



FORMATTING INSTRUCTIONS

1. Abstracts must be structured with the following headings: Objective – Methods - Lessons Learned - Implications
2. Abstracts are limited to 250 words [excluding title, authors and institutional affiliations] and must be submitted in MSWord.doc format.
3. All margins are to be 2.5 cm.
4. One line space must be left between the abstract title, authors name(s) and affiliation(s).
5. The abstract title should be left justified on the page in bold and lower case in Arial 12-point font. No abbreviations are to be used in the title.
6. Authors names to be left justified under the title in the following format: First name, last (family) name e.g. Chris Smith (not Dr Chris Smith). The name of the presenting author must be underlined. Authors names must be in Arial 10-point font and not bolded.
7. Affiliated institution(s) are to be left justified. Institutional affiliations should be indicated with superscript numbers following the author name. Do not include state and country. Affiliations must be in Arial 10-point font and not bolded.
8. The abstract text must be in Arial 10-point font. Do not justify text.
9. Headings: - Objective – Methods - Lessons Learned - Implications, must be in Arial 10-point font, lower case and bold. One line space must be left between the end of each section and the next heading.

Do advertisements really work? Evidence from the Australian pharmaceutical industry

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Objectives

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Methods

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Lessons Learned

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Implications

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