

Marketing and Advertising Resource Guide

<u>Periodical Indexes and Full-text Databases</u>	<u>Demographics, Psychographics, & Market Segmentation</u>	<u>Advertising Resources: Rates, Directories, Publications</u>
<u>Marketing Plans, Handbooks, and Encyclopedias</u>	<u>Marketing Campaigns</u>	<u>Mailing Lists; Sales & Distribution</u>
<u>Market Share and Market Trends</u>	<u>Brands, Trademarks, & Logos</u>	<u>Advertising History, Criticism, and Public Service</u>

This guide provides selected information resources on Marketing and Advertising. Included are the Mildred F. Sawyer Library subscription databases, selected websites, and print resources. For specific book and periodical titles, check the [Suffolk University Library Catalog](#).

Periodical Indexes and Full-text Databases

Specialized Resources for Market Research and on the Advertising Industry

[Global Market Information Database \(GMID\)](#)

Produced by Euromonitor, this database provides very detailed international market research, presented as industry, company, country, and consumer reports. Although difficult to use, users may find detailed reports on specific subsets of industries throughout the world. Two recent examples are reports on the market for ice cream in Finland, and products for hair care in the Philippines.

[MRI+ Mediamark Reporter](#)

"The leading database of key magazine planning resources," Mediamark, makes its basic information about media available without charge, as long as you register for a free account. Create reports and working lists. Especially useful is the reader demographics you can find in the "Pocket Pieces--Top-Line Reports" section. Note: Suffolk student and faculty can also access the much more useful "**Mediamark Reporter**," which covers product and brand demographics, as well as media data. To access this area you **MUST** sign up using a Suffolk email address (with a domain extension of "suffolk.edu"). You cannot use your hotmail, yahoo, aol, or any other email account for this resource, as only validated Suffolk users are provided access to this library of market research statistics.

[SRDS Consumer Magazine Advertising Source](#)

Standard Rate & Data Service's (SRDS) Consumer Magazine Advertising Source provides all the information needed to advertise in consumer magazines and 'out-of-home' media (e.g., airports, bus shelters, taxis), including: contact information, rates, and circulation statistics. The online version also includes the "Local Market Audience Analyst Overview," a tool for demographic and lifestyle market research. Sawyer Library also subscribes to the [print versions of both the Consumer Magazine](#) and [Out-of-Home](#) source books.

[DemographicsNow](#)

DemographicsNow allows users to build a report on the statistical characteristics of a specific population. Demographic data categories include income, housing, race, age, education, consumer expenditures, - factors useful in determining where you should locate your business.

[Tablebase](#)

Tablebase pulls tabular and statistical information from several sources, and because of the nature of its tabular-format contents, Tablebase can be a good source of market share, sales, and product ranking information. For example, keyword searches such as "top AND ice cream brands" will bring documents such as "United States top 10 ice cream brands ranked by dollar sales, unit volume, and percent change for year ending November 30, 2008." The library has two licenses for simultaneous use, so please remember to "log out" when you have completed your session.

[First Research \(Industries\)](#)

First Research is a good source to use when looking for information on industries. Within the grouping for services is a profile on the advertising and marketing industry. The profiles include an overview, recent developments, challenges, trends & opportunities, and benchmark financial information.

Journal and Newspaper Databases

Trade journals and newspapers are also excellent sources of information on products, marketing strategies, product announcements, prices, market share, trends, and consumer behavior. Search by product name or industry group, or try a company name combined with "market share" or product type (using AND to connect the terms.)

[Communication & Mass Media Complete](#)

Communication & Mass Media Complete "incorporates CommSearch (formerly produced by the National Communication Association) and Mass Media Articles Index (formerly produced by Pennsylvania State University)" along with other journals related to communication and mass media. CMMC offers indexing coverage of more than 660 titles, and includes full text for 350 journals.

[Business Source Complete](#)

Business Source Complete provides full-text for more than 8,000 business journals, covering all areas related to business, including such titles as the *Harvard Business Review* back to 1922, volume 1, issue 1. Users also have the option to simultaneously search "Regional Business News," an additional database that provides full-text coverage of "75 business journals, newspapers and newswires from all metropolitan and rural areas within the United States."

[LEXIS-NEXIS Academic](#)

A huge full-text database of business information resources, including newspapers (domestic and foreign), trade journals, wire services, and transcripts. Source options include the category Business News Publications, found under the News search screen. Another option is to use the Sources Tab to find the Gale Group publication, "RDS (Responsive Database Services) Business and Management Practices - Selected Documents," and conduct a search within that publication for a particular company. For further information on the use of LexisNexis Academic, see our [database guide](#).

[Infotrac's General Business File ASAP: Company ProFiles](#)

Provides articles from magazines and trade journals, and investment analysts' reports on major companies and industries, including, the company's finances, strategic ventures, products and technology, and the overall industry. To access the Company ProFiles, choose the advanced search, then Company ProFiles, then select company name from the drop-down box, and enter the name. The Sawyer Library's Guide, [Company Information in Infotrac's General Business File ASAP](#), includes detailed instructions on the features of this database.

[Communication Abstracts](#)

Communication Abstracts' areas of coverage include Television, Film, and Media Studies, Business Communication, Mass Communication, and Intercultural Communication.

[JSTOR](#)

JSTOR provides the complete backfiles of nearly 200 core scholarly journals in several disciplines, including 46 business journals. Titles include the *Journal of Consumer Research* for the years 1974-2003, and *Marketing Science*, 1982-2004.

[Sage Journals Online](#)

Sage Publications publishes over 450 journals in Business, Humanities, Social Sciences, and Science, Technology and Medicine. Journals relevant to marketing include the *Journal of Consumer Culture* and the *Journal of Marketing Education*.

[Wall Street Journal](#)

The Wall Street Journal, Eastern Edition, is available online in full-text from 1984 to the present from the ProQuest database. Sawyer Library also subscribes to a [PDF file Wall Street Journal archive, 1889-1991](#).

[New York Times Historical Archive: 1851-2005](#)

"The New York Times (1851-2005) offers full page and article images with searchable full text back to the first issue. The collection includes digital reproductions providing access to every page from every available issue." The advanced search has the option of searching for display ads.

[Small Business Resource Center](#)

Small Business Resource Center is intended as a one-stop source for entrepreneurs and small business owners who are looking for information on business plans, bookkeeping, financing, human resource management, marketing and market analysis, sales strategy, regional tax laws or starting a home-based business. The opening screen has the option of choosing Business Topics, which leads to a list of topics including Internet marketing, Market research, and Market strategy.

[AdAge.com - Advertising Age](#)

<http://www.adage.com/>

AdAge is the web version of the leading advertising weekly, Advertising Age. It includes news listings, special reports, conference and events listings, and international coverage. The [Ad Age Data Center](#) provides a lot of useful industry data such as "100 Leading National Advertisers," "Global Marketers," "Megabrands," and other categories. Be forewarned that access to most of the content on this website requires registration, and "premium" content requires payment.

However, [Advertising Age](#) is also available in full-text to the Suffolk community through several of our subscription databases (from 1986 to the present in Lexis) and in print/microfilm from 1930 to the present.

Marketing Plans; General Marketing Resources; Handbooks, Encyclopedias, and Dictionaries

Marketing Plans

[Marketing Plans: How to Prepare Them, How to Use Them](#)

REF HF5415.13 .M369183 2007

Topics include the customer and market audit, the product audit, the advertising and sales promotion plans, the pricing plan, the distribution plan and customer service plan.

[Mplans.com: Sample Marketing Plans](#)

<http://www.mplans.com/spm/>

This is the companion website to [Bplans.com](#), the business plan website. The Mplans website offers a limited selection of free marketing plans, (search by business type or browse by title), that are drawn from the much larger collection available in the commercial product Marketing Plan Pro.

[Entrepreneur.com: Marketing How-To Guides](#)

<http://www.entrepreneur.com/marketing/howtoguides/index.html>

Here is a collection of articles about marketing plans: how to create one, the ingredients and structure of a marketing plan, a marketing plan checklist, etc.

[Small Business Administration: Small Business Planner](#)

<http://www.sba.gov/smallbusinessplanner/index.html>

A section from the U.S. Small Business Administration's webpages, which in addition to marketing includes advice on business plans, finance, and taxes.

[How Marketing Plans Work](#)

<http://money.howstuffworks.com/marketing-plan1.htm>

An online full-text article about marketing plans, written by Lee Ann Obringer - a staff writer for HowStuffWorks with a degree in journalism/advertising from the University of North Carolina at Chapel Hill. The article covers topics such as market segmentation, price and promotion strategies.

General Marketing Resources

[MarketingPower.com \(American Marketing Association\)](http://www.marketingpower.com/)

<http://www.marketingpower.com/>

The American Marketing Association is one of the largest professional associations for marketers, so their "MarketingPower" website is definitely worth a visit. Besides a career center, there are articles & reports, marketing tools, and a section on best practices. Some of the information is available only to members, but many of the resources can be accessed by nonmembers, as well.

[KnowThis.com](http://www.knowthis.com)

<http://www.knowthis.com>

Calling themselves a "Marketing Virtual Library" and "knowledge source for market research, marketing plans, internet marketing, marketing careers & much more," this commercial site can't quite live up to its hype, but does act as a portal to valuable marketing information. Browse through categories like "Marketing Basics, History" and "Internet Marketing" or use the search engine to find materials by keywords. Useful basic marketing information (such as the tutorial "How to Write a Marketing Plan ") can definitely be found here. But for high-quality market research, the best the site can do, not surprisingly, is link you to fee-based resources.

[Experian Simmons: White Papers](http://www.smr.com/web/guest/white-papers/overview)

<http://www.smr.com/web/guest/white-papers/overview>

Experian Simmons offers a small collection of white papers for free. These papers discuss various topics related to consumer research, such as "green" consumers, voter behavior, and internet access. "Experian Simmons--formerly named Simmons Market Research Bureau--is a wholly-owned subsidiary company of Experian Marketing Solutions."

[MarketingProfs.com](http://www.marketingprofs.com)

[http://www.marketingprofs.com/](http://www.marketingprofs.com)

"Founded in June 2000, MarketingProfs.com is an online publishing company" specializing in providing "both strategic and tactical marketing know-how to Internet and offline marketing professionals through a combination of provocative articles and commentary." You can browse through article categories like "Branding" and "Marketing Metrics" and access certain recent articles without free membership, but to access many of the full articles you must sign in.

[MRI+](http://www.mri.plus)

<http://www.mri.plus>

"The leading database of key magazine planning resources," Mediamark, makes its basic information about media available without charge, as long as you register for a free account. Create reports and working lists. Especially useful is the reader demographics you can find in the "Pocket Pieces--Top-Line Reports" section. Note: Suffolk student and faculty can also access the much more useful [Mediamark Reporter](#), which covers product and brand demographics, as well as media data. To access this area you MUST sign up using a Suffolk email address (with a domain extension of "suffolk.edu"). You cannot use your hotmail, yahoo, aol, or any other email account for this resource, as only validated Suffolk users are provided access to this library of

market research statistics.

[Marketing Today](#)

<http://www.marketingtoday.com/index.htm>

Marketing Today is a "Webzine and e-mail newsletter on marketing" created by Peter DeLegge, a BtoB marketing professional. It has some interesting free content posted related to the field, and even has a few free "tools," like a "Direct-mail/E-mail Campaign ROI Calculator" that estimates return on investment based on different criteria.

[Creative Magazine](#)

<http://www.creativemag.com/homepage.html>

Creative, The Magazine of Promotion and Marketing is published in the interest of sales promotion and marketing executives who manage Point-of-Purchase Display, Trade Show Exhibit and Sales Promotion Programs." If you are interested in this specific aspect of marketing, this website can be a useful one, since many of the articles from the current issue, and [back issues](#) for the last five years, are available free here. There is also an online directory of companies in the field available here.

Handbooks, Encyclopedias, and Dictionaries

[Business Plans Handbook](#)

REF HD62.7 .B865

[Gale Virtual Reference Library: Business Plans Handbook](#)

Although not specifically geared to marketing, the *Business Plans Handbook* series provides sample business plans (including marketing issues) for a wide variety of enterprises (e.g. advertising agency, bagel shop, internet café, etc.) View the full-text of the contents of volumes 1-10 online by linking from the Sawyer online catalog, or go to the Gale Virtual Reference Library and browse the title list, or use all ten print volumes in the Sawyer Library Reference collection.

[Plunkett's Advertising & Branding Industry Almanac](#)

REF HF5804 .P596 2004

"The only comprehensive guide to advertising companies and trends."

[The Advertising Age Encyclopedia of Advertising](#)

3 vols.

REF HF5803 .A38 2003

The essays in this three volume set fall into one of four categories: agency histories; advertiser, brand, or market history; biographies; and the theoretical, methodological, or practical aspects of marketing and advertising.

[Handbook of Marketing Scales](#), 2nd ed.

REF HF 5415.3 .B323 1999

A "compilation of multi-item, self-report measures developed and/or frequently used in consumer behavior and marketing research."

[Marketing Scales Handbook: a Compilation of Multi-Item Measurement](#)

REF HF 5415.3 .B785 1992-2001

Discusses scales relating to consumer behavior, advertising measures, and other areas. Evaluation of each scale includes a description, origin, samples, reliability, and validity.

[PDMA Handbook of New Product Development](#)

REF HF 5415.153 .P35 2005

Topics include market analysis and segmentation, launching a new product, and post-launch evaluation.

[Dictionary of Marketing Communications](#)

REF HF5412 .G68 2004

Defines over 4000 terms, concepts, and jargon related to marketing and communications.

[Texas Advertising: Glossary of Terminology](#)

<http://advertising.utexas.edu/resources/terms/index.htm>

An online glossary of advertising terms from the Department of Advertising and Public Relations at UT-Austin.

Market Share and Market Trends

[Tablebase](#)

Tablebase pulls tabular and statistical information from several sources, and because of the nature of its tabular-format contents, Tablebase can be a good source of market share, sales, and product ranking information. For example, keyword searches such as "top AND ice cream brands" will bring documents such as "United States top 10 ice cream brands ranked by dollar sales, unit volume, and percent change for year ending November 30, 2008." The library has two licenses for simultaneous use, so please remember to "log out" when you have completed your session.

[Market Share Reporter](#)

REF HF 5410 .M35 (Latest at Ref. Desk)

"An annual compilation of reported market share data on companies, products, and services," gathered from periodical literature.

[Standard and Poor's NetAdvantage: Industry Surveys](#)

Print: [Standard & Poor's Industry Surveys](#)

REF HC 106.6 .S74

Standard and Poor's Industry Surveys provides detailed economic and business information for 52 major U.S. industries. They are searchable by company name or industry. For each industry covered, the surveys outline the current environment and recent trends, and discuss the major players and their market share data.

[American Forecaster Almanac](#)

Ref Desk HC 106.8 .A443 2006

Contains brief descriptions of trends amongst businesses and consumers, as well as in science, entertainment, fashion, and travel. Topics include trends in home improvement spending and wireless usage.

Demographics, Psychographics, and Market Segmentation

Online Resources

[SRDS Consumer Magazine Advertising Source](#)

The online version of Standard Rate & Data Service's (SRDS) Consumer Magazine Advertising Source offers the "**Local Market Audience Analyst Overview**," a tool for demographic and lifestyle market research.

[MRI+ Mediamark Reporter](#)

Mediamark Reporter is another tool that lets users create reports on consumers and their product and media choices. Current Suffolk students and faculty may access Mediamark Reporter online by signing up for a free account. Users will be validated by an email sent to their Suffolk email address. Once you have entered the MRI+ site, click on the "Mediamark Reporter" tab for access to the report menus.

[DemographicsNow](#)

DemographicsNow allows users to build a report on the statistical characteristics of a specific population. Demographic data categories include income, housing, race, age, education, consumer expenditures, - factors useful in determining where you should locate your business.

[U.S. Census Bureau](#)

<http://www.census.gov>

The U.S. Census Bureau is *the* primary source of demographic and economic statistics, such as housing and income. Choose the link called [American FactFinder](#) for Census 2000 data.

[Consumer Expenditure Surveys \(U.S. Department of Labor, Bureau of Labor Statistics\)](#)

<http://www.bls.gov/cex/>

"The Consumer Expenditure Survey (CEX) program consists of two surveys—the quarterly Interview survey and the Diary survey—that provide information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics."

[The Association for Consumer Research: ACR Proceedings - Advances in Consumer Research](#)

<http://www.acrwebsite.org/volumes/>

Buried in the Association for Consumer Research website is online access to the publication *Advances in Consumer Research* and related special volumes. Use the search engine to find papers and articles on consumer behavior, or go to the advanced search, choose a volume and select enter; the table of contents will result. The library also has the printed volumes, [Advances in Consumer Research](#), in the general stacks under HF 5415.3 .A84b.

[ClickZ Stats](#)

<http://www.clickz.com/stats/>

"ClickZ Stats is the Web marketer's guide to online facts, Internet research, trends, and analysis." The site provides statistics on internet usage: internet traffic, demographics and geographic location of users, and statistics on advertising and e-commerce. ClickZ Stats does not conduct its own research or surveys, rather it gathers and presents research conducted by other organizations.

[Helpful Websites for Gathering Demographic- and Psychographic- Related Information](#)

<http://www.siu.edu/~mktg363/demolink.html>

A helpful list of links for demographics and psychographics, compiled as part of the [Consumer Behavior](#) site by Dr. Gordon C. Bruner II, of the Southern Illinois University Department of Marketing.

[Nielsen Claritas](#)

<http://cluster1.claritas.com/claritas/Default.jsp>

"Claritas is a marketing information resources company," that offers companies products and services to assist in customer acquisition. Unlike most commercial websites, Claritas offers some free information. Most notable are the segmentation look-ups, [You Are Where You Live \(zip code look-up\)](#).

[Tapestry Segmentation \(Segmentation Area Profiles from ESRI Business Information\)](#)

http://www.esri.com/data/community_data/community-tapestry/index.html

Although most of the information on this commercial site requires payment, you can search your zipcode to find generalizations on your probable lifestyle, based on the Community Tapestry segmentation system. The site also includes a summary description of the designated [65 market segments](#) (e.g., "Rustbelt Traditions," "Dorms to Diplomas") and the [Community Tapestry](#)

[Handbook](#), a more detailed description of the various lifestyle segments.

[SRI Consulting Business Intelligence: VALS \(Values and Lifestyle\)](#)

<http://www.sric-bi.com/VALS/>

The SRI Consulting Business Intelligence company has used the VALS (Trademark) system since 1978. VALS is a marketing tool designed to group consumers into categories based on personality traits. An online version of the [VALS survey](#) as well as a brief description of the [VALS personality segments](#) and their likely behavior is freely available. Users interested in completing the survey may want to read the [VALS FAQs](#).

[HNW \(High-Net-Worth\)](#)

<http://www.hnw.com/intelligence/market.jsp>

The HNW (High-Net-Worth) company provides "marketing solutions to financial services companies and intermediaries seeking to capture and serve the high-net-worth market." Although most of the reports on this website require purchase, HNW does provide a [news section](#) which gathers news items relevant to the high-net-worth population.

[Food and Brand Lab](#)

<http://foodpsychology.cornell.edu/index.htm>

Professor Brian Wansink of the Marketing Department of the University of Illinois, Urbana-Champaign, founded the Food and Brand Lab in 1992. Several interdisciplinary researchers, three test kitchens, five participating supermarkets, and a panel made up of 3000 consumers are cooperating "to conduct research into why consumers buy what they buy and eat what they eat." Full text (PDF format) articles are available on topics such as the marketing of biotechnology and package size.

[How to Segment Your Market](#)

http://www.toolkit.cch.com/text/P03_1036.asp

This is a brief article on the basics of market segmentation produced by the CCH Business Owner's Toolkit. Another useful article from this site in the same vein is [Niche Marketing](#).

[TVB Online's Research Central](#)

http://www.tvb.org/nav/build_frameset.asp?url=/rcentral/index.asp

TVB, Television Bureau of Advertising, provides this general source for viewing demographics, reach, and television advertising. Unfortunately much of the content requires subscription (marked with a red 'm' for members), but some content is still openly available.

Print Resources

[Statistical Abstract of the United States](#)

REF HA 202 .S797 (latest kept at Ref. Desk)

"The *Statistical Abstract of the United States*, published since 1878, is the standard summary of statistics on the social, political, and economic organization of the United States." The Census Bureau also provides an [online version of the Statistical Abstract](#).

[Lifestyle Market Analyst](#)

REF Desk HF 5415.33 .U6 L54 2008

This reference source for "local, regional, [and] national level" market analysis provides geographic and demographic population breakdowns along with the most popular lifestyle activities for each group.

[Demographics USA - County Edition](#)

REF Desk HF5415.3 .D463 2008

This volume provides data and rankings down to the county level for categories such as effective buying power, and the number of establishments and the level of sales organized by store group type.

[Community sourcebook of ZIP code demographics](#)

REF Desk HA203 .S66 2006

For each zip code in the nation, users can obtain information on resident demographics (including spending potential), the predominant industry of the area, and the predominant consumer segment.

[Consumer USA](#)

REF. Desk HC101 .C744 2008

The bulk of this book is devoted to statistics outlining major marketing parameters (demographics, ownership rates for key consumer goods), and consumer market information (sales value/volume, and forecasts up to 2006 for 320 consumer products).

[Consumer International](#)

REF. Desk HC79.C6 C636 2006-07

A "compendium of consumer market information on 28 major non-European markets." For example, users can compare the 2001 per capita volume and value of olive oil sales in Australia, Israel, and the U.S.

[World Consumer Lifestyles Databook](#)

REF. Desk HF5415.3 .W67x 2008

This volume presents "statistics on the lifestyles of consumers in 71 countries" in three sections: comparative world rankings, cross-country comparisons, and country-specific data.

[International Marketing Data and Statistics](#)

REF Desk HA42 .I56 2008

This Euromonitor publication is "a compendium of statistical information on the countries of the Americas, Asia, Africa, and Oceania" which covers "business and marketing information." Sections include household profiles and consumer market sizes.

[Best Customers: Demographics of Consumer Demand](#)

REF Desk HC 79.C6 B47 2006

"Based on data from the Bureau of Labor Statistics' 1997 consumer Expenditure Survey, *Best Customers* examines spending patterns by the demographic characteristics of households."

[Demographics of the U.S.: Trends and Projections](#)

REF Desk HC 106.82 .R87 2007

In addition to the standard categories of housing, spending, health, and education, this volume also covers topics in attitudes and behavior.

[Household Spending: Who Spends How Much on What](#)

REF Desk HC 110 .C6 H68 2007

Predictably, chapters are entitled "Spending on..." apparel, entertainment, food, gifts, health care, etc.

[Survey of Buying Power](#)

REF Desk

Self-described as "the ultimate guide to American consumer spending," this was a special annual issue of the journal *Sales and Marketing Management*, (SMM). Unfortunately, the survey (typically published in August or September) is no longer a part of the regular publication, and it is only available for a fee through the website <http://www.surveyofbuyingpower.com>. Older surveys, [1999-2005](#), are available in print, and [1995-1997](#) is available in Business Source Complete.

[American Generations](#)

REF Desk HC 110 .C6 M545 2005

"Who they are, how they live, what they think."

[Getting Wiser to Teens](#)

REF HF5415.32 .Z65 2004

"More insights into marketing to teenagers."

Marketing Campaigns

[Encyclopedia of Major Marketing Campaigns](#)

REF HF 5837 .E53 2000

[Gale Virtual Reference Library: Encyclopedia of Major Marketing Campaigns](#)

Presents an overview of 500 of the major advertising campaigns of the 20th century. Each campaign includes a discussion of the historical context, target market, competition, marketing strategy, the campaign's outcome, and a bibliography.

[Major Marketing Campaigns Annual](#)

REF HF 5837 .M35 1998-99

Although only two "annual" volumes have been published to date, this is a useful source for examples of major advertising campaigns. Examples include the U.S. Postal Service's "Fly like an eagle," and VISA's "It's everywhere you want to be" campaigns.

Brands, Trademarks, & Logos

[Business Week: Best Global Brands 2008](#)

http://www.businessweek.com/magazine/content/08_39/b4101052097769.htm

Earlier Business Week brand rankings are also available:

- [Business Week: Best Global Brands 2007](#)
- [The 100 Top Brands Scoreboard 2007](#)
- [The 100 Top Brands 2006](#)
- [Global Brands 2005](#)
- [Global Brand Scoreboard 2004](#)
- [Global Brand Scoreboard 2003](#)
- [Global Brand Scoreboard 2002](#)
- [Special Report: The Best Global Brands](#), (provides a prose analysis of "Cult Brands," with links to pages profiling the companies mentioned.)

[brandchannel.com](#)

<http://www.brandchannel.com/>

Brandchannel says that its purpose is to provide "lively debate, informed analysis, career insights and industry resources--all on the subject of brands and branding." There are weekly brand profiles, articles on specific topics (celebrity endorsements is one recent example), and a wide variety of features. The website is handsomely produced, and the content is, indeed, "lively."

[Basic Facts About Trademarks](#)

<http://www.uspto.gov/web/offices/tac/doc/basic/index.html>

Answers FAQs about trademarks, such as advantages of registration and application requirements.

[The Brandweek Directory](#)

REF HF6182.U5 A39 2006

"The Directory of U.S. Brand-Name Products and Services and their Marketing Companies." Includes statistics such as media expenditure by industry category, and the top 2000 brands (listed by category) ranked by media spending.

[Brands and Their Companies](#) 2 vols., plus supplement

REF T223.V4 A25 2003

This two volume set is arranged by brand (over 426,000 brands are covered), and provides the brand name, product description, and the company that manufactures the brand.

[Encyclopedia of Consumer Brands](#), 3 vols.

REF HF 5415.3 .E527 1994

A three volume set covering consumable products, personal products, and durable goods.

[Living Logos: How Corporations Renew their Image](#)

REF T 325 .L58x 1993

This book "addresses the issue of changes in corporate logos," and provides examples from some of the best known companies such as Westinghouse and Chevron.

Advertising Resources: Rates, Directories, Publications

[AD \\$ Summary](#)

REF HF 5801 .A18 2002

The *Ad \$ Summary* provides information on media expenditures by companies, such as the top 100 companies ranked by expenditures in magazines, newspapers, Sunday magazines, and television.

[SRDS Consumer Magazine Advertising Source](#)

REF DESK HF 5905 .S725 Latest two issues.

[SRDS Out-of-Home Advertising Source](#)

REF DESK HF5813.U6 O88

These publications list magazines and out of home media by classification category and media type/location respectively, (e.g. "gardening" or "outdoor advertising") and provides contact information, advertising rates, and circulation totals.

[Advertising Ratios and Budgets](#)

REF HF5801 .A2446 2007

Provides analysis of company advertising budgets and rankings such as the top 1000 companies by size of budget and by budget growth rate.

[GreenBook Worldwide Directory](#)

<http://www.greenbook.org/>

Links to searchable editions of the *GreenBook*, which provides worldwide listings for marketing research companies and services, and the *Focus Group Directory*, which offers a comprehensive listing of facilities and services for conducting focus groups. The print version of the [GreenBook Worldwide Directory](#) is also available in the Sawyer Library reference stacks.

[Blue Book Research Services Directory](#)

<http://www.bluebook.org/>

The Marketing Research Association provides "a one-stop reference source for business professionals who purchase consumer and opinion research services." Their directory includes descriptions of services and facilities owned and operated by data collection companies, research companies and suppliers of related services throughout the United States, Canada and other countries. The advanced search allows you to search for particular services like "focus group facilities" by criteria like location and technology used (e.g., "Web Broadcasting"). To use this site you must register for a free account.

[AdForum.com](#)

<http://www.adforum.com/>

AdForum says that it is "the Internet's leading portal to the advertising, marketing and communications industry, with direct links to 17800 agencies in 138 countries." You can search to find details (like agency) on a particular brand ad campaign, but if you want a reproduction of the ad, they will charge you money.

[Direct Marketing Association](#)

<http://www.the-dma.org/>

This is the major industry group for direct marketers. Some recent news and "Better Marketing" advice is available without logging in, but for much of the "free" content like white papers on topics like e-business strategies and multi-channel marketing, you must sign up for an account. If you are interested in government or ethical issues (like tax collection or spamming), this site can also be useful.

Bacon's Directories

[Bacon's Magazine Directory](#), REF Z286.P4 B33 2008

[Bacon's Newspaper Directory](#), REF Z286.N48 B33 2008

[Bacon's Radio Directory](#), REF Z286.R33 B33 2007

[Bacon's TV/Cable Directory](#), REF Z286.T45 B33 2007

These volumes are intended to help the user identify media and broadcasters. Each volume includes contact information, as well as information about geographic coverage, circulation, programming, and target audience as appropriate.

[Editor & Publisher Market Guide](#)

REF. Desk HF5905 .E38 2009

This directory of newspaper markets and their demographics provides information on 1600 daily newspaper cities in both the U.S. and Canada. Descriptions include ethnic breakdowns, principal retail centers, transportation, and the presence of military bases or college / university campuses.

[Advertising Red Books](#)

REF. HF5805 .S7 2007

This multi-volume set is divided into three sections: advertisers, agencies, and supplemental entries. The advertiser volumes identify over 14,000 companies in the U.S. with an annual advertising budget greater than \$200,000 for regional or national advertising campaigns. The agencies volume provides an overview of advertising agencies and their national and international branch offices. Taken together these volumes paint a picture of ad agencies and their clients.

[Advertising World](#)

<http://advertising.utexas.edu/world/>

"The Ultimate Marketing Communications Directory" from the University of Texas at Austin. Listings include Social Marketing and Package & Logo Design.

[American Association of Advertising Agencies: Agency Search](#)

<http://www.aaaagencysearch.com/>

This section off of the main [AAA website](#) allows the user to search for advertising agencies by name or by geographic location.

Mailing Lists; Sales & Distribution

[Reference USA](#)

Excellent source of information on small businesses, including businesses with under five employees. Combine any number of attributes together to find information on over 14 million companies located in the United States.

[Thomas Register](#)

<http://www.thomasnet.com/>

Provides company listings on over 173,000 U.S. companies, and it includes over 68,000 product and service headings, that enable the user to find manufacturers for everything from filter housings to steel balls. A useful feature is the online supplier catalogs, that provide detailed buying information about a company's products or services; these online catalogs can be searched by company name or product group. The website is free (registration is required).

Advertising History, Criticism, and Public Service

[Texas Advertising: Advertising World](#)

<http://advertising.utexas.edu/world/>

This metasite, sponsored by the University of Texas at Austin, calls itself "The Ultimate Marketing Communications Directory." At the very least it provides a regularly-updated and extensive list of categories ("Coupons," "Subliminal Messages" and "Word of Mouth" are just a few examples) that link visitors to a great many websites both critical and celebratory of advertising.

[Emergence of Advertising in America: 1850 - 1920](#)

<http://scriptorium.lib.duke.edu/ea>

If you are interested in the history of U.S. advertising, this collection from Duke University of over 9,000 images can be very useful.

[Ad*Access](#)

<http://scriptorium.lib.duke.edu/adaccess/>

Ad*Access, also based at Duke University, reproduces 7,000 ads from U.S. and Canadian newspapers and magazines, from 1911 through 1955. "Ad*Access concentrates on five main subject areas: Radio, Television, Transportation, Beauty and Hygiene, and World War II."

[AdFlip](#)

<http://www.adflip.com/>

Billing itself as "the world's largest archive of classic print ads," this website is also a good source of advertising reproductions, and is more up-to-date than the previous two sites. It is a pay subscription site, but extensive selections are available for free to non-subscribers.

[Adbusters](#)

<http://www.adbusters.org>

A highly critical, very insightful, and often hilarious examination of commercials and ad campaigns.

[Advertising Council](#)

<http://www.adcouncil.org>

Interested in "PSAs"? The Advertising Council is the industry group that conducts ad campaigns for the public good. This website provides information on current and historical campaigns.