**Writing Style, Citations, and Images**

**1. Writing Style:**

* Times New Roman font
* 12-point font size, single spaced
* One-inch margin

**2. Citation Style and Reference:**

* Chicago Style for endnotes and references. Please visit the following free sites for guidance:
  + [**https://www.chicagomanualofstyle.org/tools\_citationguide.html**](https://www.chicagomanualofstyle.org/tools_citationguide.html)
  + [**https://www.chicagomanualofstyle.org/turabian.html**](https://www.chicagomanualofstyle.org/turabian.html)
* Endnotes should entered as numbers and not roman letters (i.e. 1, 2, 3)
* Include a complete text reference only, without hyperlinks

*Example of an endnote citation style:*

Farhad Manjoo, “Snap Makes a Bet on the Cultural Supremacy of the Camera,” New York Times, March 8, 2017.

**3. Images and Graphics:**

* It is very important that you do not exceed the number of images; if you are writing a brief case you are allowed 2 photos, if you are writing a full case study you are allowed 3 photos
* New Society Publishers **cannot** accept any web captures
* Flag the place in the text where the graphic attaches to the content
* Digital photographs should be of high resolution and supplied in TIFF format or JPEG format, and in full color
* If you want to hand draw an illustration please let us know!
* Captions must be brief, clear, and easy to read and must be submitted as part of your case study
* **Do not** embed images into your manuscript; Images should be organized and labeled by chapter and by the numerical sequence in which they are to appear within that chapter