

## Tables and Figures

- You must explain **tables** (lists or charts displaying information) and **figures** (illustrations, pie charts, bar or line graphs) in your text before they appear.
  - Insert the table or figure into the text as soon as possible after it is mentioned in the text.
  - Be sure the information is clear, readable, and complete.
  - You can place tables or figures either within the text or at the end of the paper in an appendix. However, the table must still be mentioned within the text.
- Tables and figures are numbered consecutively with Arabic numerals (1, 2, 3, and so on) and are numbered separately within your paper (Table 1 and Table 2, for example, are numbered separately from Figure 1 and Figure 2).
- See Example 1 (Table) and Example 2 (Figure) below for formatting.

### *Example 1. Table*

Table 15	Place table number flush left.																
<i>A Ranked Comparison of the Marketing Practices of Three Automotive Companies in Germany, Japan, and the United States</i>																	
	<table border="1"><thead><tr><th>Germany</th><th>Japan</th><th>United States</th></tr></thead><tbody><tr><td>Television</td><td>Newspapers</td><td>Television</td></tr><tr><td>Newspapers</td><td>Magazines</td><td>Magazines</td></tr><tr><td>Magazines</td><td>Television</td><td>Newspapers</td></tr><tr><td>Direct Mail</td><td>Direct Mail</td><td>Direct Mail</td></tr></tbody></table>	Germany	Japan	United States	Television	Newspapers	Television	Newspapers	Magazines	Magazines	Magazines	Television	Newspapers	Direct Mail	Direct Mail	Direct Mail	Add copyright information below table, flush left.
Germany	Japan	United States															
Television	Newspapers	Television															
Newspapers	Magazines	Magazines															
Magazines	Television	Newspapers															
Direct Mail	Direct Mail	Direct Mail															
<i>Note.</i> From the <i>7th Annual Automotive Marketing Almanac</i> , by J. J. Smith, p. 3. Copyright 1999 by General Motors Corporation.																	

Example 2. Figure

