

References and Research

- Vakratsas, D. & Ma, Z. (2005, June). A Look at Long Run Effectiveness of Multimedia Advertising and its Implications for Budget Allocation Decisions. *Journal of Advertising Research*, vol. 45, issue 02, 241-254.
- Luo, X. & Donthu, N. (2001, December). Benchmarking Advertising Efficiency. *Journal of Advertising Research*, 7-18.
- Stafford, M. R. & Lippold, E. M. & Sherron, C. T. (2003, June). The Contribution of Direct Mail Advertising to Average Weekly Unit sales. *Journal of Advertising research*, 173-179
- Shyam Sundar, S. & Narayan, S & Obregon, R. & Uppal, C. (1998, Winter). Does Web Advertising Work? *Journalism & Mass Communication Quarterly*, 75(4), 822-834
- Fitzgerald, J. (2004, September). Evaluating Return on Investment of Multimedia Advertising with a Single-Source Panel: A Retail Case Study. *Journal of Advertising Research*, 262-270.
- Ilfeld, J. S. & Winer, R. S. (2002, Sept/Oct). Generating Web Site Traffic: An Empirical Analysis of Web Site Visitation Behavior. *Journal of Advertising Research*, 42, 49-61
- Vakratsas, D. & Ambler, T. (1999, January). How Advertising Works: What Do We Really Know? *Journal of Marketing*, 63, 26-43
- Franke, G.R. & Huhmann, B.A. & Mothersbaugh, D.L. (2004). Information Content and Consumer Readership of Print Ads: A Comparison of Search and Experience Products. *Journal of the Academy of Marketing Science*, 32(1), 20-31.
- Dahlen, M. (2005, Fall). The Medium as a Contextual Cue: Effects of Creative Media Choice. *Journal of Advertising*, 34(3), 89-98.
- Tellis, G.J. & Chandy, R. K. & MacInnis, D. & Thaivanich, P. (2005, Summer). Modeling the Microeffects of Television Advertising: Which Ad Works, When, Where, for How Long, and Why? *Journal of Marketing Science*, 24(3), 359-366.
- Wulf, K. & Hoekstra, J.C. & Commandeur, H.R. (2000). The Opening and Reading Behavior of Business-to-Business Direct Mail. *Journal of Industrial Marketing Management*, 29, 133-145.
- Endicott, R.C. (2006, June 26). 100 Leading National Advertisers. *The Advertising Age*, S1-S4.
- Duttge, W. (2006, May 8). Give it Away Now. *Advertising Age*, 88
- Interactive Marketing and Media (2006, April 17). A Supplement to *Advertising Age*, 1-50.
- Lindsay, G. (2006, January 2). One Consumer at a Time. *Advertising Age*, 22-23
- GfK NOP, B-B eMarketing Survey Summary Findings, Epsilon report, June 2006
- Wright, G.A. (2005). Breaking the Ceiling On Direct Marketing Response Through Testing Initiatives. Retrieved June, 2006 from www.gawright.com
- United States Postal Service (2005). Household Diary Study. Retrieved June 21, 2006 from http://www.usps.com/householddiary/_pdf/USPS_FY2005.pdf
- Veronis Suhler Stevenson., Communications Industry Forecast, Summary Chapter, 2004
- Schultz, D.E. & Pilotta, J. J. & Block, M.P. (2006). Media Consumption and Consumer Purchasing. Paper presented at ESOMAR/ARF Worldwide Audience Measurement (WAM), . Retrieved August, 2006 at <http://www.esomar.org/web/show/id=43300/pubid=1400>
- DoubleClick (2005, July). Doubleclick's Touchpoint III: Internet's Role in Purchase Process. Retrieved July 5, 2006 from www.doubleclick.com/us/knowledge_central/documents/RESEARCH/dc_touchpointsIII_0507.pdf
- Direct Marketing Association (2005). 2005 Multichannel Marketing Report. New York, NY

References and Research

Sorce, P. (2002). Relationship Marketing Strategy (Printing Industry Center Monograph PICRM-2002-04). Rochester, NY: Rochester Institute of Technology, Printing Industry Center.

Skinner, J. (2006). 2006 Annual Report. Custom Publishing Review. Volume 2, Number 3.

Tsao, J.C., Stanley, S.D. (2004). Displacement and Reinforcement Effects of the Internet and Other Media as Sources of Advertising Information. *Journal of Advertising Research*, 126-142/

Direct Marketing Association (2005). 2005 Response Rate Report. New York, NY

Endicott, C. (2006, June 26). 100 Leading National Advertisers. *Advertising Age*. S1-S17

Advertising Age (2006). 2006 Fact Pack. Retrieved July 31, 2006 from <http://adage.com/images/bin/pdf/FactPack06.pdf>

Magazine Publishers of America. (2001). *Measuring Magazine Effectiveness: Quantifying Advertising and Magazine Impact on Sales*. New York, NY: Marketing Management Analytics

Magazine Publishers of America. (2006). *Magazine Handbook 2006-2007*. New York, NY

Calder, B.J., Malthouse, E.C. (2004). Qualitative Effects of Media on Advertising Effectiveness. Northwestern Media Management Center.

Kanso, AM, Nelson, RA. (2004) "Internet and magazine advertising: integrated partnerships or not?" *Journal of Advertising Research*, vol. 44, issue 04, 317-326.