

Periodical Abstracts PlusText™

FILE DESCRIPTION

Periodical Abstracts PlusText, produced by ProQuest Information and Learning, contains virtual cover-to-cover indexing and abstracting of articles in more than 1,800 general-reference publications, including 635 periodicals related to the social sciences, 396 related to the humanities, 169 in the general-sciences, 212 business titles, and 239 general-interest publications. The database now includes full-text articles from approximately 600 of the indexed titles.

Periodical Abstracts PlusText contains complete bibliographic citations, precise indexing, and informative abstracts for articles from a wide range of periodicals. Plus, full-text articles from many of the key publications are included. Abstract-and-index coverage is available from 1986 forward for some publications and from 1988 for most. Full-text coverage begins with 1992 material.

A sample of the diverse sources covered includes academic journals, such as: *American Journal of Sociology*, *American Political Science Review*, *ABA Journal*, *Columbia Journalism Review*; popular magazines, such as: *Better Homes & Gardens*, *Ms.*, *Rolling Stone*, *Mother Earth News*; and business publications, such as: *Fortune*, *Forbes*, *Inc.*, *Money*.

SUBJECT COVERAGE

- Arts & Entertainment
- News
- Business & Finance
- Human Resources
- Politics & Foreign Affairs
- Computer Technology
- Public Policy
- Religion
- Consumer Issues
- Reviews
- Science & Technology
- Education
- Law
- Social Sciences
- Health Care & Medicine

TIPS

USE FILE 484

to track articles in major newspapers and journals.

EXPAND JN=

to see a list of publications indexed in the file.

USE /FULLTEXT

to restrict retrieval to fulltext articles.

Check for PDF or Text & Graphics versions

of selected records using DialogSelect, Dialog1, or Dialog Intranet Toolkit.

DIALOG FILE DATA

Inclusive Dates:

1986 to current with some earlier years represented

Update Frequency: Daily

File Size: 8,738,901 records as of November 2009

CONTACT

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SAMPLE RECORD

DIALOG(R)File 484:Periodical Abstracts Plustext
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Sample records does not contain actual data

AA= 04750749 SUPPLIER NUMBER: 53816564 (THIS IS THE FULLTEXT)
/TI Olympics, politics put on squeeze
AU= Blankenhorn, Dana
JN= Advertising Age (ADA), v71 n21, pS36, p.1
PD=,PY= May 15, 2007
SN=,JC= ISSN: 0001-8899 JOURNAL CODE: ADA
AT=,DT= DOCUMENT TYPE: Feature
LA=,RT= LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WD= WORD COUNT: 825

/AB **ABSTRACT:** Media buyers looking for bargains in spot TV are out of luck. Politicians, auto dealers, dot-coms and retailers have snagged much of the inventory, says Bruce Kuperschmid, president of Broadcast Time, a Lido Beach, New York, buyer that places 55% of its \$25 million in billings on spot TV for clients such as Warner Books, Simon & Schuster and the Fashion Institute of Technology. The only hope Kuperschmid sees for buyers is the chance that dot-coms, whose stock took a hit in April, may cancel some of their buys.
TEXT:

/TX Spot TV makes waves: Autos, telcos, dot-corns and politicians vie for limited amount of time
MEDIA BUYERS look ing for bargains in spot TV are out of luck.
Politicians, auto dealers, dot-corns and retailers have snagged much of the inventory, says Bruce Kuperschmid, president of Broadcast Time, a Lido Beach, N.Y., buyer that places 55% of its \$25 million in billings on spot TV for clients such as Warner Books, Simon & Schuster and the Fashion Institute of Technology.
"It looks good if you're a station, not so good if you're a buyer," he says. "We find (big-ticket markets we bought three or four months ago (than when we go in now, it can be 50o to 70% higher. If you wait until the last minute, you'll get murdered."
DOT-COMS TAKE HITS
The only hope Mr. Kuperschmid sees for buyers is the chance that dot-toms, whose stocks took a hit in April, may cancel some of their buys. But "there will be enough of them that with everything else going on it will be a rough road ahead," with final cost increases more than loss year-to-year.
Spot prices are on the rise, agrees John Heise, president-CEO of Petty Television, a division of Petty Media Corp., New York, which places more than 52 billion in ad time a year-all spot-for 225 clients. "Our increases will be double-digit the second half of the year based on Olympic revenue, political spending and dot-com in the top io to zo markets.
"The automotive [sector] has been strong. We've seen the telcos spending money, retailers, and fast-food was up some."
(...)

/DE Copyright Crain Communications, Incorporated May 15, 2000
DESCRIPTORS: Advertising expenditures; Manycompanies; Statistical data; Presidential elections; Political advertising; Media planning & buying; Internet; Manyindustries; Television advertising

CC=,CN= **CLASSIFICATION CODES:**9190 United States ; 1210 Politics & political behavior ; 7200 Advertising ; 9140 Statistical data ; 8331 Internet services industry ;

CD= **CODEN:** ADVAAQ
/GN,GN= **GEOGRAPHIC NAMES:** United States; US
SF= **SPECIAL FEATURES:** Table
COMPANY INFORMATION:

/CO,CO=,NC=,TS= DaimlerChrysler NAICS: 336111 TICKER: DCX
/CO,CO=,DN=,TS= General Mills Inc DUNS: 00-625-0740 TICKER: GIS
Coca-Cola Co DUNS: 00-329-6175 TICKER: KO
Tricon Global Restaurants Inc TICKER: YUM
AT&T Corp DUNS: 00-698-0080 TICKER: T

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S MEDIA AND TV
/AB	AB	Abstract	Word	S MEDIA(W)BUY?/AB
/CO	CO	Company Name ¹	Word	S GENERAL(W)MILLS/CO
/DE	DE	Descriptor ²	Word & Phrase	S TELEVISION(W)ADVERTISING/DE S POLITICAL ADVERTISING/DE
/GN	GN	Geographic Name ¹	Word	S UNITED(W)STATES/GN
/NM	NM	Named Person ^{1,3}	Word	S DOUG?(N)DAFT/NM
/PN	PN	Product Name ¹	Word	S NIKE/PN
/TI	TI	Title	Word	S POLITIC?/TI
/TX	TX	Text	Word	S (DOT(W)COM AND STOCK?)/TX
/XF	—	All Basic Index Fields Except Full Text	Word	S (MEDIA AND TV(N)SPOT?)/XF

¹ Searchable in the Basic Index and in the Additional Indexes.

³ Also searchable as /NA and NA=.

² Also /DF.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AA=	AA	Supplier Number	Phrase	S AA=53816564
—	AN	DIALOG Accession Number		
AT=	AT	Article Type ⁴	Phrase	S AT=FEATURE
AU=	AU	Author	Phrase	S AU=BLANKENHORN, DANA
CC=	CC	Classification Code ⁵	Phrase	S CC=7200
CD=	CD	CODEN ⁵	Phrase	S CD=ADVAAQ
—	CG	Copyright		
CN=	CN	Classification Name ⁵	Phrase	S CN=ADVERTISING
CO=	CO	Company Name ¹	Phrase	S CO=COCA-COLA?
DN=	DN,CO	DUNS Number ⁵	Phrase	S DN=00-329-6175
DT=	DT	Document Type ⁶	Phrase	S DT=FEATURE
GN=	GN	Geographic Name ¹	Phrase	S GN=UNITED STATES
JC=	JC	Journal Code	Phrase	S JC=ADA
JN=	JN	Journal Name	Phrase	S JN=ADVERTISING AGE
LA=	LA	Language	Phrase	S LA=ENGLISH
LE=	LE	Length of Original Article	Phrase	S LE=MEDIUM
LE=	LE	Length of Original Print Article ⁷		S LE=LONG
NC=	NC,CO	NAICS Code ⁵	Phrase	S NC=336111
NM=	NM	Named Person ^{1,3}	Phrase	S NM=DAFT, DOUGLAS
PD=	PD	Publication Date	Phrase	S PD=20070515
PN=	PN	Product Name ¹	Phrase	S PN=NIKE?
PY=	PY	Publication Year	Phrase	S PY=2007
RT=	RT	Record Type	Phrase	S RT=FULLTEXT
SC=	SC,CO	SIC Code ⁵	Phrase	S SC=2037
SF=	SF	Special Feature ⁶	Phrase	S SF=TABLE
SN=	SN	International Standard Serial Number (ISSN)	Phrase	S SN=0001-8899
—	SO	Source Information ⁸		
TS=	TS,CO	Ticker Symbol ⁵	Phrase	S TS=KO
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count	Numeric	S WD>500

⁴ Also searchable as DT=.

⁷ For records prior to January 2000.

⁵ Index added to database January 2000.

⁸ Source Field may include Journal Name, Volume, Issue, Page Numbers, and Publication Date.

⁶ Also searchable as AT=.

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP, HELP CURRENT online.

LIMIT	/ -- DIALOG Accession Number /ENG -- English Language /FULLTEXT -- Full Text /LONG -- Word Count of 1,000 words or more /SHORT -- Word Count of less than 1,000 words /YYYY -- Publication Year	S S3/0010000-99999999 S S5/ENG S S7/FULLTEXT S TV(N)SPOT?/LONG S S4/SHORT S S2/2000
SORT	AA, AU, CO, JN, PD, PY, TI	SORT S1/ALL/AU PRINT S5/5/1-24/PY
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: DE	RANK AU S3
RD, ID	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5
CURRENT	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 484 CURRENT2

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Bibliographic Citation, Word Count, and Indexing
3	Medium	Bibliographic Citation and Word Count
4	--	Bibliographic Citation and Abstract
5	Long	Full Record except Text
6	Free	Title, Publication Date, and Word Count
7	--	Bibliographic Citation and Text
8	Short	Title, Publication Date, Word Count, and Indexing
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

USER DEFINED FORMATS	User-defined formats may be specified using the display codes indicated in the Search Options tables.	TYPE S3/TI,JN/1-5
TAG	Output can be displayed with tags identifying each display field..	TYPE S3/5/1-10 TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 00100005/5 DISPLAY 00074483/TI,AB PRINT 50301964/9

FOR ONLINE HELP:

See HELP FIELDS 484 for searchable fields; HELP FORMAT 484 for output formats; HELP LIMIT 484 for limits; HELP RATES 484 for cost information; HELP SORT 484 for sorts.