OBTAINING PERSISTENT LINKS TO CONTENT IN ADFORUM

VIDEO CONTENT

1. Find an ad you are interested in:
2. You may either right-click on the picture of the ad in your results list and select “Copy Link Location” or “Copy shortcut” (depending on your browser), or click into the ad...
... and copy-and-paste the URL in the Address Bar. Either way, paste the URL into a text editor.

3. Replace everything in the URL before /creative-work with:


   So in the above example, the complete persistent link for the ad, accessible off-campus, would be:

4. Test all links before posting via email, to course webpages, etc.
1. Text-based content in AdForum may be linked to in the same manner. Perform a search in the “AGENCIES” section of the database, for example:
2. Copy and paste the URL from the browser’s Address Bar into a text editor.

3. Replace everything in the URL before /agency with:


So in the above example, the complete persistent link for news about J. Walter Thompson Worldwide, regularly-updated and accessible off-campus, would be:


4. Test all links before posting via email, to course webpages, etc.