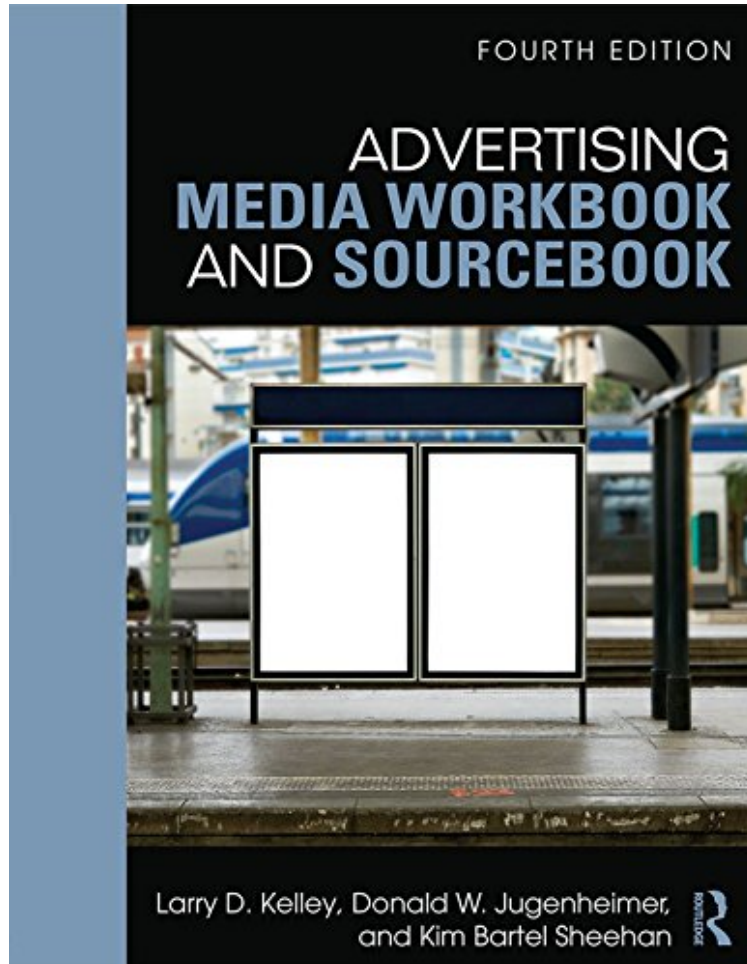


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Advertising Media Workbook and Sourcebook

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This book provides simple explanations of advertising media sources and calculations along with real-world examples of source material from advertising and media companies. Each of the book's 45 concise units opens with a brief text segment, presents sample source materials from actual advertising and media companies, and concludes with hands-on exercises. Compact units cover all key topics including communication planning and media strategies. A media math primer, standard media formulae, media planning checklists, and a glossary of media terms are also included. Designed for practitioners and students, the latest edition includes new exercises with new media formats and digital media and new units devoted to popular social media channels.

About the Author Larry D. Kelley is a Professor of Advertising at the Jack J. Valenti School of Communication at the University of Houston, USA. He teaches advertising media planning, advertising account planning, and principles of advertising, among other classes. He has authored or co-authored seven books. Donald W. Jugenheimer is an author, researcher, consultant, and educator. His specialties are communication, advertising and media management, media economics, and advertising media. He has authored or co-authored twenty books. Kim Bartel Sheehan is Professor of Advertising at the University of Oregon, USA. Her teaching specialties are advertising management, research, and media planning. She has published extensively in academic journals, such as the Journal of Advertising, the Journal of Advertising Research, and the Journal of Public Policy and Marketing.