

Advertising Research & Resources

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I. JOURNAL ARTICLES & OTHER DATABASES

At the WSU Libraries Gateway, click on **Article Indexes/E-Journals**; then **Databases...A - Z**. From the list of databases, select:

Business Source Complete (EBSCO). Includes full-text articles from advertising, business, and public relations journals, as well as some financial data, conference proceedings, research reports, and case studies.

Global Market Information Database. Provides market reports on national and international consumer goods markets (350 consumer, industrial and service sectors) in 207 countries worldwide. Includes market analysis studies at country, regional, and global levels; company profiles and analysis; industry briefings; statistical handbooks; market share rankings, etc.

Mergent Online. Replaces the Moody's manuals. Supports current and historical company and industry research for 11,000 U.S. public and 17,000 non-U.S. public companies. Includes financial statements, EDGAR (filings, history, property, subsidiaries, officers, dividend and stock split history, annual stock price ranges) and status of companies which were merged, acquired, or went bankrupt from 1995 on.

Lexis-Nexis Academic. Click on the **Business** button for full-text articles from business and legal periodicals, newspapers, newsletters, broadcast transcripts, company reports, etc. Click on the **Legal Research** button for full-text legal news and law review articles.

II. COMPANIES, SALES & BACKGROUND INFORMATION

Located in Reference Room

Lexis Nexis Corporate Affiliations, 8 vols. Use the "Master Index" to locate company or brand names for brief information on major public and private businesses throughout the world.

HG4057 A219

D & B Million Dollar Directory, 5 vols. Provides brief information on over 160,000 companies. Index volumes have SIC and geographic information.

HC 102 D8

Encyclopedia of Consumer Brands, 3 vol. Contains graphics and text describing over 600 prominent brands and advertising strategies for consumable products, personal products, and durable goods.

HF5415.3 .E527 1994

International Directory of Company Histories, 60+ vols. and growing! Consult the Index to Companies in the back of the most recent volume to determine which volume contains information on a specific company.

HD 2721 .I63

(over)

- Market Share Reporter (annual) HF4510 .M35
Provides a listing of articles on market share, arranged by SIC codes. Use "Company Index" in the back of the volume.
- North American Industry Classification System (NAICS) Ref Desk - Ask
Supersedes the SIC Manual. Provides codes for various industries. HF 1042.5 N674
- Standard & Poor's Industry Surveys--Analyzes trends in major U.S. industries. Use indexes to surveys and companies. HC 106.6 S74
- Ward's Business Directory of U.S. Private and Public Companies HG 4057 A575
Vols. 5-8 list companies by SIC or NAICS codes and sales rankings.

III. TARGET MARKETS, DEMOGRAPHICS & LIFESTYLES

- Choices 3 (formerly Simmons Study of Media & Markets) Ref CD-ROM # 9
Useful for determining market size, consumption, and purchasing patterns. Correlates adult consumer behavior with the purchase of products, media, or services.
- Lifestyle Market Analyst--Provides demographic profiles for over 210 metropolitan markets (such as Seattle-Tacoma); lifestyle profiles based on data from 23 million U.S. households, and consumer profiles by age, sex, income, etc. HF 5415.33 U6 L54
(Newest edition on reserve)
- Mediamark Reporter (Similar to Choices 3)--Useful for demographics, lifestyles, products and brand usage, and advertising media preferences for adult consumers. Ref CD-ROMs # 6, # 7
- Statistical Abstract of the United States--Major statistics covering the basics such as population, income, occupation, etc. Click online link in Griffin for most recent edition. Ref Desk and online
- Survey of Buying Power and Media Markets HF 5438 S21x
Gives retail sales, effective buying income, and population data for both metro markets and media markets (DMAs). Includes 5-year projections.

IV. ADVERTISING EXPENDITURES & MEDIA COSTS

- Ad \$ Summary/Leading National Advertisers (LNA)--Gives advertising media expenditures for companies spending \$250,000 or more by "brand name" and parent company. Terrell Reserve Desk or HF 5801 A21x
- Gale Directory of Publications--Includes some advertising rates for journals, newspapers, radio and TV stations. Includes information for college newspapers. Arranged by state and then by city. Ref Desk--Ask
- Media Market Guide--Provides "costs per rating point" for Arbitron and Nielsen markets for television, cable, radio, newspapers, magazines and outdoor advertising. Terrell Reserve Desk or HF 5826.5 M43

Standard Directory of Advertisers--Gives advertising expenditures for more than 27,000 companies which spend at least \$75,000 annually. Has a "brand name" index. 2 vols. Accompanied by a Advertising Redbooks. Agencies, 4 vols. and supplement. HF 5805 S7

Standard Rate and Data Service (SRDS) publications provide detailed information on advertising media, advertising rates, target markets, etc. Holland Library owns the following four titles:

<u>TV and Cable Source</u> (advertising rates NOT given)	HF 5905 S745
<u>Newspaper Advertising Source</u>	HF 5905 S73
<u>Radio Advertising Source</u> (advertising rates NOT given)	HF 5905 S74
<u>Consumer Magazine & Agri-Media Source</u>	HF 5905 S725

V. OTHER RESOURCES

Advertising Age Encyclopedia of Advertising, ed. by John McDonough and the Museum of Broadcast Communications. (3 volumes) HF 5803 A38 2003

Advertising Managers Handbook by Robert Bly HF 5823 B634 1999

Advertising Media Planning (by Sissors and Barron) Terrell Reserve Desk
Provides the fundamentals of media plan construction with the latest tools, formulas, and approaches. HF 5826.5 S57 2002

Advertising Worldwide and More Advertising Worldwide HF 5823 A454 and
Discusses advertising and provides data for "selected" foreign countries. HF 5823 M57 2002

Broadcasting and Cable Yearbook HF 6146 R3 B722x
Comprehensive directory of names/addresses of organizations and people in radio, television, cable systems, networks, etc.

Publication Manual of the American Psychological Association Ref Desk--Ask
Popular style manual used for citing references in reports. Older copies are in the general stacks.

Want help? Please ask at the Reference Desk or contact Erica Carlson Nicol, 509-335-8614.