How to Find...

Advertisements

<table>
<thead>
<tr>
<th>Determine Your Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What <em>type</em> of advertisement are you looking for? (Print, TV, Radio)</td>
</tr>
<tr>
<td>• What <em>content</em> do you want? (clothing, soft drinks, diapers)</td>
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<tr>
<td>• Are you looking for a certain <em>demographic</em> of consumers? (child, baby boomer, elder)</td>
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<tr>
<td>• <em>Where</em> would a company advertise this particular <em>product</em> to this particular <em>audience</em>? (An ad for diapers isn’t likely to appear in Sports Illustrated!)</td>
</tr>
<tr>
<td>• How <em>recent</em> of ads do you need? (current, historical)</td>
</tr>
</tbody>
</table>

**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/](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/](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/