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ADVERTISING AND PROMOTION MANAGEMENT (MKTG 4175 ONLINE) Responses And Advertising Effectiveness," *Journal Of Advertising Research*, 27 (October-November), 54-62. 17. Mackenzie, Scott B., Richard J. Lutz, And George E. Belch (1986), "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations" *Journal Of Marketing Research*, 23 (2), Pp. 130-143. Apr 3th, 2024 ONLINE ADVERTISING DEVELOPMENT AND THEIR ECONOMIC ... Can Be Distinguished: A Dynamic Commercial And A Static Advertisement. Static Advertisements Are Interactive But With No Movements Or Font Exchanges. Dynamic Commercials, On The Other Hand, Are More Experiential And So Producers Can Benefit By The Use Of Animation, Music, Color And Motion. Mar 2th, 2024 2021 Advertising Rate Card Wiley Online Library (WOL) Prices Wiley Online Library Is The Go-to Website For Key Business Professionals, Clinicians, Scientists, Scholars And Researchers. With More Than 1,600 Journals, 21,000 Books And Hundreds Of Reference Works, Databases And Laboratory Protocols, Wiley Online Library Is One Of The Jun 1th, 2024. The Ultimate Guide To Online Recruitment Advertising Essential Best Practice And Top Tips For Recruiters. [www.jobs.ac.uk](http://www.jobs.ac.uk) The Ultimate Guide To Online Recruitment Advertising Tweet This Ebook, Share On Facebook, LinkedIn Or Google+ As One Of The Industry's Longest-established Jobs Boards,

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Homepage Banner (Inserted In Slideshow With Up To 6 Additional Academy Banners) 600px-1000px JPEG, PNG  
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Creative May Only Be In GIF, JPEG Or PNG Format Suggested Linking URL Be A Mobile Handheld Device-friendly Landing Page  
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