ADVERTISING: HELPFUL WEBSITES

- **American Association of Advertising Agencies**  [www.aaaa.org](http://www.aaaa.org)
  - The national trade association representing advertising agencies. Provides roster of members with an agency search that includes a description of the agency; also has a client/brand search tool. Maintains a job search engine.

- **Ad Club of Metropolitan Washington**  [dcadclub.com](http://dcadclub.com)
  - Website of the Advertising Club of Metropolitan Washington, a chapter of the American Advertising Federation. Hosts local professional development, educational and networking events. Maintains a job bank.

- **American Advertising Federation**  [www.aaf.org](http://www.aaf.org)
  - Trade association representing advertising professionals. National network of professional advertising clubs as well as over 200 college- and university-based clubs.

- **Ad Forum**  [www.adforum.com](http://www.adforum.com)
  - Includes a search engine to locate agencies by location, client and/or business sector. Site also displays top company website hits, and provides portfolios of select advertising firms. Includes information on over 18,000 agencies and 50,000 ads.

- **Advertising Educational Foundation**  [www.aef.com](http://www.aef.com)
  - Non-profit supported by ad agencies, advertisers and media companies that serves to provide educational content to students and professors studying advertising. AEF sponsors conferences, provides curriculum and classroom resources, and provides career advice.

- **Advertising Women of New York**  [www.awny.org](http://www.awny.org)
  - AWNY hosts over 40 events a year including an annual advertising career conference. They also maintain a job database.

- **AdWeek**  [www.adweek.com](http://www.adweek.com)
  - Weekly magazine covering advertising, marketing and media news *(AVAILABLE AT CAREER EDUCATION CENTER LIBRARY)*.

- **Advertising Age**  [www.adage.com](http://www.adage.com)
  - Industry news. You can also subscribe to the daily newsletter.

- **Smart Brief from the 4A’s**  [www.smartbrief.com/aaaa/](http://www.smartbrief.com/aaaa/)
  - Subscribe for free to the Smart Brief and receive the daily newsletter.

- **Boxes and Arrows**  [www.boxesandarrows.com](http://www.boxesandarrows.com)
  - Interactive strategy industry news and jobs.

- **Creativity-Online**  [www.creativity-online.com](http://www.creativity-online.com)
  - Creative and interactive industry news.

- **The Firm List**  [http://jobs.firmlist.com](http://jobs.firmlist.com)
  - List of interactive strategy and creative firms nationally and internationally.
The First Steps Towards Getting Into Advertising

Develop a critical eye
Pay attention to commercials and advertisements on TV, radio and in magazines and newspapers. Analyze their approach: do you think it works? Why or why not? How does the ad compare to its competitors? Think of advertising in a critical, evaluative way. Have 2-3 examples of your favorite and least favorite ads in mind and ready to critique for an interview.

Learn about the industry
Read trade magazines, newsletters, and websites listed above. Agencies who have recently won businesses may be hiring to meet the increased demand; now would be a good time to apply. The Standard Directory of Advertisers and the Standard Directory of Advertising Agencies, known in the industry as “the Red Books,” provide information about over 24,000 U.S. and Canadian companies spending a minimum of $20,000 on advertising. You can also search by firm.

The Vault guide is another good resource to start your research on the industry. Vault guides are available online for free download through the career center’s website (go to careerweb.georgetown.edu/explore). You must show not only an interest, but also knowledge about the industry. Care about the business and follow it closely.

Network
Local ad clubs can be found in many cities and are usually affiliated with the American Advertising Federation (AAF). A local club in D.C. can be found on www.dcadclub.com. Attend guest speaker presentations, educational seminars and social events.

Prepare your resume
Your resume should be ONE page. Use strong action verbs and focus on your skills and accomplishments to show, (not just tell), an employer that you have the required abilities. Make it concise. Punctuation and spelling must be perfect; remember advertising is a communications industry. If applying for a creative position, have a portfolio or “book” of your best work ready for a prospective agency. Be energetic, intelligent and aware when writing cover letters. Use Specific examples to demonstrate that you have the skills required for the position. The purpose of the cover letter is to convince someone to interview you.

Intern
Internships enable you to gain valuable professional experience prior to graduation. Most of the major advertising agencies, along with communications departments in firms of all sizes, have internship or volunteer programs. If you are having a difficult time finding a full-time job after graduation you may also want to consider a post-graduation internship, which is quite common in this industry and often turns into full-time employment.