

## **SUBMISSION GUIDELINES FOR ARTICLES FOR ICSC'S *RETAIL PROPERTY INSIGHTS***

Thank you for agreeing to write an article for the International Council of Shopping Centers' flagship research publication, *Retail Property Insights* (RPI).

Please note that submission of your article to ICSC will be taken as (1) your consent, as author, to the use of the manuscript in an ICSC publication; (2) your agreement that ICSC will own the copyright and all derivative rights there under, retaining the right to use the manuscript for educational purposes; and (3) your representation that no material in the manuscript violates the copyright of any other person. Additionally, ICSC has the right to change or modify your text, or ask you to do so.

The following are some guidelines to help you prepare your article for submission to ICSC.

1. **Text** should be written in layman's language and in American English—ICSC's membership is diverse, so your point must be understood across the board. Avoid European terminology (petrol, for example, instead of gasoline) and British spellings of words such as labour, honour, programme, etc. Please see below for further style considerations.
  
2. **Article text** should be:
  - no longer than 5 standard pages in length.
  - Most articles are between 2,000 and 3,000 words long.
  - Footnotes should be used as needed; please be sure to use full citations and follow our house style (see below).
  - A **title and sub-title** for your article should be included.
  - **Author's name** will appear under the sub-title as follows: Jodi Smith\*  
At the bottom of the page, the author's affiliation will appear.  
Example:  
\*Vice President, XYZ Company
  - Please provide a very brief **ABSTRACT** of your article. The abstract should convey your purpose and key points of the article.
  
3. **Charts, tables and images**
  - Charts and tables—if included—must be submitted in Excel format. All data points must be included. Include the chart or table as you would like it to appear. Please use the font VERDANA for charts and tables.
  - Photos are also acceptable for inclusion. They should be in JPG format. (Please include credit information for the photographer and/or company that supplied the photo.)
  - Sources for all charts, tables, etc. should be indicated.
  - Placement of charts and tables—please refer to the chart or table in your text, and indicate in your text where the chart should go. (See next page.)

**EXAMPLE:**

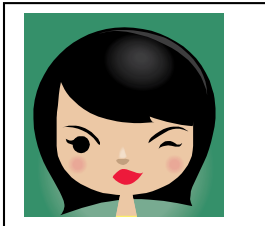
**Number of Retail Businesses**

One of the most basic pieces of information provided in the Advance Report is the number of establishments. As mentioned earlier, it is here that a surprising finding is made: The number of retail establishments registered a slight decline (-0.6%) between the 1997 Economic Census (1,118,447 establishments) and the 2002 Economic Census (1,111,583), as **Table X-1** shows.

Establishment types ... bigger stores/chains have been replacing smaller ones.  
[Place **Table X-1** here.]

4. Include a brief **biography** of yourself (and any co-author) at the end of the article. Include contact information if you choose. Bio will be placed in a box. Please also send us your **head shot** (in JPG format) to use with the bio.

Guest author box basic example:



**Jodi Smith** is President of XYZ Company, a Chicago-based strategic consulting firm. Before joining XYZ, she was CEO of ABC Company. For additional information on her company, please call 800-555-5555 or email [jsmith@xyzcompany.com](mailto:jsmith@xyzcompany.com)

ICSC staff box will appear as follows:

**Jodi Smith** is a research associate for the ICSC Research Department. For more information, please contact her at (646) 728-3678 or [jsmith@icsc.org](mailto:jsmith@icsc.org).

5. Please submit all files (Word, Excel, etc.) at the same time. With Excel files, include just those data sheets specific to the article.
6. Please email your completed article to [mtubridy@icsc.org](mailto:mtubridy@icsc.org).

The RPI team can be reached at ICSC as follows:

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Thank you!

**Here are a few things to remember as you compose your article.**

- Spell out numbers one through nine and use numerals from 10 up in describing quantities. In describing money, please use numerals up to \$999,999 and the words “million” or “billion” thereafter. Please use the dollar sign (\$) rather than spelling out “dollars,” and use the percent sign (%) likewise. Remember to place comma after the thousandth place, e.g., 1,000 *not* 1000. Also, when value ranges are given, they are separated by the word “to”, not by a hyphen. For example, it is “8% to 13%” not “8%-13%”, or “\$324 million to \$469 million” not “\$324-\$469 million.”
- Spell out foreign currencies on first reference—for example, 54 million Mexican pesos; 54 million Japanese yen. In subsequent references MXN54 million or Y54 million are acceptable. Footnote the exchange rate to the dollar as of a specific date.
- Spell out and hyphenate fractions that stand alone: Two-thirds of the U.S. population, etc. Use numerals if they are part of a number.
- Spell out rather than abbreviate months, days of the week, street names, cities and states in the text. You may abbreviate them in tables.
- Certain universally known cities require no state or country name included with them.
- Capitalize large, well-known geographic areas—Western/Eastern Europe, the West Coast, the Great Plains, the Middle West; but: eastern Maine, southern Florida, etc.
- Capitalize diseases only if they are named after someone—i.e., arthritis, pneumonia, etc., but Hodgkin’s disease.
- In abbreviating countries such as the United States, United Kingdom, New Zealand, etc., please use periods – i.e., U.S., U.K., N.Z., etc.

- State name usage: spell out the names of the 50 U.S. states when they stand alone without a city or county name. Never use the two letter ZIP code designation. States with six letters or fewer are never abbreviated.

Ala.	Md.	N.D.	<i>States that are not abbreviated are:</i>
Ariz.	Mass.	Okla.	Alaska, Hawaii, Idaho, Iowa, Maine,
Ark.	Mich.	Ore.	Ohio, Texas and Utah.
Calif.	Minn.	Pa.	
Colo.	Miss.	R.I.	
Conn.	Mo.	S.C.	
Del.	Mont.	S.D.	
Fla.	Neb.	Tenn.	
Ga.	Nev.	Vt.	
Ill.	N.H.	Va.	
Ind.	N.J.	Wash.	
Kan.	N.M.	W. Va.	
Ky.	N.Y.	Wis.	
La.	N.C.	Wyo.	

- Use a comma in dates only for a specific day—June 12, 1998, but June 1998.
- Acronyms are acceptable on second reference and thereafter (i.e., “National Aeronautics & Space Administration” on first reference and NASA afterward). Place the acronym in parenthesis immediately after the first reference. Unlike country abbreviations, acronyms require no periods.
- One should capitalize the first word after a colon if it begins another sentence or continues its sentence with a complete thought. In other words, if what follows the colon could stand on its own, you should use a capital. If the colon introduces a list, or points the reader to a phrase or an example of the sentence's subject, no cap unless the first word is a proper noun.
- Use italics in referring to books, films, plays, operas and paintings. Use quotation marks for short stories, songs, poems and advertising slogans (and, naturally, for quoted matter). Current usage calls for commas and periods to be inside closing quotation marks.
- Please distinguish between its and it’s. Its (without an apostrophe) is possessive. It’s is a contraction for “it is” or “it has.” Avoid contractions such as “it’s,” “didn’t,” “who’s,” etc.
- Please distinguish between “farther” and “further.” The former refers only to distance; the latter may be used to express extensions of time or degree.

- Please distinguish between “principal” (meaning either the main part of something or the corpus of a piece of money) and “principle,” which means a fundamental truth or law.
- Capitalize all holidays.
- If you are using metric numbers to describe length, area, weight or volume, please provide U.S. equivalents in parentheses. In using Celsius temperatures, please provide the Fahrenheit equivalent.

### **Common abbreviations**

Square foot = sf

Square meter = sq m

Basis point = bp (after first citation)

Percentage point = pp (after first citation)

Kilowatt = kw (after first citation)

Kilowatt hour = kwh (after first citation)

### **Footnotes and bibliographic citations**

#### **EXAMPLES - BIBLIOGRAPHY**

##### **JOURNAL ARTICLE**

###### **One author**

Linden, Fabian. “Weather in Business,” *The Conference Board Business Record*. Vol. 16 (No.6), 1959, pp.90-94.

###### **Two authors**

Barsky, Robert B., and Jeffrey A. Mirron. “The Seasonal Cycle and the Business Cycle,” *Journal of Political Economy*. Vol. 97 (No.3), 1989, pp. 503-534.

##### **BOOK**

###### **One author**

Hall, Robert E. *Booms and Recessions in a Noisy Economy*. Yale University Press, New Haven, Conn., 1991.

**Two or more authors**

Baum, Andrew, Jeffrey D. Fisher, and Jerome E. Singer. *Social Psychology*. Random House, New York, 1985.

**Conference or other paper**

Beaulieu, J.J., and J.A. Mirron. "A Cross Country Comparison of Seasonal Cycles and Business Cycles," National Bureau of Economic Research, Working Paper No. 3459, October 1990.

**EXAMPLES – FOOTNOTES****JOURNAL ARTICLE****One or more author**

Robert White, "Have Grocery Anchored Shopping Centers Lost Their Appeal Among Property Investors?," *ICSC Research Quarterly*, Vol. 11 (No. 4), Winter 2004-2005, pp. 7-9.

**BOOK**

James D. Dilworth, *Production and Operations Management*, 3<sup>rd</sup> ed. Vintage Books, New York, 1980, p. 944.

**Two or more authors**

Michael P. Niemira and Philip A. Klein, *Forecasting Financial and Economic Cycles*. John Wiley & Sons Inc., New York, 1994, pp. 66-90.

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