CONTENTS

Internet and Magazine Advertising: Integrated Partnerships or Not?

Decay Effects in Online Advertising: Quantifying the Impact of Time Since Last Exposure on Branding Effectiveness
William J Havlena and Jeffrey Graham, Vol. 44, No. 4, Dec 2004, pp. 327-332

Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses and Motivations to Pass Along Email

Will Internet Users Pay for Online Content?
Wenyu Dou, Vol. 44, No. 4, Dec 2004, pp. 349-359

Impact of Gender Differences on the Evaluation of Promotional Emails
Rajneesh Suri and Marissa V Phillip, Vol. 44, No. 4, Dec 2004, pp. 360-368

The Relationship between Interactive Functions and Website Ranking

The Waste in Advertising Is the Part That Works