



## Advertising Media Planning, Seventh Edition (Marketing/Sales/Adv & Promo)

By Jack Z. Sissors, Roger B. Baron

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- Digital out-of-home video
- Internet banners
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- DVR's impact on TV commercial viewing
- New online and traditional media measurement technologies
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## **Editorial Review**

### **About the Author**

**Jack Z. Sissors** was a professor of media planning and strategy at Northwestern University. He created and edited The Journal of Media Planning and spent many years at Leo Burnett and other top advertising agencies.

**Roger B. Baron** is senior vice president and director of media research at DRAFTFCB, whose clients include SC Johnson, MillerCoors Brewing Company, Boeing Aircraft, State Farm Auto Insurance, Taco Bell, and Merck Pharmaceuticals. He is a former media director and now member of the Media Rating Council, the Market Research Council, and the Advertising Research Foundation. He lives in Chicago, IL.

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