ADVERTISING BUDGETS AND EXPENDITURES

Advertising Ratios and Budgets.  

(Ref. HF 5801 A3448x 1995-2002)

ADVERTISING MEDIA

Broadcasting and Cable Yearbook.  

(Ref. HE 8689 B77)

Standard Rate & Data Service. (SRDS)  

(Ref HF 5905 S73)

This service offers separate directories giving advertising rates, specifications, and circulation for publications, broadcast stations, and other advertising forums, in the following media:

- Business Publication Advertising Source (monthly in three parts)
- Community Publication Advertising Source (semiannual profile of weekly newspaper and shopping guides)
- Consumer Magazine Advertising Source (monthly)
- Direct Marketing List Source (bimonthly)
- Newspaper Advertising Source (monthly)
- Radio Advertising Source (monthly)
- TV and Cable Source (quarterly)

The services for newspapers, radio, and TV and cable include marketing statistics for states, counties, cities and metropolitan areas.  

The SRDS is also available online.

ADVERTISERS


(Ref HF 5805 U8x)


(Ref. HF 5805 S72).

Standard Directory of Advertisers  

(Ref. HF5805 S7).

Standard Directory of Advertisers Indexes.  

(Ref. HF5805 S7).

These are now available online through the Baylor Libraries homepage

AGENCIES


(Ref. HF 5805 S72)

Revised by Carol L. Schuetz, 08/2007

U.S. Sourcebook of Advertisers: Publicly Owned Corporations That Advertise.  (Ref HF 5805 U8x)

Annual publication listing corporate names, addresses, phone numbers, names and titles of top three senior executives, annual advertising growth rate, projected sales for the calendar year, projected advertising budget for the calendar year, sales growth rate, advertising to sales ratio, fiscal year closing, stock exchange ticker symbol, and U.S. Department of Commerce SIC code. The directory is arranged by state and by zip code within state.

CAREERS

Career Opportunities in Advertising and Public Relations. Rev. ed. (Ref. HF 5828.4 F54)

Dun's Employment Opportunities Directory. Career guide (Ref. HF 5382.5 U5 D86)

Encyclopedia of Careers and Vocational Guidance. (Ref. HF 5381 E52)

Making it in advertising: an insider's guide to career opportunities. (HF5813.U6 M57 1993)

DEMOGRAPHICS

Best Customer: Demographics of Consumer Demand (Ref. HC 79.C6 R87)

Circulation. SRDS Circulation/ American Newspaper Markets. (Ref. HF 5905 A57)

Cities Ranked and Rated (Ref. HN 60.C58)

Demographics USA – county edition (Ref HF 5415.1 .D46)

Editor and Publisher Market Guide. (Ref. Oversize HF 5905 E38)

Lifestyle Market Analyst (Ref HF5415.33.U6 L54 2005)

Profiles of America (Ref HT123.P7624)

Profiles of Texas (Ref HT 123.5 .T4 P76)

State Profiles: The Population and Economy of Each U.S. State (Ref. HA 203.S74x)

Survey of Buying Power. (special issue of Sales and Marketing Management) (Periodicals. Moody Library, 2nd floor)

Who’s Buying series (please see BearCat for individual titles)

Revised by Carol L. Schuetz, 08/2007
INDUSTRY

Standard and Poor's Industry Surveys 3 volumes. (Reference Desk)

U. S. Industry & Trade Outlook "01" (Ref Desk HC 101 U54)

Encyclopedia of American Industries (Ref HC 102 .E53 2001)

Encyclopedia of Emerging Industries (Ref HD 2324 .E528)

OTHER SOURCES:

Abstracts and Indexes

Business Periodicals Index. 1959-present. (REF Z 7164 C81 B983)

Indexes articles in over 350 business journals in such fields as accounting, public relations, management, advertising, industry, etc. The index is arranged alphabetically by subject with each entry providing complete bibliographic citation information. Companies are listed by name.

The Wall Street Journal Index. 1990 - Present. (Ref HG 1 .W26)

1958 – 1989 in Reference collection

Dictionaries and Encyclopedias

The Advertising Age Encyclopedia of Advertising. (Ref HF5803 .A38x 2003)

Dictionary of Advertising. (Ref. HF 5803 J4x 1990)

NTC's dictionary of advertising / Jack G. Wiechmann. -- 2nd ed. (Ref. HF5803 .W54 1993)

Dictionary of marketing and advertising / Jerry M. Rosenberg. (Ref. HF5415 .R577 1995)

Encyclopedia of Major Marketing Campaigns (Ref HF 5837 .E53)

Guides

Advertising media A to Z : the definitive resource for media planning, buying, and research. (Ref HF5826.5 .S848 2004)

American Advertising: A Reference Guide. (Ref. HF 5823 W55x 1988)

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Special Issues

Advertising Age. Weekly. 1958-.
July 1985-, Microfiche, (Ref. Department.)

- March - Agency Income Issue; TV Syndication
- September - 100 Leading National Advertisers
- December - 100 Top Markets

(Current issues are shelved in Periodicals. Moody Library, 2nd floor).

- May - Women and Advertising
- June - Directories of Advertising
- August - Retailing Special Report

Guide to Industry Special Issues. (Ref. Desk HC 103 G87x)

Guide to Special Issues and Indexes of Periodicals. (Z 7164 C81 G85)

Special Issues Index. (Z 7164 C81 S624 1982)

Electronic Resources

ABI/Inform (Proquest)
Indexes 1000 worldwide business periodicals -- many full text -- covering topics such as advertising, marketing, economics, human resources, finance, taxation, computers, etc. Also provides information on 60,000+ companies.

Advertising redbooks.com The Agency Database contains detailed profiles of nearly <14,000> U.S. and international advertising agencies, including accounts represented by each agency, fields of specialization, breakdown of gross billings by media, contact information on agency personnel, etc. The Advertiser Database contains exclusive information on over <18,000> U.S. and international advertisers who each spend more than $200,000 annually on advertising. Each listing includes advertising expenditures by media, current agency, fiscal year-end and annual sales, contact information on key personnel, brand name info, S.I.C. classifications and other key data.

Business and Company Resource Center
Contains company information, articles and investment reports. (Replaces General Business Files). (requires campus network or proxy connection.) Some Full Text available.

Business Source Complete
Indexes scholarly business journals covering management, economics, finance, accounting, international business, and much more. Some Full Text available.

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Mergent Online
Provides information on over 10,000 U.S. public companies, 11,000+ non-U.S. public companies, and 17,610 municipal entities, as well as extensive corporate and municipal bond, UIT, and dividend information.

Mintel Reports  Consumer and market research reports

Lexis-Nexis Academic
The business component of Lexis-Nexis Academic UNIVerse includes company, country, financial, demographic, market research and industry reports.

Standard and Poor’s NetAdvantage

Standard Rate & Data Service
This resource provides advertising rates for a variety of media (radio, television, newspapers, etc.)

Wall Street Journal
Full text access to the Wall Street Journal from 1986 - date. It also includes indexing to articles from 1889 to 1986 (Deep Back File), but the full text of most of those articles will not be available.

Internet Resources

The following sites provide comparisons of cities in multiple categories:

Advertising Age :  http://www.adage.com/
Best Places to Live :  http://www.pathfinder.com/money/bestplaces/
BestPlaces.net :  http://www.bestplaces.net/
Adeaters:  http://www.adeater.com
Nielsen Net Ratings:  http://www.nielsennetratings.com
American Advertising Federation:  http://www.aaf.org
Media Education Foundation:  http://www.mediaed.org
Advertising Age:  http://www.advertisingage.com

General Works

Maria Veloso.  Web copy that sells : the revolutionary formula for creating killer copy every time  

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Helen Kelly-Holmes. *Advertising as multilingual communication*  
HF5823 .K346 2005

Rick Mathieson. *Branding unbound: the future of advertising, sales, and the brand experience in the wireless age*  
HF5548.34 .M38 2005

Mitch Meyerson. *Success secrets of the online marketing superstars.*  
HF5415.1265 .M47 2005

Kristin Cullen. *Layout workbook: a real-world guide to building pages in graphic design*  
NC1000 .C85 2005

*Vault guide to the top advertising & PR employers* / edited by Laurie Pasiuk and the staff of Vault.  
HF5828.4 .V38 2005

Mark Tungate. *Fashion brands: branding style from Armani to Zara*  
HD9940.A2 T86 2005

Lisa Jacobson. *Raising consumers: children and the American mass market in the early twentieth century*  
HF5415.33.U6 J33 2004

Juliet B. Schor. *Born to buy: the commercialized child and the new consumer culture.*  
HF5415.33.U6 S355 2004

Robin Landa. *Advertising by design: creating visual communications with graphic impact*  
HF5823 .L23 2004