**Title (Bold, justified, Times New Roman 14 pt.)**

An Authora and Another Authorb (Times New Roman, justified, 12pt.)

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# Extended abstract (Times New Roman, justified, bold, 12 pt.)

Paragraph: use this for paragraphs in a section. (Times New Roman, justified, 12 pt.)

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**Figure 1.** Graphical description of sequences employed for hypothesis test: (1) Post-arousal condition, (2) Pre-arousal condition, (3) High arousal condition, (4) Far from arousal condition.

Figure 1.tif

**Table 1.** Summary of studies conditions, hypotheses and results.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Study | Conditions and graphs | Hypo-thesis | Dependent variable | Proposed effect | Result |
|  | Post-arousal  (Graph1) vs. |  |  |  |  |
| Study 1 | Pre-arousal  (Graph 2) | H1a | Brand recall | Higher in  post-arousal | Supported |
|  |  | H1b | Ad recall | Not significant difference | Supported |
| Study 1 | High arousal peak  (Graph 3) | H2a | Brand recall | Higher in  post-arousal | Supported |
|  |  | H2b | Ad recall | Not significant difference | Supported |
| Study 2 | Far from arousal  (Graph 4) | H3a | Brand recall | Higher in  post-arousal | Not supported |
|  |  | H3b | Ad recall | Not significant difference | Supported |

**Acknowledgments:** The authors gratefully… (Times New Roman, justified, 12 pt.)

**References (Times New Roman, justified, bold, without numbering, 12 pt.)**

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