

## SUGGESTED INFORMATION SOURCES

Collecting and organizing information for this project requires time and ingenuity. The following list of suggested references is intended solely as a jump-start.

- Previous Campaign Plan reports
- Textbooks: marketing, promotion strategy, advertising, sales promotions, personal selling, public relations, direct marketing, Internet marketing
- Periodicals
- Reports compiled by industry analysts at investment firms
- Cases
- Interviews
- Distributors, wholesalers, retailers
- Trade associations
- Advertising agencies
- Commercial reports
- The Internet
- Trade publications

Some books on various topics include:

James W. Taylor, How to Write a Successful Advertising Plan  
Sandra E. Moriarty, How to Create and Deliver Winning Advertising Presentations  
William A. Cohen, The Marketing Plan  
Don E. Schultz and Beth E. Barnes, Strategic Advertising Campaigns  
Robert Bly, The Copywriter's Handbook  
Philip Wad Burton, Advertising Copywriting  
Albert Book and Dennis Schick, Fundamentals of Copy and Layout  
Jim Surmanek, Media Planning: A Practical Guide  
Jack Sissors and Lincoln Bumba, Strategic Media Planning  
Jim Surmanek, Introduction to Advertising Media  
Albert Book, Norman Cary, & Stanley Tannenbaum, The Radio and Television Commercial  
Advertising Research Foundation, Understanding Copy Pretesting  
Don E. Schultz, William A. Robinson, and Lisa A. Petrison, Sales Promotion Essentials  
Bob Stone, Successful Direct Marketing Methods  
Simon Broadbent, The Advertiser's Handbook for Budget Determination  
VNU Business Media, Marketer's Guide to Media  
BPI Communications, Major Media Directory  
BPI Communications, Agency Directory  
BPI Communications, Client/Brand Directory  
Jon Steel, Truth, Lies, and Advertising: The Art of Account Planning

Additional Resources

### **Advertising Dictionaries, Guides and Handbooks**

Baker, Michael J. **Macmillan Dictionary of Marketing and Advertising.**

Bly, Robert **Advertising Manager's Handbook.**

Bly, Robert **The Lead Generation Handbook: How to Generate All the Sales Leads You'll Ever Need.**

Bushko, David, editor **Dartnell's Advertising Manager's Handbook.**

Gale Group **Encyclopedia of Major Marketing Campaigns.**

**International Advertising & Marketing Information Sources.** Washington, DC: Special Libraries Association, 1995

**Media Jargon Dictionary.**

<http://www.carat-na.com/XPEDATA/JargonBuster>

Schonfeld & Associates, Inc. **Advertising Ratios & Budgets**

Stone, Bob **Successful Direct Marketing Methods.**

Wiechmann, Jack G. **NTC's Dictionary of Advertising.**

### **Sources for Agencies and Advertisers**

**Advertising World: The Ultimate Communications Directory** (from the University of Texas)

[http://advertising.utexas.edu/world/Agencies\\_Menu.html#Top](http://advertising.utexas.edu/world/Agencies_Menu.html#Top)

Online directory of ad agencies.

### **Broadcasting & Cable Yearbook.**

Description of TV and radio stations and cable services, indexed by call letters, owners. Map and demographic data for ADIs.

### **Standard Directory of Advertising Agencies.**

National advertising agency information: specialization, officers, account executives, approximate annual billings, percent by media, account names.

### **Standard Directory of Advertisers.**

Directory of companies that advertising nationally arranged by industry. Lists: officer, products, agency, budget, top sales personnel, trade names.

**Advertising Age**

Trade magazine providing information on the advertising business-place. Includes:

**100 Leading Media Companies.**

**200 Leading National Advertisers.**

**Sources of Media/Marketing Rates****Competitive Media Reporting (LNA)**

Gives total ad expenditures and media used by individual brands. Ranked list of advertisers by expenditure.

**Editor & Publisher Market Guide (Editor and Publisher magazine, Annual)**

Standardized profiles of market information for more than 1600 cities and towns: location, population, households, principal industries, retailing, newspapers, E & P estimates for population, disposable income, income per capita and per household, total retail sales, etc.

**Multimedia Class/Brand \$. (Competitive Media Reporting).**

Provides quarterly and year-to-date expenditures per medium and the 10-media total for each brand, company and classification. Media include magazines, newspapers, television, radio and outdoor.

**Standard Rate and Data Service**

The following is a sampling of a series from SRDS that include advertising rates for various types of publications:

**SRDS Business Publications Advertising Source**

Part 1: Business, Technical and Trade; Part 2: Healthcare; Part 3: International

**SRDS Consumer Magazine Advertising Source****SRDS Direct Marketing List Source**

Business and consumer mailing lists.

**SRDS Newspaper Advertising Source**

Circulation and market data as well as space costs and mechanical and production information.

**SRDS Radio Advertising Source.****Spot Television Rates and Data.**

Rates and contract guidelines as provided by commercial television stations.