment to prevent misunderstandings, please do so. Remember we are not scientists and we don't comprehend things that for you may seem obvious. For example: all letters here have to be in capitals, because their meaning changes depending on that or similar statements.
- A figure caption should be 8-point normal type in Time New Roman, placed below the corresponding figure and centered.
- It should be preceded by 'Fig. ', the figure number, and ' ' (e.g., 'Fig. 2. ').
- Callouts should be 8-point normal font.

References

- The numbered list of references, in the IEEE Transactions form, should be placed at the end of your paper.
- It should be in 8-point.
- In the text, the references should be referred to using their numbers in square brackets, e.g. [1].
- The heading 'REFERENCES' should follow the rules of the first-order headings, but should appear without numbering.

Editorial review

Before sending each magazine issue to the press, we will send a PDF copy to each author. Then, each author has a week to review his or her article and send us a mail to info@martech-workshop.org noting the suggested changes.