



Guide to the Dade Media records, 1970-2012 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Table of Contents

| | |
|--|---|
| Summary | 3 |
| Background | 4 |
| Arrangement | 4 |
| Administrative Information | 5 |
| Related Materials | 6 |
| Names and Subjects | 6 |
| Collection Inventory | 6 |
| Printed Materials | 6 |
| Slides & Photographs | 7 |

Summary

Collection Title:

Dade Media records, 1970-2012 and undated

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Creator:

Dade Media

Abstract:

Dade Media Inc. is a marketing and advertising agency based in Delray Beach, Florida. The collection includes promotional materials; trade literature; outdoor awards publications; slides and photographs of billboards and mall advertisements; audio cassettes; and other materials relating to outdoor advertising. Companies represented include 3M National, AK Media, Atomic Props and Effects, Eller Media Company, Foster and Kleiser, Honda, Institute of Outdoor Advertising (IOA), Metromedia Technologies (MMT), Outdoor Advertising Association of America (OAAA), Outdoor Advertising Magazine, TDI, Titan Outdoor, and Young and Rubicam (Y&R). Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

1.2 Linear Feet

Language:

Materials in English.

Collection ID:

RL.11922

Permalink:

<https://idn.duke.edu/ark:/87924/m17m8p>

Preferred Citation

[Identification of item], Dade Media records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

The Dade Media records span the years 1970 to 2012 and undated and include printed materials, slides and photographs, and audio cassettes. Printed materials include promotional materials, trade literature, and awards programs related to outdoor advertising. Companies represented in the collection include 3M National, AK Media, Atomic Props and Effects, Eller Media Company, Foster and Kleiser, Honda, Institute of Outdoor Advertising (IOA), Metromedia Technologies (MMT), Outdoor Advertising Association of America (OAAA), Outdoor Advertising Magazine, TDI, Titan Outdoor, and Young and Rubicam (YandR). The collection includes slides and photographs of billboards and mall advertising from the 1970s and 1980s, including several slides of Coca-Cola billboards. Slide topics include airlines, automobiles, beverages, cameras, entertainment, fashion, fast food, food, health, housing, humor, mall advertising, manufacturing, media, montages, people, real estate, signs, spring water, teasers, termites, tobacco, travel, and several slide collections that accompanied presentations.

Biographical/Historical

Dade Media Inc. is a marketing and advertising agency based in Delray Beach, Florida. The collection was assembled by Keith Kenner, who has been Vice President - Principal of Dade Media from 1999 to 2021 and continuing. Prior to that position, Kenner was a National Account Manager at 3M Media (1986-1996), an Account Executive at McNaughton Lithograph (1982-1986), and a National Account Manager at the Institute of Outdoor Advertising (1979-1981).

[Return to Table of Contents](#)

Arrangement

Organized into the following series: Printed Materials; Slides and Photographs.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

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Access Restrictions

Access restricted. Collection contains fragile audiovisual/photographic formats that may need to be reformatted before use. Contact Research Services for access.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The Dade Media records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2021.

Processing Information

Processed by Emma Davenport, September, 2021

Accessions described in this collection guide: 2021-0016

[Return to Table of Contents](#)

Related Materials

Related Material

Materials related to this collection may be found in other Hartman Center collections, including: Duplex Advertising Company billboard images and records; J. Walter Thompson Company. Brouillard Communications vertical files; John E. Brennan outdoor advertising survey reports; Ohio Outdoor Advertising Corporation records; Outdoor Advertising Association of America (OAAA) archives; OAAA Slide Library; Porter Advertising billboard sketches; Wilkins Media Company records.

[Return to Table of Contents](#)

Names and Subjects

- Advertising, Outdoor -- History
- Advertising, Outdoor -- Awards -- United States
- Billboards -- 1970-1980
- John W. Hartman Center for Sales, Advertising & Marketing History
- Coca-Cola Company
- 3M Company
- Atomic Props & Effects (Firm)
- Eller Media
- Foster and Kleiser Company
- Honda Motor Company
- Metromedia, Inc.
- Outdoor Advertising Association of America
- Young & Rubicam

Collection Inventory

Printed Materials, 1970-2012, undated

3M National, 1992-1997

Box 1

Physical Description: 2 folders

| | |
|---|---|
| 3M National: TMR Slide Presentation accompanying cassette TRT 7:42, undated | Box 3 > Audio-cassette RL 11922-CS-001 |
| AK Media, 1998 | Box 1 |
| Atomic Props & Effects, undated | Box 1 |
| Eller Media Company, 1999 | Box 1 |
| Foster & Kleiser, approximately 1970s | Box 1 |
| Honda, 1986 | Box 1 |
| Institute of Outdoor Advertising (IOA), approximately 1981-1991 | Box 1 |
| Physical Description: 2 folders | |
| Mall Advertising, 1985-1995 | Box 1 |
| Metromedia Technologies (MMT), 1989 | Box 1 |
| Outdoor Advertising Association of America (OAAA), 2012 | Box 1 |
| Outdoor Advertising Association of America (OAAA): Obie Awards Programs, 1986-1998 | Box 1 |
| Physical Description: 2 folders | |
| Outdoor Advertising Magazine, 1998-1999 | Box 2 |
| TDI, 1996-1998 | Box 2 |
| Titan Outdoor, approximately 2000s | Box 2 |
| Young & Rubicam (Y&R), 1977 | Box 2 |

[Return to Table of Contents](#)

Slides & Photographs, 1970-1997, undated

| | |
|---|-------|
| 3M Media: Bob Moran Retirement, 1996-1997 | Box 2 |
| Airlines, approximately 1976-1986 | Box 2 |
| Auto, approximately 1970s-1980s | Box 2 |

| | |
|---|---|
| Beverages, approximately 1976 | Box 2 |
| Camera-Tapes, approximately 1979 | Box 2 |
| Entertainment, Manufacturing, approximately 1979-1981 | Box 2 |
| Fashion, Fast Food, Spring Water, Tobacco, Travel, approximately 1970s-1980s | Box 2 |
| Food, approximately 1984 | Box 2 |
| Health, Montages, approximately 1970 | Box 2 |
| Housing, Real Estate, approximately 1980-1985 | Box 2 |
| Humor, approximately 1976-1989 | Box 2 |
| Mall Advertising, approximately 1977-1995 | Box 2 |
| Media, approximately 1986 | Box 2 |
| People, 1981 | Box 2 |
| Presentation: 1987 July by Keither Kenner, 1987 | Box 2 |
| Presentation: Adam Brett Kenner Birthday, 1997 | Box 2 |
| Presentation: Adam Brett Kenner Birthday-- Audio cassette, 1997 | Box 3 > Audio-cassette RL 11922-CS-002 |
| Presentation: "The Art of Persuasion" (3M)-- Slides and presentation notes, undated | Box 2 |
| Scope and Contents | |
| folder includes presentation notes | |
| Signs, approximately 1970-1978 | Box 2 |
| Teasers, Termites, approximately 1970s-1980s | Box 3 |
| Uncategorized, approximately 1970s-1980s | Box 3 |
| Physical Description: 3 folders | |

[Return to Table of Contents](#)