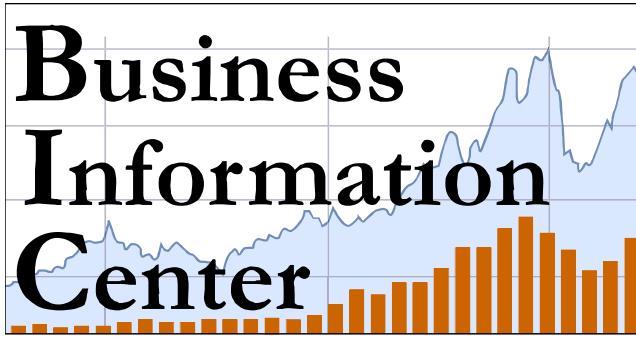


Locating Marketing & Advertising Firms

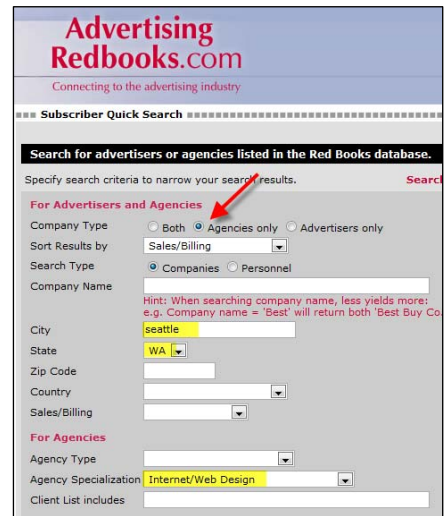


April Kessler, Business Librarian
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www.lib.utexas.edu/business
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Company Databases - www.lib.utexas.edu/business

RedBooks

Includes detailed profiles of nearly 13,500 U.S. and international advertising agencies as well as information on over 24,000 U.S. and international advertisers who spend more than \$200,000 annually on advertising. Search for agencies by specialization, billing, and geography.



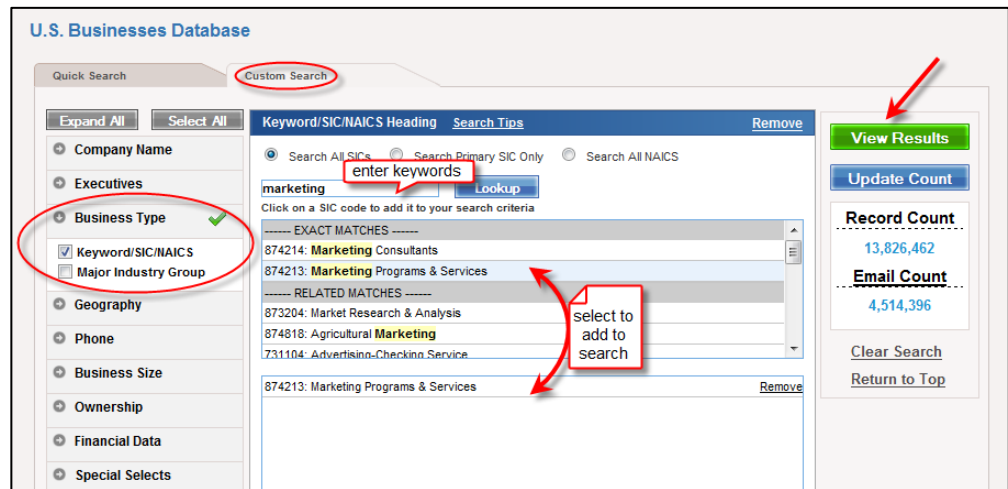
Ad \$ Summary

Outlines the dollar amounts spent annually on advertising by various companies. Lists brands alphabetically and shows media expenditures and media used for each brand. Also included are industry class totals and rankings of the top 100 companies by spending in each of the media.

ReferenceUSA

Business directory containing information on over 12 million public and private businesses in all zip codes of the US. Use the Custom Search to locate public and private companies by industry keyword, location and other criteria.

- Select your search criteria on the left hand menu
- Enter industry keyword and hit Lookup
- Scroll through the possible matching industries
- Click on the industry keyword to add to your search
- View results



Company Databases - www.lib.utexas.edu/business

The screenshot shows a navigation menu with tabs: Company Profile, News/Magazines, Histories, Investment Reports, Financials, Rankings, Suits and Claims, Products, Industry Overview, and Associations. Below the menu, a red callout points to a search area with the text "list of companies". Below that, a table lists search results. A second red callout points to the "Industry Overview" column of the table, with the text "industry overviews".

Mark	Document Title	Date
<input type="checkbox"/>	"Public Relations Services." Encyclopedia of American Industries. Gale, 2008.(SICs: 8743)	2008
<input type="checkbox"/>	"High Tech PR Firms." Encyclopedia of Emerging Industries. Online Edition. Gale, 2008.(SICs: 8743)	2008

[Business & Company Resource Center](#)

Comprehensive corporate information for public companies, including history, news, investment reports, financials, and industry overviews. In the Industry section, enter keyword in industry description search to see a breakdown of SIC and NAICS codes.

- Click on a specific industry to read industry overviews
- Select the Company profile tab at the top of the page to see a list of companies in that particular industry

The screenshot shows the Hoovers "Build A List" interface. It includes a search bar, a "START OVER" button, and a "Currency" dropdown set to "USD". Below these are filter sections for "COMPANY LOCATION", "COMPANY SIZE", and "INDUSTRY". The "INDUSTRY" section has radio buttons for "Primary and Secondary" and "Primary Only". A tip suggests using US SIC code industry criteria. A dropdown menu for "Hoover's Industry Name" is open, showing options like "Aerospace & Defense".

[Hoovers](#)

Qualitative company profiles that contain public, private, and international company overviews and histories, product/brand name listings, competitors, officer names and salaries, product segmentation data, subsidiaries, and financial data.

- Use the *Build A List* feature to create a list of firms
- Limit by industry, geography, and company size

Websites

American Marketing Association – www.marketingpower.com

This site contains job listings, industry information, and a Marketing Services Directory, which lists companies that provide marketing services. You can search this directory by keyword, company name or geographic location.

Association for International Product Management – www.aipmm.com

AIPM is the world's largest association of product managers, brand managers, and product marketing managers. The Careers section of their site contains job listings for such companies as Apple and Comcast.

Direct Marketing Association – www.the-dma.org

Contains industry information and job listings. Job postings can be found under the Resources tab at the top of the page. The Resources tab also contains a link to the Direct Marketing Vendor Search, which contains a list of companies that provide marketing services.

GreenBook - www.greenbook.org

Search a worldwide directory of marketing research and focus group companies and services online. The Job Center is a Marketing Career Network partner and allows you to search openings and post your resume free of charge.