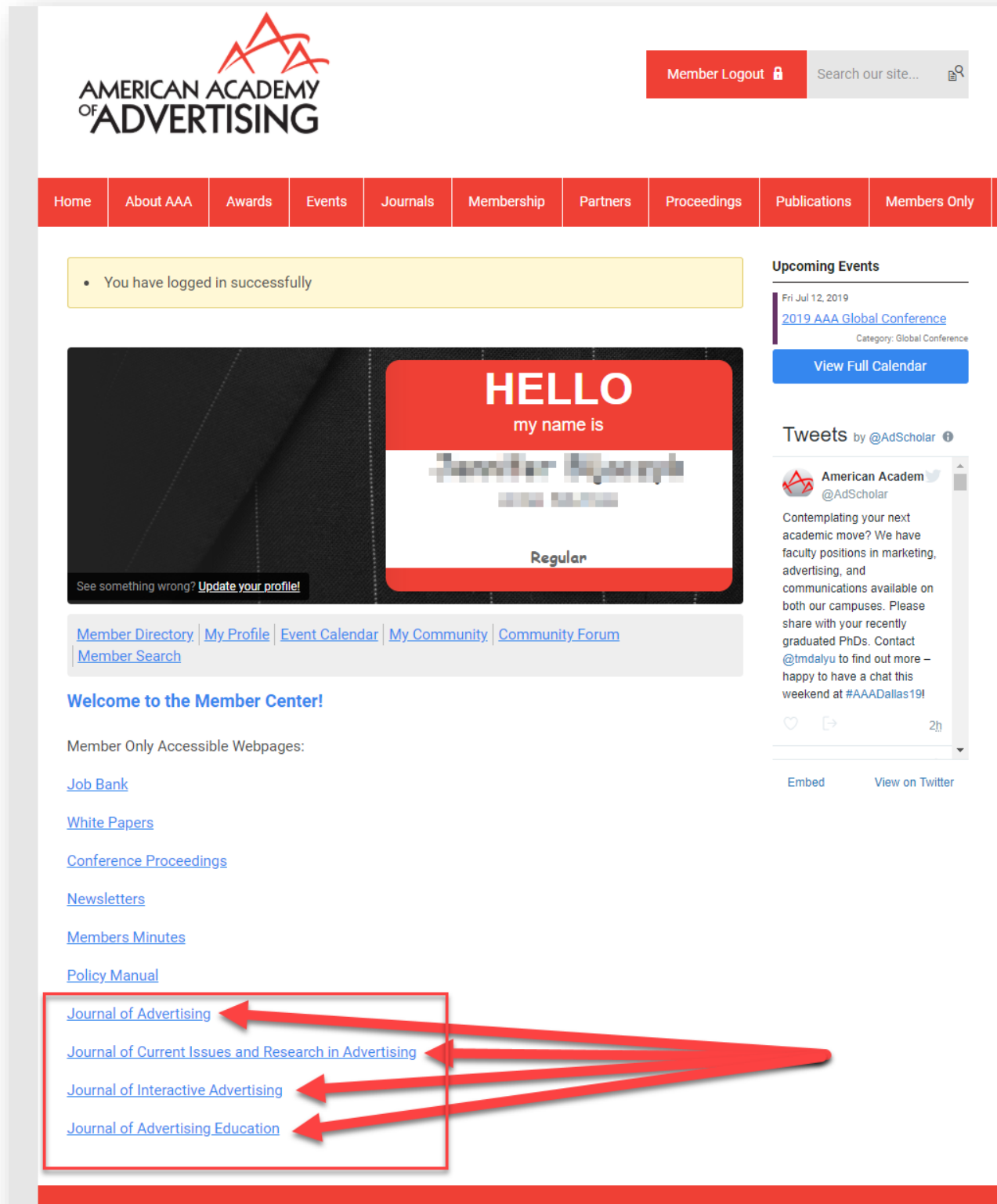


Log in to the website with your username and password. Once signed in, scroll down the page to the list of each journal and click on the one you wish to access as shown below:



The screenshot shows the American Academy of Advertising Member Center. At the top left is the logo. A navigation bar contains links for Home, About AAA, Awards, Events, Journals, Membership, Partners, Proceedings, Publications, and Members Only. A yellow notification box states "You have logged in successfully". A large graphic displays "HELLO my name is" followed by a blurred name and the word "Regular". Below this is a "Member Directory" section with links for My Profile, Event Calendar, My Community, Community Forum, and Member Search. A "Welcome to the Member Center!" message is followed by "Member Only Accessible Webpages:" and a list of links: Job Bank, White Papers, Conference Proceedings, Newsletters, Members Minutes, and Policy Manual. A red box highlights the "Journals" section, which includes links for Journal of Advertising, Journal of Current Issues and Research in Advertising, Journal of Interactive Advertising, and Journal of Advertising Education. Red arrows point from a single large arrow on the right to each of these four journal links. On the right side of the page, there are sections for "Upcoming Events" (2019 AAA Global Conference) and "Tweets by @AdScholar".

You will be taken to the next page where you must click the hyperlinked word 'here' as shown below:

The screenshot shows the top navigation bar of the American Academy of Advertising website. The logo is on the left, and a 'Member Logout' button and a search bar are on the right. Below the navigation bar is a red menu with items: Home, About AAA, Awards, Events, Journals, Membership, Partners, Proceedings, Publications, and Members Only. The main content area features the heading 'Journal of Advertising' in blue. Below it, a text block says 'Please click [here](#) to access the *Journal of Advertising*, one of the benefits of membership in the American Academy of Advertising.' A red arrow points from the right towards the word 'here'. To the right of this text is an 'Upcoming Events' section with a date 'Fri Jul 12, 2019', a link for '2019 AAA Global Conference', and a 'View Full Calendar' button.

You will then be taken to the special journal page that generates a link good for only 5 minutes, show below. Please click the 'Click here to access the journal' link:

This screenshot shows a special page on the American Academy of Advertising website. The navigation bar and logo are identical to the previous screenshot. The main content area features a yellow box containing the text 'Click here to access the journal.' A red arrow points from the right towards this link. Below the link, a text block states: 'This link will be valid for five minutes. If you're unable to access the journal, refresh this page to generate a new link.' To the right is the same 'Upcoming Events' section as in the previous screenshot.

You will now be transferred to the journal's website logged in and able to access all articles as shown below:

The screenshot displays the Taylor & Francis Online website for the Journal of Advertising. At the top, the Taylor & Francis Online logo is on the left, and a red box highlights the text "Access provided by American Academy of Advertising (AAA)". To the right of this are links for "Log in", "Register", and "Cart". Below the header, the journal title "Journal of Advertising" is prominently displayed. A search bar with the placeholder text "Enter keywords, authors, DOI etc." and a search icon is on the right. Below the journal title are several buttons: "Submit an article", "Journal homepage", "New content alerts", "RSS", "Subscribe", and "Citation search". A "Current issue" indicator is also present. On the left side, under "This journal", there is a list of links: "Aims and scope", "Instructions for authors", "Journal information", "Special issues", "Editorial board", and "News & offers". Below these links are two promotional boxes: "Sample Our Economics, Finance, Business & Industry journals" and "CONSUMPTION MARKETS CULTURE". The main content area is titled "List of issues" and contains a table of volumes from 2011 to 2018. Each volume entry has a green checkmark icon on the right side. At the bottom of the page, there is a cookie consent banner with the text "We use cookies to improve your website experience. To learn about our use of cookies and how you can manage your cookie settings, please see our Cookie Policy. By closing this message, you are consenting to our use of cookies." and an "Accept" button.

Taylor & Francis Online

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Journal of Advertising

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Current issue

This journal

- Aims and scope
- Instructions for authors
- Journal information
- Special issues
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Sample Our Economics, Finance, Business & Industry journals

CONSUMPTION MARKETS CULTURE

List of issues

Latest articles	
Volume 47 2018	✓
Volume 46 2017	○
Volume 45 2016	○
Volume 44 2015	○
Volume 43 2014	○
Volume 42 2013	○
Volume 41 2012	○
Volume 40 2011	○

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