

USEFUL WEBSITES

Organisation	Web Address
The Advertising Association (UK)	
The Advertising Association is the representative body of the advertising and promotions industry and maintains an information centre that can be accessed by students by appointment. The ASA also produces the official UK and European advertising expenditure figures.	www.adassoc.org.uk
Association of Accredited Advertising Agencies (Hong Kong)	
Provides information about the advertising industry and access to a variety of information resources.	www.aaaa.com.hk
L'association des agences conseils et communication (France)	
The French association of advertising and marketing communications agencies. The site provides a variety of useful information and has an English version.	www.aaac.fr
Asociacion de Autocontrol de la Publicidad (Spain)	
The Spanish advertising regulatory body.	www.autocontrol.es
Australian Direct Marketing Association	
The main body for the provision of material relating to information based marketing.	www.adma.com.au
Ad Brands (USA)	
Provides a variety of profiles of both brands and advertising agencies	www.adbrands.net
Ad Slogans (UK)	
Site relating to advertising slogans which includes a special student section.	www.adslogans.co.uk
Association of National Advertisers (USA)	
Marketing resource centre	www.ana.net
Australasian Promotion Marketing Association	
Publishes a range of news articles and statistics relating to that advertising and promotional industry.	www.apma.com
Advertising Standards Authority (UK)	
The ASA is the independent self-regulatory body in the UK. The site provides access to the Codes of Practice, information on adjudication's, together with other material.	www.asa.org
The Advertising Standards Authority of New Zealand	
The New Zealand regulatory body which provides access to the codes of practice and other information.	www.assa.co.nz
Advertising Standards Authority for Ireland	

Codes of practice developed to regulate the Irish advertising industry.	www.asai.ie
Brand Channel	
Interbrand's information site. It provides a great number of current articles on branding issues, together with much additional information.	www.brandchannel.com
Brand Republic	
UK news and information source	www.brandrepublic.com
Committee of Advertising Practice (UK)	
UK industry body that creates and enforces the sales promotion and other codes of practice.	www.cap.org.uk
Creative Magazine	
On-line weekly magazine with sales promotion news	www.creativemag.com
Direct Marketing Association (UK)	
The website of the UK direct marketing association provides news, articles papers and an on-line library.	www.the-dma.org
Incentive Magazine	
On-line magazine with various relevant articles	www.incentivemagazine.com
Infotrac	
You will have received a password to access this extremely useful site. It will provide you with access to a wide range of academic journals and other material that is of great value to those studying the subject of advertising	
Institute of Sales Promotion	
The professional body for the sales promotional industry. Major source of useful information	www.isp.org.uk
Internet Advertising Bureau (UK)	
The IAB provides news, articles and case studies relating to internet advertising.	www.iab.uk.net
Institute of Communications and Advertising (Canada)	
Contains a great deal of information on advertising agencies, publications and other material. The site also contains links to other relevant websites.	www.ica-ad.com
Interbrand	
Interbrand's international site contains much valuable information including the results of the Global brand survey.	www.interbrand.com
Journal of Interactive Advertising	
Full access to articles from this academic journal.	www.jiad.com

Market Research Society (UK)	
Site for the UK market research society which provides access to a wide range of data and other material.	www.mrs.org.uk
Promotions and Incentives Magazine	
The major UK journal on the sector. Monthly articles of interest to anyone seeking knowledge about sales promotion	www.pandonline.com
Radio Advertising Bureau (UK)	
Many articles on radio advertising and radio effectiveness together with access to radio ads.	www.rab.co.uk
Sales Promotion Agencies	
Listing of sales promotion agencies and other articles about sales promotion	www.planningandbeyond.com
UK Sponsorship	
Database of sponsorship news and information	www.uksponsorship.com
The World Advertising Research Centre (UK)	
Publishers of a range of pocket books on marketing and related statistical information. An excellent on-line resource for information on the advertising and sales promotion industry. WARC also publishes a variety of books and monographs on sales promotion and other related topics, together with the influential industry journal AdMap.	www.warc.com
Zenith Optimedia Marketer's Portal	
A superb site providing links to many of the above Websites and a wide range of other sources of information.	www.marketersportal.com