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## Advertising & Public Relations Sources

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Online Version: <http://www-lib.uwyo.edu/find/guides/index.cfm>

### Reference Sources

#### Advertising

##### Ad\* Access (Duke University)

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

Collection of over 7, 000 ads from U.S. and Canadian magazines and newspapers between 1911 and 1945. Subjects cover beauty and hygiene, radio, tv, transportation, and World War II.

**The Advertising Age Encyclopedia of Advertising.** New York: Fitzroy Dearborn, 2003

**Coe Ref HF 5803 .A384 2003 v. 1-3**

Essays on 80 advertising agencies, 160 corporate advertisers, brands, significant campaigns, 20 essays on market research methods, and more than 50 essays on systems, tools, and professional organizations that help make advertising work.

##### Advertising Resources (University of Iowa)

Online: <http://www.uiowa.edu/~commstud/resources/advertising.html>

Good collection of links with summaries. See the “articles and papers related to advertising” link at the top of the page.

##### Emergence of Advertising in America: 1850-1920 (Duke University)

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

More than 9,000 images on the early history of Advertising in the U.S.

**Encyclopedia of Major Marketing Campaigns.** Detroit, MI: Gale Group, 2000.

**Coe Ref HF 5837 .E53 2000**

“Profiles of 500 of the most notable advertising and marketing initiatives of the 20<sup>th</sup> century.”

#### Advertising Costs

**Benn’s Media.** Tonbridge, Kent: Benn Business Information Services, 1993-

**Coe Ref Ready Z 6941 .B48**

Four volumes cover the United Kingdom, Europe, North America, and World. Media include publishing houses, newspapers, consumer and business publications, online products, and broadcasting. Market/subject area index.

**SRDS Circulation.** Des Plaines, IL: SRDS, 1995-

**Coe Ref HF 5905 .A57**

MSA, county, and DMA analysis of newspaper circulation, market penetration, and consumer demographics. Includes 1,400 dailies, 160 newspaper groups, 25 consumer magazines, and 4 national supplements.

**SRDS Community Publication Advertising Source.** Des Plaines, IL: SRDS, 1995-

**Coe Ref HF 5905 .S72**

Circulation statistics for 3,700+ alternative newsweeklies, religious, and shopping Newspapers organized by urban, suburban, and non-metro areas.

**SRDS Consumer Magazine Advertising Source.** Des Plaines, IL: SRDS, 1995-

**Coe Ref HF 5905 .S725**

Lists consumer magazines in 50 categories, e.g., automotive, computers, lifestyle, etc.

**SRDS Direct Marketing List Source.** Des Plaines, IL: SRDS, 1995-

**Coe Ref HF 5861 .D5**

Includes industry information, list brokers, managers and compilers, categorized business and consumer lists, and alternative delivery systems services and suppliers.

**SRDS Newspaper Advertising Source.** Des Plaines, IL: SRDS, 1995-

**Coe Ref HF 5905 .S73**

Market data and advertising rates for over 3,100 U.S. dailies, newspaper groups, ethnic, college, and specialized newspapers.

**SRDS Radio Advertising Source.** Des Plaines, IL: SRDS, 1995-

**Coe Ref HF 5905 .S74**

Covers over 9,700 commercial AM/FM stations, sales representatives, syndicators, networks, group owners. Has market profiles.

**SRDS TV & Cable Source.** Des Plaines, IL: SRDS, 1995-

**Coe Ref HF 5905 .S745**

Include 3,400 stations with market profiles, sales representatives, and syndicators. Small section on Latin America and the Hispanic market.

## **Consumer Demographics**

**Demographics USA County Edition.** New York: Market Statistics, 1993-

**Coe Ref HC 110 .C6 S86**

Covers population, race/ethnicity, age/sex, household data, effective buying income, retail sales, and other characteristics. Has state, metro, and county rankings of sales by product category.

**Household Spending.** Ithaca, NY: New Strategist Publications, 1997-  
**Coe Ref HC 110 .C6 O34**

Based on Bureau of Labor Statistics Data

**Lifestyle Market Analyst.** Wilmette, IL: SDRS, 1989-

**Coe Ref HF 5415.33 U6 L54**

Demographic and lifestyle profiles of 210 U.S. designated market areas (DMA).

**MRI's University Internet Reporter (MRI+)**

**Online:** <http://www-lib.uwyo.edu/db/MRIinstruct.htm>

Survey of the buying habits of 20,000 adults. There are reports covering incidence, volume, and frequency of use, and brands for hundreds of products. There is also extensive demographic information, media exposure, and magazine readership for product users. **You must register to use this.**

**The Sourcebook of ZIP Code Demographics.** [Fairfax, VA]: CACI, 1990-

**Coe Ref HA 214 .S6**

Profiles of residential ZIP codes. Includes income, spending potential, and population characteristics.

U.S. Bureau of Labor Statistics.

**Consumer Expenditure Survey**

**Online:** <http://www.bls.gov/cex/home.htm>

Information on buying habits with data on income, expenditures, and characteristics of consumers.

## **Market Segments**

**The Millennials: Americans Born 1977 to 1994.** Ithaca, NY: New Strategist Publications, 2006.

**Coe Ref HQ 796 .M4797 2006**

Mitchell, Susan.

**Generation X: American Born 1965 to 1976.** Ithaca, NY: New Strategist Publications, 2006.

**Coe Ref HC 110 .C6 G464 2006**

Russell, Cheryl.

**The Baby Boom: Americans Born 1946 to 1954.** Ithaca, NY: New Strategist Publications, 2006.

**Coe Ref HN 60 .R84 2006**

**Racial and Ethnic Diversity: Asians, Blacks, Hispanics, Native Americans and Whites.** Ithaca, NY: New Strategist Publications, 2006.  
**Coe Ref E 184 .A1 R78 2006**

**U.S. Hispanic Market.** Miami, FL: Strategy Research Corp., 1989-  
**Coe Ref 110 .C63 U17**

Has sections on demography, culture, market characteristics, language, media and advertising, product usage, social and political issues, sports media usage, and the top 50 U.S. Hispanic markets.

**Who's Buying by Age.** Ithaca, NY: New Strategist Publications, 2006.  
**Coe Ref HF 5415.33 .U6 W45**

### **Company, Company Ranking, and Industry Information**

**The Advertising Red Books.** New Providence, NJ: LexisNexis, 2003-  
**Coe HF 5805 .S7**

Different volumes cover advertising agencies and 14,000+ businesses that spend more than \$200,000 on advertising. Indexed by business category, brand names, and geography

**D & B Business Rankings.** Bethlehem, PA: Dun and Bradstreet, Inc., 1971-  
**Coe Ref HG 4057 .D8**

**International Directory of Company Histories.** Chicago, IL: St. James Press, 1989-  
**Coe Ref HD 2721 .I568**

Detailed information of the historical development of the world's largest companies.

**Market Share Reporter.** Detroit, MI: Gale Research, 1991-  
**Coe Ref HF 5410 .M34**

Market share information on over 4,000 companies, 2,000 brands and 1,900 product, commodity, service, and facility categories.

### **Mergent Online [Financial Information Services]**

**UW Libraries**→Articles/databases→M→**Mergent Online**

Searchable database of 15,000 U.S. and 20,000 international public corporations. Information includes business descriptions, history, property, subsidiaries, officers and directors, and financial information. Includes SEC filings for U.S. companies (EDGAR).

**Standard & Poor's Industry Surveys.** [New York]: Standard & Poor's Corp., 1973-  
**Coe Ref HG 4961 .S72x**

Covers more than 50 major industrial categories. Information on the industries and companies within the industry.

### **Standard & Poor's Net Advantage**

**UW Libraries**→Articles/databases→S→**Standard & Poor's Net Advantage**

Online version of the Industry Surveys; has other information as well.

### **Standard & Poor's Register of Corporations, Directors and Executives.** New York:

Standard & Poor's Corp., 1973-

#### **Coe Ref HG 4057 .A4**

Brief profiles of 75,000 corporations, 290,000 executives, 71,000 biographies and 44,000 company web sites.

### **Thomas Register.** New York: Thomas Industrial Network, 2004-

#### **Coe Ref HD 9723 .T6x**

Current information on over 165,000 U.S and Canadian manufacturers. Vol. 14 has a trademark and brand index.

### **Valueline Investment Survey**

**UW Libraries**→Articles/databases→V→**Valueline Investment Survey**

Valueline "collects data and analyzes performance of approximately 8,000 stocks, 15,000 mutual funds, 80,000 options and other securities."

### **Ward's Business Directory of U.S. Private and Public Companies.** Detroit, MI: Gale

Research, 1990-

#### **Coe Ref HG 4057 .A562**

Includes more than 100,000 U.S. private and public companies. Has national and state rankings of sales by SIC and NAICS.

## **Magazine, Journal and Newspaper Articles**

### **Business and Industry**

**UW Libraries**→Articles/databases→B→**Business & Industry**

### **Business and Management Practices**

**UW Libraries**→Articles/databases→B→**Business and Management Practices**

### **Business Source Premier**

**UW Libraries**→Articles/databases→B→**Business Source Premier**

### **LexisNexis Academic**

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### **Regional Business News**

**UW Libraries Homepage**→Databases→R→**Regional Business News**

