AN Title

first name 1 family name 1, first name 2 family name 2, first name 3 family name 3

Name of the institute;

Company Name;

Name of the university

1. Information for authors

Please only use the provided format templates (indicated by the "AN"). A demonstration of the format templates can be found on page 3 of this template.

Other important notes:

* The scope of an extended abstract is limited to a **maximum of two or four pages** including figures, tables, references etc. **(Not one or three or five pages!)**
* The author is the holder of the copyrights for the used contents.
* **The extended abstracts will be published in A5,** i.e. the size will be halved, therefore make sure that graphics, tables, illustrations etc. are still readable!
* **Graphics are black / white.** Do not use color as they will be printed in black and white.
* **Tables with headings, as well as pictures with signatures** are consecutively numbered
* The format templates are based on the font "Tahoma" and "Courier New". Please make sure that these fonts are installed on your system. The extended abstract must be in English.

Please submit your full paper (**two or four pages** including figures, tables, references etc.) until 15.12.2017 (via E-Mail to E-Mail conference@hs-ansbach.de).

If you have problems with the usage of the templates, please contact conference@hs-ansbach.de.

1. AN Headings and text formatting

AN Text: You write the text of your extended abstract in this template. If you want to highlight individual terms, please use **AN fat.** You can use AN Italic to highlight text passages.

* 1. Headline 2

paragraph (AN Text).

* 1. Headline 2

paragraph (AN Text).

* + 1. Headline 3

paragraph (AN Text).

* + 1. Headline 3

paragraph (AN Text).

* + - 1. Headline 4

paragraph (AN Text).

* + - 1. Headline 4

paragraph (AN Text).

1. Lists and bullets

For sequences (lists) please use the format templates "AN list number" in the respective level:

AN list number 1. level

AN list number 1. level

AN list number 2. level

AN list number 2. level

For enumerated lists without order, please use the "AN bullet" of the template in the respective level:

* AN bullet level 1
* AN bullet level 1

AN bullet level 2

AN bullet level 2

1. Tables

Please provide your tables with a label. To do this, select the table and right-click in the table. Using the "Insert Label ..." button, you can insert one of the "Table" caption above the table.

Table 1. AN table caption

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| AN table content | AN table content | … |  |  |
| AN table content |  |  |  |  |
| … |  |  |  |  |

1. Figures

Use only figures in grayscale or black and white. Please format your inserted figure with the help of the format template "AN Inserted Figure".

Please label your figures. Please right-click on the figure. Using the "Insert Label ..." button, you can insert the "figure" label below the figure.



Figure 1. Labeling

1. Formulas and equations

If you want to include formulas and equations, please use the format template "AN formulas":

Formula (Formula Number)

We recommend to use the Formula Editor of Microsoft Word. However, you also can enter the formulas in textual form with symbols. Examples:

(1)

U=R∙I (2)

1. References to literature

To refer to a bibliography, you first have to insert it in the bibliography list (see below) and format it with the format template "AN Bibliography". You will find the "References" tab in your menu bar. In the "Cross Reference" sub-item, select the "Numbered element" reference type. Make sure that the "Paragraph (no context)" entry is selected in the "Refer to" list. Then you can insert the relevant numbering of the literature. This should be at the end of the "For which numbered item" list.

A literature reference should look like this:

Bauer, Neumann, Bryant and Thomas [1] subdivide the process into four phases.

The bibliography should be sorted according to the order in which you cite the literature references.

Literature

Bauer, H. H., Neumann, M. M., Bryant, M. D., & Thomas, T. (2006). Effective Product Placement. Mannheim: Institut für Marktorientierte Unternehmensführung.

Aaker, J. (1997). Dimensions of brand personality. Journal of Marketing Research, 34(3), 347-356.

Klimmt, C., Hartmann, T., & Schramm, H. (2006). Parasocial Interactions and Relationships. In J. Bryant, & P. Vorderer (Eds.), Psychology of entertainment (pp. 291-314). Mahwah: Lawrence Erlbaum Associates Publishers.

Knoll, J., Schramm, H., Schallhorn, C., & Wynistorf, S. (2015). Good Guy vs. Bad Guy – The Influence of Parasocial Interactions with Media Characters on Brand Placement Effects. International Journal of Advertising, 34(5), 720-743.

Hampp, A. (2010). Product Placement Dipped Last Year for the First Time. But Only Fell Slightly and Is Poised for Big Growth. Verfügbar unter: http://adage.com/article/madisonvine-news/product-placement-dipped-year-time/144720/ (Stand: 01.08.2017).