

How to Find...

Advertisements

Determine Your Needs

- What **type** of advertisement are you looking for? (Print, TV, Radio)
- What **content** do you want? (clothing, soft drinks, diapers)
- Are you looking for a certain **demographic** of consumers? (child, baby boomer, elder)
- **Where** would a company advertise this particular **product** to this particular **audience**? (An ad for diapers isn't likely to appear in Sports Illustrated!)
- How **recent** of ads do you need? (current, historical)

Available Sources:

Historical

- **D'Arcy**: 1 million magazine and newspaper advertisements from 1880s to 1980s, this collection is available in microfilm/ print format at the Communications Library. To view the catalog for this collection go to: <http://www.comm.uiuc.edu/darcy/>
- **Ad Council**: Located at University Archives, this collection contains files & correspondence, story boards, television, print, video advertisements. To learn more about this collection go to: <http://www.library.uiuc.edu/archives/adCouncil/>
- **Classic Ads**: Cars, Toys, Dolls, other, available in video. Location: Communications Library

Contemporary or Current:

- **Adweek Best Spots (VIDREC 659.143 B4639)**: A collection of television commercials from the 1980's to the present that were considered the best of that decade by Adweek. Location: Communications Library.
- **CLIO'S (DVD 659.143 F7794)**: Annual awards honoring creative advertising in package design, print, radio and television. Includes past award archive. Location: Communications Library
- **Specific Magazines**: Miscellaneous titles available in print. Location: UIUC Library System

Current International

- **Lurzer's Archive (Q. 659.105 LU)**: Online website archiving ads, television and posters worldwide. This collection is available in Lurzer's Magazine. Location: Communications Library.
- **International products**: Product advertisements for brand name items. Location: Asian, Modern Languages, East European, and Africana Libraries or Main Stacks.

TV/Print/Radio:

- **Art Director's Annual (Q. 740 An78)**: An annual publication spanning all areas in print and broadcast advertising, interactive media, graphic design, publication design, packaging, photography and illustration. Location: Communications Library
- **Adweek Best Spots (VIDREC 659.143 B4639)**: A collection of television commercials from the 1980's to the present that were considered the best of that decade by Adweek. Location: Communications Library.

- **London International Advertising Awards (DVD 659.143 T2363):** This DVD series available in the Communications Library, contains all winners from the Television/Cinema competition (Product, Technique and Campaigns).
- **One Show:** Collection contains advertisements from 1978 to present, available in print. Location: Communications Library
- **One Show Interactive:** Collection contains some international advertisements available in print and web. Location: Communications Library

*For more information visit the Communications Library or go to:
<http://www.library.uiuc.edu/cmx/>*