Annual subscription rates for Volume 48 (2008): Institutional subscriber rate, print and electronic: US $305 in the U.S.A., Canada, and Mexico; UK £195 + VAT elsewhere. Individual subscription rate, print and electronic: US $171 in the U.S.A., Canada, and Mexico; UK £80 + VAT elsewhere. Full-time faculty and full-time student rate: US $80 in the U.S.A., Canada, and Mexico; UK £51 + VAT elsewhere. To qualify for this rate, a letter on university departmental letterhead must accompany the order. Payment must accompany all orders. Member companies of The ARF receive a subscription to JAR as a part of the membership fees.

JAR is intended for practitioners and users of advertising research. JAR solicits original papers. Reports of findings are favored over theoretical discussion. Letters of comment and criticism are invited. Limits on readers’ time and journal space require that papers be as short as clarity permits, with a maximum length of 24 pages, including tables and figures. Manuscripts should be submitted online at www.editorialmanager.com/jar

JAR is an open forum. The publication of it implies no endorsement of the writer’s purpose, methods, or views by WARC or The Advertising Research Foundation, its board of directors, or any of its councils or committees.

Co-Editor: Dr. Joseph Plummer
Co-Editor: Marissa Sison
Guest Editor: William A. Cook

© Copyright 2008 The ARF. All rights reserved.

No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from the World Advertising Research Center. Photocopying information for users in the U.S.A.: Copying for internal or personal use beyond that permitted by Sec. 107 or 108 of the U.S. Copyright Law is permitted by Sec. 110 of the U.S. Copyright Law is permitted by Sec. 110 of the U.S. Copyright Law.