Does Your Ad Have Too Many Pictures?
Mary Ann Hocutt, Reetika Gupta, Dongwook Kim, V Parker Lessig and Surendra N Singh, Vol. 40, No. 1/2, January/April 2000

Webpage Background and Viewer Attitudes
Anand Kumar, Bruner II, C. Gordon and Julie S. Stevenson, Vol. 40, No. 1/2, January/April 2000

Web Commercials and Advertising Hierarchy-of-Effects
Anand Kumar and Bruner II, C. Gordon, Vol. 40, No. 1/2, January/April 2000

Drawing Prospects to E-Commerce Websites
Joseph A. Bellizzi, Vol. 40, No. 1/2, January/April 2000

New Film Website Promotion and Box-Office Performance
Fred Zufryden, Vol. 40, No. 1/2, January/April 2000

Exposure to Paid Advertising and Returning a Census Form
Sara K. Buckley and Nancy Bates, Vol. 40, No. 1/2, January/April 2000

Gays: Feelings about Advertising and Media Used
John Bunett, Vol. 40, No. 1/2, January/April 2000

Research Note: A Model for Diagnosing and Reducing Nonresponse Bias
Richard Colombo, Vol. 40, No. 1/2, January/April 2000