60 Robust Years of Advertising Research, and Counting
John B. Ford ............................................................................................................................. 237

The Myth of Targeting Small, but Loyal Niche Audiences:
Double-Jeopardy Effects in Digital-Media Consumption
Harsh Taneja .......................................................................................................................... 239

Why Do People Choose to Multitask with Media?
The Dimensions of Polychronicity as Drivers of Multiple Media Use—A User Typology
Helen R. Robinson and Stavros P. Kalafatis ......................................................................... 251

How Do Generational Differences Drive Response to Social-Issue Ads?
The Effect of Value Orientations across Generations in the U.S.
Yoon-Joo Lee and Eric Haley ................................................................................................. 271

Managerial–Consumer Eco-Harmful Media Perceptions and Eco-Conscious Attitudes:
Understanding the Context within Green Media
Claudia A. Rademaker, Marla Royne Stafford, and Mikael Andéhn ...................................... 290

The Relationship between Competitive Pricing and Direct-to-Consumer Advertising:
How to Manage DTC Advertising of Rx Drugs in an Integrated Marketing Mix Strategy
Abhik Roy and Mary E. Schramm .......................................................................................... 305

Quantifying the Advertising-Creativity Assessments of Consumers versus Advertising
Professionals: Does It Matter Whom You Ask?
Erik Modig and Micael Dahlen ............................................................................................... 324

Do Your Ads Talk Too Fast To Your Audio Audience?
How Speech Rates of Audio Commercials Influence Cognitive and Physiological Outcomes
Emma Rodero ........................................................................................................................ 337