Volume 44, No. 4, December 2004

CONTENTS

Internet and Magazine Advertising: Integrated Partnerships or Not?

Richard Alan Nelson and Dr Ali Kanso, Vol. 44, No. 4, Dec 2004, pp. 317-326

Decay Effects in Online Advertising: Quantifying the Impact of Time Since Last Exposure on Branding Effectiveness

William J Havlena and Jeffrey Graham, Vol. 44, No. 4, Dec 2004, pp. 327-332

Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses and Motivations to Pass Along Email

Joseph E Phelps, Vol. 44, No. 4, Dec 2004, pp. 333-348

Will Internet Users Pay for Online Content?

Wenyu Dou, Vol. 44, No. 4, Dec 2004, pp. 349-359

Impact of Gender Differences on the Evaluation of Promotional Emails

Rajneesh Suri and Marissa V Phillip, Vol. 44, No. 4, Dec 2004, pp. 360-368

The Relationship between Interactive Functions and Website Ranking

Alan C. B. Tse and Chi-fai Chan, Vol. 44, No. 4, Dec 2004, pp. 369-374

The Waste in Advertising Is the Part That Works

E. Ann Hollier and Tim Ambler, Vol. 44, No. 4, Dec 2004, pp. 375-389