

## **CFP: *Advertising & Society Quarterly*: Pieces on advertising in society, especially digital advertising**

In 2017, publication begins for *Advertising & Society Quarterly* (ASQ). It is the successor to *Advertising & Society Review*. The journal studies the place of advertising in society, culture, history, and the economy. ASQ seeks interdisciplinary pieces written in a clear, accessible style for academics, students, and the industry.

In recognition of changes in the advertising world through digital innovations, in our first issues, ASQ is especially interested in articles, works-in-progress, book reviews, and other pieces that focus on digital advertising, broadly defined. We welcome manuscripts on other topics as well.

To be considered for the first issue (March 2017), please submit manuscripts through our submission form by November 13: [https://duke.qualtrics.com/SE/?SID=SV\\_dgPuk2KrsIw4Lwp](https://duke.qualtrics.com/SE/?SID=SV_dgPuk2KrsIw4Lwp). The suggested length is 3000 words, but longer pieces are accepted as well. All submissions receive an expedited peer review.

Please direct any questions to Emma Hymas, Managing Editor, at [AdSocQuarterly@duke.edu](mailto:AdSocQuarterly@duke.edu).

### **About ASQ**

*Advertising & Society Quarterly* publishes articles, essays, interviews, roundtable discussions, and other scholarship relevant to a broad, interdisciplinary audience interested in advertising. The journal is in the top 5.8 percentile of journal titles distributed through Project MUSE of The Johns Hopkins University Press, which is currently accessible in over 2680 institutions worldwide. The journal is peer reviewed and managed by an editorial board of scholars and advertising industry representatives. The journal's editor is William M. O'Barr, Professor of Cultural Anthropology at Duke University. Its associate editor is Edward Timke, Lecturer in Media Studies at the University of California, Berkeley. Emma Hymas, publications specialist at Duke University, is managing editor.

ASQ's online format allows flexibility by including a nearly unlimited number of full-color illustrations, streamed commercials, and links to accompany each piece. Additionally, ASQ has agreements with the Screen Actors Guild and American Federation of Television and Radio Artists, which have generously granted permission to reproduce commercials that accompany articles and essays. This bypasses the necessity to seek permission to reproduce an advertisement for scholarly commentary. Lastly, the journal allows authors to publish their works in other publications beyond ASQ. As such, we encourage works-in-progress or shorter, revised pieces from larger works.