



# Guide to the Stuart Elliott papers, 1875-2014 and undated

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## Summary

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**Collection Title:**

Stuart Elliott papers, 1875-2014 and undated

**Creator:**

Elliott, Stuart

**Source:**

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

**Abstract:**

Advertising and business columnist for USA Today and the New York Times.

**Extent:**

85.0 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.11108

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1qg8n>

**Preferred Citation**

[Identification of item], Stuart Elliott papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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**Scope and Content**

Collection spans 1875-2014 and includes clippings, correspondence, drafts of newspaper articles and weblog posts, subject files and other printed materials relating to Elliott's career as a columnist. Recurring topics include Super Bowl advertising, advertising spending, diversity in advertising industry hiring, gay/lesbian/transgender (LGBT) issues and consumer demographics, agency mergers and client relations, media industry conferences, and media technology innovations. Collection primarily focuses on Elliott's tenure as columnist at the

New York Times, but materials representing work at USA Today and the Detroit Free Press are also present. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

## **Biographical/Historical**

Graduate Medill School of Journalism, Northwestern University; worked at Advertising Age, Detroit Free Press and USA Today before joining the New York Times in 1991. Retired 2014.

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## **Arrangement**

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Arranged into the following series: General Files; Conferences and Programs; Correspondence; Print Materials; Subject Files; Trade Contacts; Writings Files; Large-Format Materials; and Audiovisual Materials.

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## **Administrative Information**

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### **Publication Statement**

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

URL: <https://library.duke.edu/rubenstein/>

### **Access Restrictions**

Collection is open for research.

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of

the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The Stuart Elliott papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2014.

### **Processing Information**

Processed by Richard Collier, May 2016

Accessions described in this collection guide: 2014-0191

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections: Carl Spielvogel papers, Margaret Fishback papers, Alvin A. Achenbaum papers, and the J. Walter Thompson Company Advertising Columnists Articles.

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## **Names and Subjects**

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- Gay rights movement -- United States -- History -- 20th century
- Gay rights movement -- United States
- Gay people's writings -- United States
- Gay activists -- United States
- Gay community -- United States
- Gay consumers -- United States
- Lesbian consumers -- United States
- Lesbian community -- United States
- Journalists -- United States -- Correspondence
- Journalism -- United States -- History -- 20th century
- Advertising -- Periodicals
- Advertising

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

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## Collection Inventory

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### General Files, 1967-2010, undated

|   |                      |
|---|----------------------|
| 9/11 World Trade Center attacks, 2001   | Box 1 > Folder 1     |
| 10th anniversary of Elliott's Times column, 2001  | Box 1 > Folder 2-3   |
| <b>Physical Description:</b> 2 folders  |                      |
| Articles about/press mentions of Elliott, 1992-2006   | Box 1 > Folder 4     |
| Caricatures, undated  | Box 1 > Folder 5     |
| CBS Sunday Morning, 2006-2007   | Box 1 > Folder 6     |
| Food spokescharacter bracket, 2006  | Box 1 > Folder 7     |
| Honolulu Advertiser/Honolulu Star-Bulletin closings, 2010   | Box 1 > Folder 8     |
| "In Advertising" email newsletter, 2001   | Box 1 > Folder 9     |
| Kudos/evaluations, 1992-2008  | Box 1 > Folder 10    |
| Loose audiovisual items (documents and separation sheets; physical audiovisual moved to Audiovisual Series) | Box 1 > Folder 11    |
| Memorials and obituaries, 1979-2010   | Box 1 > Folder 12-13 |
| <b>Physical Description:</b> 2 folders  |                      |
| Memorials and obituaries--Allen Myerson, 2002   | Box 1 > Folder 14    |
| Memorials and obituaries--Arnold Gingrich, 1976   | Box 1 > Folder 15    |
| Memorials and obituaries--Arthur Hays Sulzberger, 1968  | Box 1 > Folder 16    |
| Memorials and obituaries--Dick Dougherty, 2008  | Box 1 > Folder 17    |

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|  |                   |
|--|-------------------|
| Memorials and obituaries--George Lazarus, 2000             | Box 1 > Folder 18 |
| Memorials and obituaries--Henry Luce, 1967                 | Box 1 > Folder 19 |
| Memorials and obituaries--Jacqueline Kennedy Onassis, 1995 | Box 1 > Folder 20 |
| Memorials and obituaries--James Winston Brady, 2009        | Box 1 > Folder 21 |
| Memorials and obituaries--Jay Chiat, 2002                  | Box 1 > Folder 22 |
| Memorials and obituaries--Lee Aarons, 2005                 | Box 2 > Folder 1  |
| Memorials and obituaries--Luther Davis, 2008               | Box 2 > Folder 2  |
| Memorials and obituaries--Paul Tilley, 2008                | Box 2 > Folder 3  |
| Memorials and obituaries--Philip Dougherty, 1988           | Box 2 > Folder 4  |
| Memorials and obituaries--Philip Dusenberry, 2007-2008     | Box 2 > Folder 5  |
| Memorials and obituaries--Philippe Halsman, 1979           | Box 2 > Folder 6  |
| Memorials and obituaries--Rusty (J. Russell) King, 2000    | Box 2 > Folder 7  |
| Memorials and obituaries--Ruth Reinke Whitney, 1999        | Box 2 > Folder 8  |
| Memorials and obituaries--Steven Florio, 2007              | Box 2 > Folder 9  |
| Memorials and obituaries--Tom King, 2003                   | Box 2 > Folder 10 |
| Memorials and obituaries--William Paley, 1990              | Box 2 > Folder 11 |
| Miscellaneous, 1985-2008                                   | Box 2 > Folder 12 |
| Network Event Theater, 1997                                | Box 2 > Folder 13 |
| New York Times--Announcements, 2002                        | Box 2 > Folder 14 |
| New York Times--Anthrax scare, 2001                        | Box 2 > Folder 15 |

|  |                      |
|--|----------------------|
| New York Times--Jayson Blair, 2003-2005<br><b>Physical Description:</b> 2 folders            | Box 2 > Folder 16-17 |
| New York Times--Julie Bosman, 2005-2007  | Box 2 > Folder 18    |
| New York Times--Notes and miscellaneous, 1991-2007<br><b>Physical Description:</b> 4 folders | Box 2 > Folder 19-22 |
| New York Times--Nat Ives, 1999-2002  | Box 2 > Folder 23    |
| New York Times--Position announcement (Elliott), 1991  | Box 3 > Folder 1     |
| New York University, 2007  | Box 3 > Folder 2     |
| New Yorker, 1984-1987  | Box 3 > Folder 3     |
| Newsletter email survey, 2002  | Box 3 > Folder 4     |
| Photographs, undated<br><b>Physical Description:</b> 3 folders                               | Box 3 > Folder 5-7   |
| Road trip, 2006  | Box 3 > Folder 8     |
| Shona Seifort "code of ethics", 2005   | Box 3 > Folder 9     |
| "Stuart's Sense and Sensibility"--Tim McHale, undated  | Box 3 > Folder 10    |
| The Age of Cross-Media Entertainment Business Plan, 2004                                     | Box 3 > Folder 11    |
| USA Today, 1988-2004<br><b>Physical Description:</b> 2 folders                               | Box 3 > Folder 12-13 |
| Vanity Fair, 1982-1983   | Box 3 > Folder 14    |
| Vic Sussman, circa 2001  | Box 3 > Folder 15    |

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### Conferences and Programs, 1981-2014, undated

|                                    |                   |
|------------------------------------|-------------------|
| AAA conference remarks, circa 2007 | Box 3 > Folder 16 |
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|---|----------------------|
| AAAA PR conference, 2013  | Box 3 > Folder 17    |
| AAF National Conference, 2008   | Box 3 > Folder 18    |
| ABC 20/20 episode, 2006   | Box 3 > Folder 19    |
| Ad Club--Out of Home, 2009  | Box 3 > Folder 20    |
| Ad Club of Western Michigan, 2004   | Box 3 > Folder 21    |
| AdTech New York, 2006-2007  | Box 3 > Folder 22    |
| AdTech New York, 2008   | Box 4 > Folder 1     |
| Ads Against AIDS, 1991-1992   | Box 4 > Folder 2     |
| Advertising Club, 2004, 2013<br><b>Physical Description:</b> 2 folders                            | Box 4 > Folder 3-3a  |
| Advertising in America Conference, 1993   | Box 4 > Folder 4     |
| Advertising Research Foundation, 2011   | Box 4 > Folder 5     |
| Advertising ROI Roundtable, 2007  | Box 4 > Folder 6     |
| Advertising Week (AdWeek DC), 2007-2011<br><b>Physical Description:</b> 11 folders                | Box 4 > Folder 7-17  |
| Advertising Week (AdWeek DC), 2012-2014<br><b>Physical Description:</b> 4 folders                 | Box 5 > Folder 1-4   |
| Advertising Women of New York, 2000-2011<br><b>Physical Description:</b> 3 folders                | Box 5 > Folder 5-7   |
| ANA (Association of National Advertisers),<br>2003-2008<br><b>Physical Description:</b> 2 folders | Box 5 > Folder 8-9   |
| Anne Morgan's War: Rebuilding Devastated<br>France 1917-1924, 2010                                | Box 5 > Folder 10    |
| Auto Show, 2006   | Box 5 > Folder 11    |
| BBB (Better Business Bureau), 2009-2010<br><b>Physical Description:</b> 2 folders                 | Box 5 > Folder 12-13 |

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|--|----------------------|
| Big Ad Gig, 2010-2012<br><b>Physical Description:</b> 2 folders  | Box 5 > Folder 14-15 |
| Brain Game, 2001   | Box 6 > Folder 1     |
| Bravo--Queer Eye for the Straight Guy panel, 2003  | Box 6 > Folder 2     |
| Brooklyn Advertising High School, 2007   | Box 6 > Folder 3     |
| Bruce McCall Retrospective, 1999   | Box 6 > Folder 4     |
| Cannes, 2005<br><b>Physical Description:</b> 2 folders   | Box 6 > Folder 5-6   |
| Center for Communications Conference, 2007   | Box 6 > Folder 7     |
| Chicago Advertising Federation--Advertising and Popular Culture, 2001                                    | Box 6 > Folder 8     |
| CMO Council, 2007  | Box 6 > Folder 9     |
| CNN Business Writers Forum, 2001   | Box 6 > Folder 10    |
| Columbia University, 2003  | Box 6 > Folder 11    |
| Commercial Closet Association Corporate Visionary Honors, 2006<br><b>Physical Description:</b> 2 folders | Box 6 > Folder 12-13 |
| Commercial Closet talk, 2002   | Box 6 > Folder 14    |
| Creative Media Summit, 2006  | Box 6 > Folder 15    |
| Digital Day, 2010  | Box 6 > Folder 16    |
| Digital Technology Panel, 2012   | Box 6 > Folder 17    |
| Diversity Stir It Up!, 2011  | Box 6 > Folder 18    |
| DMA All for One Summit, 2011   | Box 6 > Folder 19    |
| DMA Insert Media Day, 2007   | Box 7 > Folder 1     |
| DMIX (Direct Marketing Idea Exchange), 2013  | Box 7 > Folder 2     |

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|--|----------------------|
| Dream Girls: Images of Women in Advertising<br>1890s-1990s, American Advertising Museum,<br>1995 | Box 7 > Folder 3     |
| Equality Forum, 2006   | Box 7 > Folder 4     |
| Events cancelled due to 9/11, 2001   | Box 7 > Folder 5     |
| Executive Marketing Summit, 2012   | Box 7 > Folder 6     |
| Exhibition--Dixie Sheridan theater photographs,<br>1997  | Box 7 > Folder 7     |
| ExxonMobil lecture on advertising ethics, 2003   | Box 7 > Folder 8     |
| Fashion Scholarships Fund, 2009  | Box 7 > Folder 9     |
| Financial Communications Society Portfolio<br>Awards, 2005                                       | Box 7 > Folder 10    |
| Fragrance Foundation Selling Scents Seminar,<br>2006   | Box 7 > Folder 11    |
| Gay Media Panel, 2004  | Box 7 > Folder 12    |
| George Stephanopolis remarks to National<br>Lesbian Gay Journalists Association, 1995            | Box 7 > Folder 13    |
| I Want My Gay TV Pridevision, 2002   | Box 7 > Folder 14    |
| Kenyon College Extern Program, 1996-2007<br><b>Physical Description:</b> 5 folders               | Box 7 > Folder 15-19 |
| Kimpton Hotels Summer of Pride, 2010   | Box 7 > Folder 20    |
| Legends of Madison Avenue, 2004  | Box 7 > Folder 21    |
| LGBT Youth Live Out Loud, 2001   | Box 8 > Folder 1     |
| Long Island Ad Club, 2007  | Box 8 > Folder 2     |
| Lotos Club, 2003   | Box 8 > Folder 3     |
| LSU student advertising NYC trip, 2008   | Box 8 > Folder 4     |
| Mad Men panel, 2008  | Box 8 > Folder 5     |

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|---|---------------------|
| Marketing Week Brands Summit, 2004  | Box 8 > Folder 6    |
| Medill Club of NY, 2007   | Box 8 > Folder 7    |
| Miscellaneous, 1981-2014  | Box 8 > Folder 8-14 |
| <b>Physical Description:</b> 7 folders                                    |                     |
| Museum of Television and Radio--Madison Avenue Meets Gasoline Alley, 1993 | Box 9 > Folder 1    |
| National Lesbian Gay Journalists Association, 1995                        | Box 9 > Folder 2    |
| New Media Panel, 2006   | Box 9 > Folder 3    |
| New York Advertising and Communications Network, 2001                     | Box 9 > Folder 4    |
| New York Times--360 Summit, 2012  | Box 9 > Folder 5    |
| New York Times--Breakfast, 2005   | Box 9 > Folder 6    |
| New York Times--Diversity Panel "Multicultural America", 2007             | Box 9 > Folder 7-8  |
| <b>Physical Description:</b> 2 folders                                    |                     |
| New York Times--Future of Recruitment Advertising, 2007                   | Box 9 > Folder 9    |
| New York Times--Innovation Council, 2008                                  | Box 9 > Folder 10   |
| New York Times--Lunch, 2000   | Box 9 > Folder 11   |
| New York Times--Media Group Sales Conference, 2006                        | Box 9 > Folder 12   |
| New York Times--Multicultural Panel, 2007                                 | Box 9 > Folder 13   |
| New York Times--Multicultural Marketing Panel, 2011                       | Box 9 > Folder 14   |
| New York Times--Panel, 2010   | Box 9 > Folder 15   |
| New York Times--Panel--Gay/Lesbian Online Marketplace, 2000               | Box 9 > Folder 16   |

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| New York Times--Panel--The Future of Media, 2001   | Box 9 > Folder 17    |
| New York Times--Roundtable--Online Video, 2007   | Box 9 > Folder 18    |
| New York Times--Roundtable--Social Networking, 2007  | Box 9 > Folder 19    |
| New York Times--Talks--Advertising to Gay America, 1998-1999<br><b>Physical Description:</b> 2 folders | Box 9 > Folder 20-21 |
| New York Times--Talks--I Want My Gay TV!, 2002<br><b>Physical Description:</b> 2 folders               | Box 9 > Folder 22-23 |
| NLGJA (National Lesbian Gay Journalists Association), 2004   | Box 10 > Folder 1    |
| NY AMA (American Marketing Association)--Gaming, 2003-2004   | Box 10 > Folder 2    |
| NYTech Panel, 2010   | Box 10 > Folder 3    |
| Ohio University, 2003  | Box 10 > Folder 4    |
| Out Professionals--Building Brands at the Speed of Culture, 2012                                       | Box 10 > Folder 5    |
| Out Professionals--Jack Schlegel Salute, 2009  | Box 10 > Folder 6    |
| Out Professionals--Josh Kilmer-Purcell book event, 2006  | Box 10 > Folder 7    |
| Out Professionals--Outing Madison Avenue, 2007   | Box 10 > Folder 8    |
| Out Professionals--Panel, 2011   | Box 10 > Folder 9    |
| Out Professionals--Provocation in Advertising, 2004  | Box 10 > Folder 10   |
| Out Professionals--Talk, 2009  | Box 10 > Folder 11   |
| Paley Media Center Council panel, 2007   | Box 10 > Folder 12   |

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| PEN Festival, 2013   | Box 10 > Folder 13  |
| Pixels and Print panel (e-learning), 2008  | Box 10 > Folder 14  |
| PR Week, 2005  | Box 11 > Folder 1   |
| PR Week Cause Roundtable, 2007<br><b>Physical Description:</b> 2 folders             | Box 11 > Folder 2-3 |
| Princeton Club, 2003   | Box 11 > Folder 4   |
| Promax, 2004   | Box 11 > Folder 5   |
| Public Relations Society of America, 2000  | Box 11 > Folder 6   |
| Publicity Club of New York, 2003, 2011<br><b>Physical Description:</b> 2 folders     | Box 11 > Folder 7-8 |
| Queer as Folk, 2002  | Box 11 > Folder 9   |
| ReFrame: The Brand, 2014   | Box 11 > Folder 10  |
| Reuters--Breaking the Lavender Ceiling panel, 2007                                   | Box 11 > Folder 11  |
| Richard Lewis branding class visit, 2011   | Box 11 > Folder 12  |
| RLTV Rethink 5+ (Boomer Town), 2013  | Box 11 > Folder 13  |
| San Francisco business talk--Gay/lesbian attitudes, 2000                             | Box 11 > Folder 14  |
| Scent Marketing Institute ScentWorld Conference, 2008                                | Box 11 > Folder 15  |
| Silicon Alley Breakfast Club, 2000   | Box 11 > Folder 16  |
| Special Libraries Association, 2006  | Box 11 > Folder 17  |
| Stern School of Business Lesbian and Gay Business Association, 1998                  | Box 11 > Folder 18  |
| Syracuse University New House School of Public Communications 40th Anniversary, 2004 | Box 11 > Folder 19  |
| Targeting Gay and Lesbian Consumers, 1993  | Box 11 > Folder 20  |

|   |                       |
|---|-----------------------|
| Television Bureau of Advertising, 2005-2011<br><b>Physical Description:</b> 3 folders | Box 11 > Folder 21-23 |
| The Art of Coming Out, 2011   | Box 12 > Folder 1     |
| The Big Ad Gig Panel, 2011  | Box 12 > Folder 2     |
| The Dartmouth school newspaper, 2002  | Box 12 > Folder 3     |
| ThinkLA Conference, 2008  | Box 12 > Folder 4     |
| Tom King, 2000  | Box 12 > Folder 5     |
| Transformation Conference--Sustainability, 2012                                       | Box 12 > Folder 6     |
| Transformation LA, 2012   | Box 12 > Folder 7     |
| Twenty Questions with Richard Kirshenbaum '83, 2012                                   | Box 12 > Folder 8     |
| University of Wisconsin Writer in Residence, 1999-2000                                | Box 12 > Folder 9     |
| Upfront notes, undated  | Box 12 > Folder 10    |
| U.S. Open Tennis, 2007  | Box 12 > Folder 11    |
| Walking the High Line, 2002   | Box 12 > Folder 12    |
| Women's Economic Club, 2005   | Box 12 > Folder 13    |
| Yale, 2001  | Box 12 > Folder 14    |

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### Correspondence, 1980s-2012

|   |                     |
|---|---------------------|
| General, 1980s-2002<br><b>Physical Description:</b> 8 folders | Box 13 > Folder 1-8 |
| General, 2003-2012<br><b>Physical Description:</b> 6 folders  | Box 14 > Folder 1-6 |
| E-mail, 2000-2003<br><b>Physical Description:</b> 7 folders   | Box 15 > Folder 1-7 |

|   |                     |
|---|---------------------|
| E-mail, 2004-2007 April<br><b>Physical Description:</b> 8 folders             | Box 16 > Folder 1-8 |
| E-mail, 2007 May-2008 September<br><b>Physical Description:</b> 6 folders     | Box 17 > Folder 1-6 |
| E-mail, 2008 October-2010 May<br><b>Physical Description:</b> 7 folders       | Box 18 > Folder 1-7 |
| E-mail, 2010 June-2012<br><b>Physical Description:</b> 4 folders              | Box 19 > Folder 1-4 |
| E-mail re Mad Men episode, 2010   | Box 19 > Folder 5   |
| Holiday greeting cards, 1990s-2000s<br><b>Physical Description:</b> 3 folders | Box 19 > Folder 6-8 |
| Holiday greeting cards, 1990s-2000s<br><b>Physical Description:</b> 6 folders | Box 20 > Folder 1-6 |
| Holiday greeting cards, 1990s-2000s<br><b>Physical Description:</b> 5 folders | Box 21 > Folder 1-5 |
| Holiday greeting cards, 1990s-2000s<br><b>Physical Description:</b> 3 folders | Box 22 > Folder 1-3 |
| Kudos, 2009   | Box 22 > Folder 4   |
| Notables, 1990s-2000s<br><b>Physical Description:</b> 4 folders               | Box 22 > Folder 5-8 |

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### Print Materials, 1940-2013, undated

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|---|-------------------|
| 100 Years of Food History, 1983   | Box 23 > Folder 1 |
| A Brain Is for Eating (Dan and Ameila Jacobs, Humanaut), 2013                         | Folder 2          |
| Advertising Age Datacenter, 2007-2008   | Folder 3          |
| Advertising Go-cards and postcards, undated<br><b>Physical Description:</b> 5 folders | Folder 4-8        |

|  |                       |
|--|-----------------------|
| Ad Week, 2006-2008   | Folder 9              |
| Andy Warhol's Diaries Index, 1985  | Folder 10             |
| (Baron Adolph) De Meyer A Singular Elegance, 1994                                  | Folder 11             |
| Be Careful What You Wish For...It Might Come True (Lynn Woodward), 1994            | Folder 12             |
| Benetton--We, On Death Row, 2000   | Folder 13             |
| Best Thing on TV: Commercials (Jonathan Price), 1978                               | Box 24 > Folder 1     |
| Better World Advertising--Gay and Bisexual Men's Television Viewing Patterns, 2000 | Box 24 > Folder 2     |
| Beyond the Wall, 1996 January  | Box 24 > Folder 3     |
| BMO Capital Markets: Broadcasting, 2008  | Box 24 > Folder 4     |
| Brand Week, 2008-2009  | Box 24 > Folder 5     |
| Brand Week: Superbrands, 2009  | Box 24 > Folder 6     |
| Cartoons, 1987-2000  | Box 24 > Folder 7     |
| CBS--Brand: Exploring the Network's Identity, circa 1994                           | Box 24 > Folder 8     |
| CBS Broadcast Guide: Winter Olympics Nagano, 1997                                  | Box 24 > Folder 9     |
| Cheerios: First 60 Years, 2001   | Box 24 > Folder 10    |
| Clippings, 2013  | Box 24 > Folder 11    |
| Coca-Cola publications, 1973-1994  | Box 24 > Folder 12-13 |
| <b>Physical Description:</b> 2 folders   |                       |
| Columbia Journalism Review 25th Anniversary Issue, 1986                            | Box 24 > Folder 14    |
| Comics, undated  | Box 24 > Folder 15    |
| Delaney Report, 2004 December  | Box 24 > Folder 16    |

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| Flake: 25 Best Cereal Boxes of All Time, 1990  | Box 24 > Folder 17 |
| Forgotten Laughter: The Fred Allen Story (Neil Grauer), 1988                                       | Box 24 > Folder 18 |
| Fortune cover with Joan Collins, 1985  | Box 24 > Folder 19 |
| Fox Candy Store/Fastlane, 2002   | Box 24 > Folder 20 |
| FTC Staff Report: Self-Regulatory Principles for Online Behavioral Advertising, 2009               | Box 25 > Folder 1  |
| Gannett/USA Today Directory, 1991  | Box 25 > Folder 2  |
| Global Gay Media Proposal for Tribe Magazine, 1993   | Box 25 > Folder 3  |
| Gotham Inside Out, 1996  | Box 25 > Folder 4  |
| Greatest Moments in TV History, 1978   | Box 25 > Folder 5  |
| Hearst: 30 Days of Fashion--Choices: The Art of Getting Ready curated by John A. Bennette, undated | Box 25 > Folder 6  |
| Hearst: A Century in Journalism (James O'Donnell), 1987  | Box 25 > Folder 7  |
| Hidden History of Product Placement (Newell, Salmon Chang), 2006                                   | Box 25 > Folder 8  |
| History Factory, 1993  | Box 25 > Folder 9  |
| Hotwired deck, 1996  | Box 25 > Folder 10 |
| House Garden--Eclectic Style: The Elements of U, undated   | Box 25 > Folder 11 |
| How a Publicity Blitz Created the Myth of Subliminal Advertising (Stuart Rogers), 1992             | Box 25 > Folder 12 |
| Hunter College, Roosevelt House, undated   | Box 25 > Folder 13 |
| I'd Like to Force the World to Sing: The Making of a Yes Generation (Joshua Glenn), 2001           | Box 25 > Folder 14 |
| In the Forties (Atlantic Magazine), 1983   | Box 25 > Folder 15 |

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|---|--------------------|
| Independents (Absolut Vodka), 1995  | Box 25 > Folder 16 |
| John Held holiday design, undated   | Box 25 > Folder 17 |
| Kraft 75th Anniversary Anecdote and Trivia Quiz, undated                              | Box 25 > Folder 18 |
| Learn to Draw with Jon Gnacy, 1950  | Box 25 > Folder 19 |
| Levi's postcards, booklet, 1995   | Box 25 > Folder 20 |
| LGBT miscellaneous, 1993  | Box 25 > Folder 21 |
| Los Angeles Advocate, 1967 September  | Box 25 > Folder 22 |
| Luring Green Consumers (Michael Freitag), 1989  | Box 25 > Folder 23 |
| Mad Magazine 50th Anniversary, 2002   | Box 25 > Folder 24 |
| Maidenform: A Company Built by a Brand, 1992  | Box 26 > Folder 1  |
| Map: Pearl Harbor attack, undated   | Box 26 > Folder 2  |
| Maps, 1940-1996, undated  | Box 26 > Folder 3  |
| Mascots Amok (Stinson Carter), undated  | Box 26 > Folder 4  |
| Masters of the Name Game (naming cars; Bill Kalb), 1985                               | Box 26 > Folder 5  |
| MetLife--Out Aging: The MetLife Study of Lesbian and Gay Baby Boomers, 2006           | Box 26 > Folder 6  |
| Miscellaneous articles on press and print media, 1975-1987                            | Box 26 > Folder 7  |
| Mew York American Marketing Association: Building Brands during Uncertain Times, 2002 | Box 26 > Folder 8  |
| New York Blade News--Times Reaches Out to Gay Readers (Tom McGeeveran), 2000          | Box 26 > Folder 9  |
| New York Mets calendar, 2003  | Box 26 > Folder 10 |
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| New York Observer--Fame and Obscurity at the New York Times (Doree Shafrir), undated                          | Box 26 > Folder 12 |
| New York Post--Scooby-Doo special collector's edition, 1997   | Box 26 > Folder 13 |
| New York Times--40th anniversary of moon landing, 2009  | Box 26 > Folder 14 |
| New York Times--Advertising's Youth Brigade Flouts Tradition (Randall Rothenberg), 1988                       | Box 26 > Folder 15 |
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| New York Times notepad with Elliott biography, undated  | Box 26 > Folder 20 |
| New York Times--The Day the Boy Fell from the Sky (Barbara Lewnes/Stephen Baltz), 2002                        | Box 26 > Folder 21 |
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| New Yorker--Every Four Years, 1984  | Box 26 > Folder 24 |
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| Press Lord (Rupert Murdoch) Captures Gotham (David Gelman), 1977                                       | Box 27 > Folder 3  |
| Proposal for Psychological Research Study on the Sale and Consumption of Liquor (Ernest Dichter), 1952 | Box 27 > Folder 4  |
| Radar--Premier issue and promotional materials, 2002   | Box 27 > Folder 5  |
| Reclaiming the High Line, 2002   | Box 27 > Folder 6  |
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| Robert Thrumbull reports on salvage operations at Pearl Harbor, 1943                                   | Box 27 > Folder 8  |
| Rolling Stone: The Complete Covers 1967-1987, 1987   | Box 27 > Folder 9  |
| Sledge Hammer (Marvel) issue 1, 1987   | Box 27 > Folder 10 |
| Sports Illustrated 1954-1994: How We Got Here, 1994  | Box 27 > Folder 11 |
| Sports Illustrated Olympics issue, 1996  | Box 27 > Folder 12 |
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| The Mood Factory (Adam Hanft), 2001  | Box 28 > Folder 3  |
| The Story of Chewing Gum--Warner-Lambert, 1975   | Box 28 > Folder 4  |
| The Word on HIV (Reyataz), 2005  | Box 28 > Folder 5  |
| Time 100: 100 Great Things, 1998   | Box 28 > Folder 6  |
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| Wall Street Journal: Year 1000 special edition,<br>1999 January 11 | Box 28 > Folder 9  |
| Who's Who in Advertising, 1963                                     | Box 28 > Folder 10 |
| Wired: Sample the Future, 2004                                     | Box 28 > Folder 11 |
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| 1992-2001--Pepsi, 1992-2001<br><b>Physical Description:</b> 2 folders   | Box 48 > Folder 3-4 |
| 1994-1996--LGBT advertising, 1994-1996<br><b>Physical Description:</b> 2 folders                                    | Box 48 > Folder 5-6 |
| 1999-2001--LGBT advertising, 1999-2001<br><b>Physical Description:</b> 2 folders                                    | Box 49 > Folder 1-2 |
| 1994-2007--Super Bowl, 1994-2007<br><b>Physical Description:</b> 5 folders  | Box 49 > Folder 3-7 |
| 1996 April 19--Multi-racial ads, 1996   | Box 49 > Folder 8   |
| 1997 August 11--Betty Crocker, 1997   | Box 49 > Folder 9   |
| 1998 March 13--VW Beetle, 1998  | Box 49 > Folder 10  |
| 1998 August 3--Apple "Think Different", 1998  | Box 50 > Folder 1   |
| 2000 June 2--Luck as a selling tool, 2000   | Box 50 > Folder 2   |
| 2001--Jeep, 2001  | Box 50 > Folder 3   |
| 2000 May 10--Viracept (HIV/AIDS), 2001  | Box 50 > Folder 4   |
| 2001 July 9--Gays and sports, 2001  | Box 50 > Folder 5   |

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| 2002--LGBT--Rosie O'Donnell, 2002                              | Box 50 > Folder 6     |
| 2002-2005--Mega-Features, 2002-2005                            | Box 50 > Folder 7     |
| 2003--Bravo TV: Boy Meets Boy, 2003                            | Box 50 > Folder 8     |
| 2004--Gay celebrity endorsements, 2004                         | Box 50 > Folder 9     |
| 2004--Pier One/LGBT marketing, 2004                            | Box 50 > Folder 10    |
| 2005-2006--TV Upfronts, 2005-2006                              | Box 50 > Folder 11-12 |
| <b>Physical Description:</b> 2 folders                         |                       |
| 2005 February 28--TCM/Product placement in the movies, 2005    | Box 50 > Folder 13    |
| 2005 april 4--Boutique agencies, 2005                          | Box 51 > Folder 1     |
| 2005 September 26--Movies: Prize Winner of Defiance Ohio, 2005 | Box 51 > Folder 2     |
| 2005 December 12--Alka-Seltzer, 2005                           | Box 51 > Folder 3     |
| 2006 April 5--Polaroid, 2006                                   | Box 51 > Folder 4     |
| 2006 June 19--Alka-Seltzer, 2006                               | Box 51 > Folder 5     |
| 2006 September 6--Bud TV, 2006                                 | Box 51 > Folder 6     |
| 2006 September 7--Wal-Mart agency review, 2006                 | Box 51 > Folder 7     |
| 2006 September 13--Wacky job titles, 2006                      | Box 51 > Folder 8     |
| 2006 September 28--Bromo-Seltzer, 2006                         | Box 51 > Folder 9     |
| 2006 October 26--Wal-Mart agency review, 2006                  | Box 51 > Folder 10    |
| 2006 December 8--Wal-Mart/Julie Roehm, 2006                    | Box 51 > Folder 11    |
| 2006 December 9,15--Wal-Mart, 2006                             | Box 51 > Folder 12-13 |
| <b>Physical Description:</b> 2 folders                         |                       |

## 2007

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|----------------------|-------------------|
| 1/13--Wal-Mart, 2007 | Box 52 > Folder 1 |
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| 1/18-22--Orville Redenbacher, 2007             | Box 52 > Folder 1a   |
| 1/22--Plavix, 2007                             | Box 52 > Folder 2    |
| 3/21--ANA Conference, 2007                     | Box 52 > Folder 3    |
| 3/28--Martin Sorrell, 2007                     | Box 52 > Folder 4    |
| 3/30--Uncle Ben's, 2007                        | Box 52 > Folder 5    |
| 3/30--Wal-Mart, 2007                           | Box 52 > Folder 6    |
| 4/9--MDC Partners, 2007                        | Box 52 > Folder 7-8  |
| <b>Physical Description:</b> 2 folders         |                      |
| 4/18--Hyundai, 2007                            | Box 52 > Folder 9    |
| 4/24--Volvo, 2007                              | Box 52 > Folder 10   |
| 4/25--Automobiles/Audi, 2007                   | Box 52 > Folder 11   |
| 4/27--Absoult Vodka, 2007                      | Box 53 > Folder 1    |
| 5/14--TV Upfronts, 2007                        | Box 53 > Folder 2    |
| 5/15--NBC Upfront, 2007                        | Box 53 > Folder 3    |
| 5/16--ABC Upfront, 2007                        | Box 53 > Folder 4    |
| 5/17--TV Upfronts, 2007                        | Box 53 > Folder 5    |
| 5/18--CW/Fox Upfront, 2007                     | Box 53 > Folder 6    |
| 5/21--TV Upfronts, 2007                        | Box 53 > Folder 7    |
| 5/22--CW Now, 2007                             | Box 53 > Folder 8    |
| 6/11--High school sports, 2007                 | Box 53 > Folder 9-10 |
| <b>Physical Description:</b> 2 folders         |                      |
| 6/20--BP oil slick, 2007                       | Box 54 > Folder 1    |
| 6/26-27--Robert Coen/Advertising outlook, 2007 | Box 54 > Folder 2    |
| 7/6--Dance in advertisements, 2007             | Box 54 > Folder 3    |

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| 8/16--Cigarettes: Camel #9, 2007  | Box 54 > Folder 4   |
| 8/27--Princess Diana 10th anniversary, 2007<br><b>Physical Description:</b> 2 folders | Box 54 > Folder 5-6 |
| 9/5--Porsche, 2007  | Box 54 > Folder 7   |
| 9/17--Halloween, 2007   | Box 54 > Folder 8   |
| 9/19--Lending Tree, 2007  | Box 54 > Folder 9   |
| 9/20--Kid Nation, 2007  | Box 54 > Folder 10  |
| 9/24--Brooklyn Advertising High School, 2007  | Box 54 > Folder 11  |
| 9/28--Chevron "Human Energy" campaign, 2007   | Box 55 > Folder 1   |
| 10/2--Jingles, 2007   | Box 55 > Folder 2   |
| 10/7--Financial sector advertising, 2007  | Box 55 > Folder 3   |
| 10/9--Stealth Christmas, 2007   | Box 55 > Folder 4   |
| 10/22--CNN, 2007  | Box 55 > Folder 5   |
| 10/26-31--iPod Touch, 2007  | Box 55 > Folder 6   |
| 10/29--Halloween, 2007  | Box 55 > Folder 7   |
| 10/30-31--Super Bowl, 2007  | Box 55 > Folder 8   |
| 11/1--Wal-Mart holiday ads, 2007  | Box 55 > Folder 9   |
| 11/2--Ellen DeGeneres for Toyota, 2007  | Box 55 > Folder 10  |
| 11/13--Reebok "Framed", 2007  | Box 55 > Folder 11  |
| 11/20--Copycat/imitative ad campaigns, 2007   | Box 55 > Folder 12  |
| 11/23--American Life TV, 2007   | Box 55 > Folder 13  |
| 11/26--Rolling Stone/R.J. Reynolds/Camel, 2007  | Box 55 > Folder 14  |
| 11/29--R.J. Reynolds and print ads, 2007  | Box 55 > Folder 15  |

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| 11/30--WNBC/Bacardi, 2007                                  | Box 56 > Folder 1  |
| 12/3-4--UBS Media Conference/Industry forecasts, 2007      | Box 56 > Folder 2  |
| 12/4-5--R.J. Reynolds sued, 2007                           | Box 56 > Folder 3  |
| 12/5--UBS: Advertising Revenue/Brian Wieser, 2007          | Box 56 > Folder 4  |
| 12/6--McDonald's and Florida "Report Card" promotion, 2007 | Box 56 > Folder 5  |
| 12/10--The 1960s in advertising, 2007                      | Box 56 > Folder 6  |
| 12/17--Budweiser, 2007                                     | Box 56 > Folder 7  |
| Chief Digital Officers, 2007                               | Box 56 > Folder 8  |
| FedEx, 2007  | Box 56 > Folder 9  |
| Garmin, 2007   | Box 56 > Folder 10 |
| High School Musical 2, 2007                                | Box 56 > Folder 11 |
| Planters, 2007   | Box 56 > Folder 12 |
| Salesgenie.com, 2007                                       | Box 56 > Folder 13 |
| Starbucks, 2007  | Box 56 > Folder 14 |
| Super Bowl--Bridgestone, 2007                              | Box 56 > Folder 15 |
| Super Bowl--GoDaddy.com, 2007                              | Box 56 > Folder 16 |
| Virgin Mobile "You Rule" NYC campaign, 2007                | Box 56 > Folder 17 |
| When Agencies Say No, 2007                                 | Box 56 > Folder 18 |

## 2008

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|---|-------------------|
| 1/10--GSN (Game Show Network) Black White Overnight, 2008 | Box 57 > Folder 1 |
| 1/16--NBC, 2008   | Box 57 > Folder 2 |
| 1/18--McDonald's/Florida schools follow-up, 2008          | Box 57 > Folder 3 |

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| 1/22--Anheuser-Busch Super Bowl, 2008                      | Box 57 > Folder 4   |
| 1/22--Club Med, 2008                                       | Box 57 > Folder 5   |
| 1/22--Sizzler, 2008  | Box 57 > Folder 6   |
| 1/24-25--AAAA/Nancy Hill, 2008                             | Box 57 > Folder 7   |
| 1/28--Recessions, 2008                                     | Box 57 > Folder 8   |
| 2/4--Super Bowl review, 2008                               | Box 57 > Folder 9   |
| 2/5--Super Bowl follow-up, 2008                            | Box 57 > Folder 10  |
| 2/6--IAG Research, 2008                                    | Box 57 > Folder 11  |
| 2/6--Salesgenie.com, 2008                                  | Box 57 > Folder 12  |
| 2/15--Camel #9 cigarettes, 2008                            | Box 57 > Folder 13  |
| 2/19--J.C. Penney, 2008                                    | Box 57 > Folder 14  |
| 2/20--Super Bowl, 2008                                     | Box 57 > Folder 15  |
| 2/20--NBC, 2008  | Box 58 > Folder 1   |
| 2/26--Oscars, 2008   | Box 58 > Folder 2-3 |
| <b>Physical Description:</b> 2 folders                     |                     |
| 3/5--Alka-Seltzer "Speedy", 2008                           | Box 58 > Folder 4   |
| 3/12--Abercrombie Fitch/National Children's Hospital, 2008 | Box 58 > Folder 5   |
| 3/17--Sex the City series, 2008                            | Box 58 > Folder 6   |
| 3/20--Stephen Colbert/Frito-Lay, 2008                      | Box 58 > Folder 7   |
| 3/21--Hincapie Barkley, 2008                               | Box 58 > Folder 8   |
| 3/26--Hal Riney, 2008                                      | Box 58 > Folder 9   |
| 3/31--Emsense, 2008  | Box 58 > Folder 10  |
| 4/2--NBC/Liberty Mutual sponsorship, 2008                  | Box 59 > Folder 1   |
| 4/3--NBS upfront, 2008                                     | Box 59 > Folder 2   |

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| 4/9--Bleeping vulgarity, 2008   | Box 59 > Folder 3   |
| 4/11--Ads and magazines, 2008   | Box 59 > Folder 4   |
| 4/16--Human Rights Commission (Advertising industry hiring), 2008         | Box 59 > Folder 5   |
| 4/28-5/1--AAAA conference, 2008<br><b>Physical Description:</b> 2 folders | Box 59 > Folder 6-7 |
| 5/12--Telemundo upfront, 2008   | Box 59 > Folder 8   |
| 5/12--Upfronts, 2008  | Box 59 > Folder 9   |
| 5/13--ABC, 2008   | Box 59 > Folder 10  |
| 5/13--NBC/General Motors, 2008  | Box 59 > Folder 11  |
| 5/14--Upfronts, 2008  | Box 59 > Folder 12  |
| 5/15--Upfronts, 2008  | Box 60 > Folder 1   |
| 5/19--Upfronts, 2008  | Box 60 > Folder 2   |
| 5/21--Live ads, 2008  | Box 60 > Folder 3   |
| 5/23--Disney tourism, 2008  | Box 60 > Folder 4   |
| 5/29--I Love New York, 2008   | Box 60 > Folder 5   |
| 5/30--TV Upfronts, 2008   | Box 60 > Folder 6   |
| 6/11--Upfronts, 2008  | Box 60 > Folder 7   |
| 6/12--Mojo HD/Dos Equis, 2008   | Box 60 > Folder 8   |
| 6/16--Backchannel, 2008   | Box 60 > Folder 9   |
| 6/18--Family Guy, 2008  | Box 60 > Folder 10  |
| 6/18--Yankelovich: Traditional media, 2008                                | Box 60 > Folder 11  |
| 6/23--Real Men and Women of Madison Avenue, 2008                          | Box 60 > Folder 12  |
| 6/23--Real Men and Women of Madison Avenue, 2008                          | Box 61 > Folder 1   |

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| 6/24--Alcohol advertising, 2008                      | Box 61 > Folder 2   |
| 6/25--Keller Fay/Word of mouth, 2008                 | Box 61 > Folder 3   |
| 6/26--Howard Beale (character in film Network), 2008 | Box 61 > Folder 4   |
| 7--Olympics, 2008                                    | Box 61 > Folder 5   |
| 7/2--G23/Women's Economy, 2008                       | Box 61 > Folder 6   |
| 7/7--Pod-Busters, 2008                               | Box 61 > Folder 7   |
| 7/8-9--Robert Coen on ad spending, 2008              | Box 61 > Folder 8   |
| 7/14--Sears, J.C. Penney back-to-school, 2008        | Box 62 > Folder 1   |
| 7/14--Wal-Mart "Momtourage", 2008                    | Box 62 > Folder 2   |
| 8/9--NBC Olympics, 2008                              | Box 62 > Folder 3   |
| 8/11--Automobile advertising, 2008                   | Box 62 > Folder 4   |
| 8/11--John McCain Olympics spot, 2008                | Box 62 > Folder 5   |
| 8/11--SpotCo, 2008                                   | Box 62 > Folder 6   |
| 8/13--International Harvester, 2008                  | Box 62 > Folder 7   |
| 8/15--Out-of-home, 2008                              | Box 62 > Folder 8   |
| 8/18--ABC/TV Guide, 2008                             | Box 62 > Folder 9   |
| 8/19--Olympics and women viewers, 2008               | Box 62 > Folder 10  |
| 8/20--Olympics, 2008                                 | Box 62 > Folder 11  |
| 8/21--Core brands, 2008                              | Box 62 > Folder 12  |
| 8/25--Olympics ad reviews, 2008                      | Box 63 > Folder 1   |
| 9/2--Twenty questions, 2008                          | Box 63 > Folder 2   |
| 9/3--Saks/Bloomingdale's, 2008                       | Box 63 > Folder 3-4 |
| 9/5--Dexter, 2008                                    | Box 63 > Folder 5   |
| 9/5--Eepybird/Samurai Girl, 2008                     | Box 63 > Folder 6   |

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| 9/8--Magazines, 2008   | Box 63 > Folder 7   |
| 9/8--Nationwide/Sanjaya, 2008  | Box 63 > Folder 8   |
| 9/11--Jack + Bill, 2008  | Box 63 > Folder 9   |
| 9/11--MTV/Hewlett Packard, 2008  | Box 63 > Folder 10  |
| 9/12--Nationwide/Sanjaya, 2008   | Box 63 > Folder 11  |
| 9/12-10/6--Halloween, 2008   | Box 63 > Folder 12  |
| 9/15--Logo/Levi's, 2008  | Box 64 > Folder 1   |
| 9/15--Nielsen placement report, 2008                                       | Box 64 > Folder 2   |
| 9/16--Jack + Bill/Pop-up agencies, 2008                                    | Box 64 > Folder 3   |
| 9/18--Microsoft/Crispin Porter Bogusky, 2008                               | Box 64 > Folder 4-5 |
| <b>Physical Description:</b> 2 folders                                     |                     |
| 9/20--Saks/Lord Taylor, 2008   | Box 64 > Folder 6   |
| 9/22--Advertising and economic volatility, 2008                            | Box 64 > Folder 7   |
| 9/23--Red Roof Inn, 2008   | Box 64 > Folder 8   |
| 9/24--Christmas, 2008  | Box 64 > Folder 9   |
| 9/26--Milk, 2008   | Box 64 > Folder 10  |
| 9/29--Advertising Week, 2008   | Box 64 > Folder 11  |
| 9/29--Pushing Daisies (series), 2008                                       | Box 64 > Folder 12  |
| 9/30--Wachovia/Ogilvy Mather, 2008   | Box 64 > Folder 13  |
| 10/2--Bud Light, 2008  | Box 65 > Folder 1   |
| 10/3--Atlantic/Economist magazines, 2008                                   | Box 65 > Folder 2   |
| 10/7--Old tobacco advertising, 2008  | Box 65 > Folder 3   |
| 10/8--Ad Council/GLSEN (Gay, Lesbian and Straight Education Network), 2008 | Box 65 > Folder 4   |
| 10/14--Halloween/Wal-Mart, 2008  | Box 65 > Folder 5   |

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| 10/15--Economic impact outside, 2008                           | Box 65 > Folder 6  |
| 10/20--ANA Conference, 2008                                    | Box 65 > Folder 7  |
| 10/21--ANA Conference, 2008                                    | Box 65 > Folder 8  |
| 10/24--"Bargain" as buzzword, 2008                             | Box 65 > Folder 9  |
| 10/28--Advertising as a career for television characters, 2008 | Box 65 > Folder 10 |
| 10/28--Mad Men (series), 2008                                  | Box 65 > Folder 11 |
| 10/31--Bloomingdale's/Infiniti, 2008                           | Box 65 > Folder 12 |
| 10/31--Starbucks, 2008   | Box 65 > Folder 13 |
| 11/4--Negative advertising, 2008                               | Box 66 > Folder 1  |
| 11/6--GSN (Game Show Network), 2008                            | Box 66 > Folder 2  |
| 11/6--Post-election advertising, 2008                          | Box 66 > Folder 3  |
| 11/7--Big event TV, 2008                                       | Box 66 > Folder 4  |
| 11/7--Madison Avenue economic pain, 2008                       | Box 66 > Folder 5  |
| 11/10--More value less glamor, 2008                            | Box 66 > Folder 6  |
| 11/11--Countybank, 2008  | Box 66 > Folder 7  |
| 11/11--Local TV blues, 2008                                    | Box 66 > Folder 8  |
| 11/11--U.S. Army ad campaign, 2008                             | Box 66 > Folder 9  |
| 11/13--Commercial Closet Association, 2008                     | Box 66 > Folder 10 |
| 11/13--Holiday retail, 2008                                    | Box 66 > Folder 11 |
| 11/17--Dandelion (Firm), 2008                                  | Box 66 > Folder 12 |
| 11/17-18--BBDO/Pepsi, 2008                                     | Box 66 > Folder 13 |
| 11/18--Golden Goggle Awards, 2008                              | Box 66 > Folder 14 |
| 11/20--Walgreen's, 2008  | Box 66 > Folder 15 |
| 11/24--Obama/O-mania, 2008                                     | Box 67 > Folder 1  |

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| 11/25--Money as incentive: Sweepstakes, game shows, etc., 2008 | Box 67 > Folder 2     |
| 12/1--Twenty questions, 2008                                   | Box 67 > Folder 3     |
| 12/1--Apple/Simpsons, 2008                                     | Box 67 > Folder 4     |
| 12/2--Stove Top, 2008  | Box 67 > Folder 5     |
| 12/4--Coupons, 2008  | Box 67 > Folder 6     |
| 12/4--Super Bowl, 2008   | Box 67 > Folder 7     |
| 12/5--Shrek, 2008  | Box 67 > Folder 8     |
| 12/8--Automobile advertising, 2008                             | Box 67 > Folder 9     |
| 12/9--Forecast, 2008   | Box 67 > Folder 10    |
| 12/10--Jay Leno in prime-time, 2008                            | Box 67 > Folder 11    |
| 12/10--Super Bowl/Audi, 2008                                   | Box 67 > Folder 12    |
| 12/15--Banks, 2008   | Box 68 > Folder 1     |
| 12/17--Religion, 2008  | Box 68 > Folder 2     |
| 12/19--Omnicom, 2008   | Box 68 > Folder 3     |
| 12/19--Barak Obama/Mentor a Child, 2008                        | Box 68 > Folder 4     |
| 12/22--Spike TV/120 Live, 2008                                 | Box 68 > Folder 5     |
| 12/29--Best and worst, 2008                                    | Box 68 > Folder 6     |
| ANA curtain riser, 2008  | Box 68 > Folder 7     |
| NFL, 2008  | Box 68 > Folder 8     |
| Post-Upfronts, 2008  | Box 68 > Folder 9     |
| Super Bowl, 2008   | Box 68 > Folder 10-13 |
| <b>Physical Description:</b> 3 folders                         |                       |
| Super Bowl--Anheuser-Busch, 2008                               | Box 68 > Folder 14    |
| Super Bowl--Audi, 2008   | Box 68 > Folder 15    |

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| Super Bowl--CareerBuilder, 2008           | Box 68 > Folder 16 |
| Super Bowl--Cars.com, 2008                | Box 68 > Folder 17 |
| Super Bowl--Coca-Cola, 2008               | Box 68 > Folder 18 |
| Super Bowl--Dell, 2008                    | Box 68 > Folder 19 |
| Super Bowl--E*Trade, 2008                 | Box 68 > Folder 20 |
| Super Bowl--General Motors, 2008          | Box 68 > Folder 21 |
| Super Bowl--Hershey, 2008                 | Box 68 > Folder 22 |
| Super Bowl--Hyundai, 2008                 | Box 68 > Folder 23 |
| Super Bowl--Movie ads, 2008               | Box 68 > Folder 24 |
| Super Bowl--New York Times coverage, 2008 | Box 68 > Folder 25 |
| Super Bowl--ONDPCP anti-drug spot, 2008   | Box 69 > Folder 1  |
| Super Bowl--Pepsi/Sobe Lifewater, 2008    | Box 69 > Folder 2  |
| Super Bowl--Procter Gamble, 2008          | Box 69 > Folder 3  |
| Super Bowl--T-Mobile, 2008                | Box 69 > Folder 4  |
| Super Bowl--Taco Bell, 2008               | Box 69 > Folder 5  |
| Super Bowl--Under Armour, 2008            | Box 69 > Folder 6  |
| Super Bowl--Unilever/Sunsilk, 2008        | Box 69 > Folder 7  |
| Super Bowl--Victoria's Secret, 2008       | Box 69 > Folder 8  |
| Super Bowl--Wal-Mart, 2008                | Box 69 > Folder 9  |
| Upfronts, 2008                            | Box 69 > Folder 10 |

## 2009

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|----------------------------|--------------------|
| 1/1--Race, 2009            | Box 69 > Folder 11 |
| 1/4--Neuro-marketing, 2009 | Box 69 > Folder 12 |
| 1/8--Tropicana, 2009       | Box 69 > Folder 13 |

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| 1/12--Honda, 2009                            | Box 69 > Folder 14 |
| 1/13--Intel, 2009                            | Box 69 > Folder 15 |
| 1/14--Denny's, 2009                          | Box 69 > Folder 16 |
| 1/15-20--Presidential ads, 2009              | Box 70 > Folder 1  |
| 1/16--Esquire and Discovery, 2009            | Box 70 > Folder 2  |
| 1/22--TNT: Trust Me (series), 2009           | Box 70 > Folder 3  |
| 1/23--Super Bowl, 2009                       | Box 70 > Folder 4  |
| 1/26--Prayers for Bobby (film) and ads, 2009 | Box 70 > Folder 5  |
| 1/28--Super Bowl, 2009                       | Box 70 > Folder 6  |
| 1/30--Super Bowl preview, 2009               | Box 70 > Folder 7  |
| 2/2--Super Bowl review, 2009                 | Box 70 > Folder 8  |
| 2/3--Super Bowl post-game, 2009              | Box 70 > Folder 9  |
| 2/4--Doritos, 2009                           | Box 70 > Folder 10 |
| 2/6--Grammys, 2009                           | Box 70 > Folder 11 |
| 2/6--Super Bowl, 2009                        | Box 70 > Folder 12 |
| 2/9--Liquor ads on TV, 2009                  | Box 70 > Folder 13 |
| 2/10--Bob Lachky/Anheuser-Busch, 2009        | Box 70 > Folder 14 |
| 2/10--Doritos, 2009                          | Box 71 > Folder 1  |
| 2/11--Pepsi logo, 2009                       | Box 71 > Folder 2  |
| 2/19--Geico, 2009                            | Box 71 > Folder 3  |
| 2/20--Academy Awards (Oscars), 2009          | Box 71 > Folder 4  |
| 2/23--Tropicana, 2009                        | Box 71 > Folder 5  |
| 2/24--Academy Awards (Oscars), 2009          | Box 71 > Folder 6  |
| 3/3--Snickers/Snacklish, 2009                | Box 71 > Folder 7  |

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| 3/5--TAP Project, 2009                             | Box 71 > Folder 8  |
| 3/9--Liquor moderation ads, 2009                   | Box 71 > Folder 9  |
| 3/10--Quaker Oats, 2009                            | Box 71 > Folder 10 |
| 3/12--Magazine cover advertising, 2009             | Box 71 > Folder 11 |
| 3/13--Honda Insight, 2009                          | Box 71 > Folder 12 |
| 3/16--Sci Fi Channel/Sy Fy, 2009                   | Box 72 > Folder 1  |
| 3/17--Disney Kids (series), 2009                   | Box 72 > Folder 2  |
| 3/18--Sears, 2009                                  | Box 72 > Folder 3  |
| 3/19--Saturn automobiles, 2009                     | Box 72 > Folder 4  |
| 3/23--Robert J. Coen/Brian Wieser (Magna),<br>2009 | Box 72 > Folder 5  |
| 3/25--Diversity in the ad industry, 2009           | Box 72 > Folder 6  |
| 3/25--New products in tough times, 2009            | Box 72 > Folder 7  |
| 3/30--Liberty Mutual, 2009                         | Box 72 > Folder 8  |
| 3/31--Special Olympics, 2009                       | Box 72 > Folder 9  |
| 3/31--TiVo study, 2009                             | Box 72 > Folder 10 |
| 4/1--Vitamin Water, 2009                           | Box 72 > Folder 11 |
| 4/3--ConAgra/Healthy Choice, 2009                  | Box 72 > Folder 12 |
| 4/6--Nissan Cube, 2009                             | Box 72 > Folder 13 |
| 4/7--Nostalgia in ads, 2009                        | Box 73 > Folder 1  |
| 4/10--Burger King/SpongeBob, 2009                  | Box 73 > Folder 2  |
| 4/11--Trust Me (series), 2009                      | Box 73 > Folder 3  |
| 4/13--Nationwide, 2009                             | Box 73 > Folder 4  |
| 4/13--Retail, 2009                                 | Box 73 > Folder 5  |
| 4/16--"Stimulus" in ads, 2009                      | Box 73 > Folder 6  |

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| 4/20--Baby boomers, 2009   | Box 73 > Folder 7     |
| 4/22--AFLAC, 2009  | Box 73 > Folder 8     |
| 4/28--AT, 2009   | Box 73 > Folder 9     |
| 4/28--Retail percentage discounting, 2009                              | Box 73 > Folder 10    |
| 4/29--Sony Crackle.com, 2009   | Box 73 > Folder 11    |
| 4/30--Condoms, 2009  | Box 73 > Folder 12    |
| 5/1--Fashion Show (series), 2009                                       | Box 73 > Folder 13    |
| 5/3--CBS Upfront, 2009   | Box 74 > Folder 1     |
| 5/8--30 Rock (series), 2009  | Box 74 > Folder 2     |
| 5/10--Cable television, 2009   | Box 74 > Folder 3     |
| 5/11--"Value" as a marketing term, 2009                                | Box 74 > Folder 4     |
| 5/14--Optimedia, 2009  | Box 74 > Folder 5     |
| 5/15--Populism/ranting, 2009<br><b>Physical Description:</b> 2 folders | Box 74 > Folder 6-7   |
| 5/18--Telemundo Upfront, 2009  | Box 74 > Folder 8     |
| 5/18--TV Upfronts, 2009<br><b>Physical Description:</b> 2 folders      | Box 74 > Folder 9     |
| 5/19--ESPN Upfront, 2009   | Box 74 > Folder 10    |
| 5/19--TV Upfronts, 2009<br><b>Physical Description:</b> 2 folders      | Box 74 > Folder 11-12 |
| 5/20--George Lopez, 2009   | Box 74 > Folder 13    |
| 5/20--TV Upfronts, 2009  | Box 74 > Folder 14    |
| 5/21--TV Upfronts, 2009  | Box 74 > Folder 15    |
| 5/22--TV Upfronts, 2009  | Box 75 > Folder 1     |
| 5/26--TV Upfronts, 2009  | Box 75 > Folder 2     |

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| 5/29--Great Depression as an advertising trope, 2009 | Box 75 > Folder 3  |
| 6/2--General Motors, 2009                            | Box 75 > Folder 4  |
| 6/3--Advertising to savers, 2009                     | Box 75 > Folder 5  |
| 6/5--Microsoft Bing, 2009                            | Box 75 > Folder 6  |
| 6/8-10--Nielsen/Ad spending, 2009                    | Box 75 > Folder 7  |
| 6/9--Diversity in radio/William Thompson, 2009       | Box 75 > Folder 8  |
| 6/11--Crispin Porter Bogusky (CPB Europe), 2009      | Box 75 > Folder 9  |
| 6/11--Omega/Moon landing anniversary, 2009           | Box 75 > Folder 10 |
| 6/12--Buick, 2009                                    | Box 75 > Folder 11 |
| 6/15--Carspaze, 2009                                 | Box 75 > Folder 12 |
| 6/15--Cinema advertising, 2009                       | Box 75 > Folder 13 |
| 6/15--U.S. flag on t-shirts, 2009                    | Box 75 > Folder 14 |
| 6/16--Ace Metrix, 2009                               | Box 75 > Folder 15 |
| 6/16--Price Waterhouse Coopers/Digital media, 2009   | Box 75 > Folder 16 |
| 6/17--60s revivalism in advertising, 2009            | Box 75 > Folder 17 |
| 6/17--Charles Schwab, 2009                           | Box 76 > Folder 1  |
| 6/17--MDCU/Advertising education, 2009               | Box 76 > Folder 2  |
| 6/18--Gas Station TV, FuelCast, etc., 2009           | Box 76 > Folder 3  |
| 6/19--Ebay, 2009                                     | Box 76 > Folder 4  |
| 6/23--Alice.com, 2009                                | Box 76 > Folder 5  |
| 6/23--TiVo/Quantcast, 2009                           | Box 76 > Folder 6  |
| 6/24--Sapient/Nitro Group, 2009                      | Box 76 > Folder 7  |
| 6/25--Summer travel, 2009                            | Box 76 > Folder 8  |

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| 6/25--Wal-Mart/Disney, 2009               | Box 76 > Folder 9   |
| 6/26--Michael Jackson, 2009               | Box 76 > Folder 10  |
| 6/29--Billy Mays, 2009                    | Box 76 > Folder 11  |
| 6/29--Orbitz, 2009                        | Box 76 > Folder 12  |
| 6/30--Levi Strauss, 2009                  | Box 76 > Folder 13  |
| 6/30--U.S. Tobacco/Leo Burnett, 2009      | Box 76 > Folder 14  |
| 7/1--Ad Council, 2009                     | Box 76 > Folder 15  |
| 7/1--Pepsi, 2009                          | Box 76 > Folder 16  |
| 7/1--Tanqueray, 2009                      | Box 76 > Folder 17  |
| 7/6--20 questions, 2009                   | Box 76 > Folder 18  |
| 7/6--Out.com/Dancing with the Stars, 2009 | Box 76 > Folder 19  |
| 7/6--StoreBoard Media, 2009               | Box 76 > Folder 20  |
| 7/7--School of Visual Arts, 2009          | Box 76 > Folder 21  |
| 7/8--Famous Footwear, 2009                | Box 76 > Folder 22  |
| 7/8--J.C. Penney, 2009                    | Box 76 > Folder 23  |
| 7/9--Connecticut casinos, 2009            | Box 77 > Folder 1   |
| 7/10--Mad Men (series), 2009              | Box 77 > Folder 2   |
| 7/13--MinneADpolis, 2009                  | Box 77 > Folder 3   |
| 8--TV Upfronts, 2009                      | Box 77 > Folder 4-5 |
| <b>Physical Description:</b> 2 folders    |                     |
| 8/4--Expedia.com, 2009                    | Box 77 > Folder 6   |
| 8/6--TV Upfronts, 2009                    | Box 77 > Folder 7   |
| 8/7--House (series), 2009                 | Box 77 > Folder 8   |
| 8/7--UPS, 2009                            | Box 77 > Folder 9   |

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| 8/9--Razorfish/Publicis, 2009         | Box 77 > Folder 10 |
| 8/10--House Beautiful, 2009           | Box 77 > Folder 11 |
| 8/12--Bloomingdale's, 2009            | Box 77 > Folder 12 |
| 8/13--Gap, 2009                       | Box 78 > Folder 1  |
| 8/14--Nielsen/CIMM, 2009              | Box 78 > Folder 2  |
| 8/18--Sony, 2009                      | Box 78 > Folder 3  |
| 8/21--Miller Time, 2009               | Box 78 > Folder 4  |
| 8/24--Furniture, 2009                 | Box 78 > Folder 5  |
| 8/25--Advertising Walk of Fame, 2009  | Box 78 > Folder 6  |
| 8/25--PETA, 2009                      | Box 78 > Folder 7  |
| 8/25--Vampire Diaries (series), 2009  | Box 78 > Folder 8  |
| 8/26--Barbie, 2009                    | Box 78 > Folder 9  |
| 8/27--Oreo/Donald Trump, 2009         | Box 78 > Folder 10 |
| 8/28--Get a Job, 2009                 | Box 78 > Folder 11 |
| 8/28--Hot Wheels Battle Force 5, 2009 | Box 78 > Folder 12 |
| 8/31--Campbell's Chunky Soup, 2009    | Box 78 > Folder 13 |
| 9/3--Target, 2009                     | Box 78 > Folder 14 |
| 9/8--Power of print, 2009             | Box 78 > Folder 15 |
| 9/10--Jameson whiskey, 2009           | Box 78 > Folder 16 |
| 9/11--Video Music Awards, 2009        | Box 78 > Folder 17 |
| 9/14--B.F. Goodrich, 2009             | Box 78 > Folder 18 |
| 9/14--GoDaddy, 2009                   | Box 78 > Folder 19 |
| 9/14--Jay Leno, 2009                  | Box 78 > Folder 20 |
| 9/14--Mad Men (series), 2009          | Box 78 > Folder 21 |

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| 9/16--Michael Jeary, 2009                   | Box 79 > Folder 1  |
| 9/16--MSN The Wrap (series), 2009           | Box 79 > Folder 2  |
| 9/17--Guns, 2009                            | Box 79 > Folder 3  |
| 9/18--Dannon, 2009                          | Box 79 > Folder 4  |
| 9/18--InterBrand, 2009                      | Box 79 > Folder 5  |
| 9/20--Helayne Spivak, 2009                  | Box 79 > Folder 6  |
| 9/22--Advertising Walk of Fame, 2009        | Box 79 > Folder 7  |
| 9/23--Advertising Week, 2009                | Box 79 > Folder 8  |
| 9/23--Times Square, 2009                    | Box 79 > Folder 9  |
| 9/24--Big Ad Gig, 2009                      | Box 79 > Folder 10 |
| 9/24--Mad Men/Dr. Pepper, 2009              | Box 79 > Folder 11 |
| 9/24--UPS, 2009                             | Box 79 > Folder 12 |
| 9/29--Advertising Research Foundation, 2009 | Box 79 > Folder 13 |
| 9/29--Super Bowl, 2009                      | Box 79 > Folder 14 |
| 9/30--Pink Papers, 2009                     | Box 79 > Folder 15 |
| 10/1--Mrs. Butterworth, 2009                | Box 79 > Folder 16 |
| 10/2--Pizza Hut, 2009                       | Box 79 > Folder 17 |
| 10/5--Digital media ad spending, 2009       | Box 79 > Folder 18 |
| 10/5--Levi Strauss, 2009                    | Box 79 > Folder 19 |
| 10/5--Milkbone, 2009                        | Box 79 > Folder 20 |
| 10/6--Conde Nast, 2009                      | Box 79 > Folder 21 |
| 10/6--Michelin, 2009                        | Box 79 > Folder 22 |
| 10/7--Basic brands, 2009                    | Box 79 > Folder 23 |
| 10/7--Wendy's, 2009                         | Box 79 > Folder 24 |

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| 10/8--Dave Letterman, 2009                      | Box 80 > Folder 1  |
| 10/8--Subaru, 2009                              | Box 80 > Folder 2  |
| 10/9--Cadillac, 2009                            | Box 80 > Folder 3  |
| 10/12--CIGNA, 2009                              | Box 80 > Folder 4  |
| 10/13--Magna/Forecasting, 2009                  | Box 80 > Folder 5  |
| 10/13--Spanish agencies, 2009                   | Box 80 > Folder 6  |
| 10/14--Old Navy/Carrie Donovan, 2009            | Box 80 > Folder 7  |
| 10/14--Olympics, 2009                           | Box 80 > Folder 8  |
| 10/15--Anheuser-Busch/Saturday Night Live, 2009 | Box 80 > Folder 9  |
| 10/15--Lowe/Deutsch merger, 2009                | Box 80 > Folder 10 |
| 10/15--Porsche Panamera, 2009                   | Box 80 > Folder 11 |
| 10/16--Discovery, 2009                          | Box 80 > Folder 12 |
| 10/16--Where the Wild Things Are, 2009          | Box 80 > Folder 13 |
| 10/17--Mad Men (series), 2009                   | Box 80 > Folder 14 |
| 10/19--Brand Affinities Technologies, 2009      | Box 80 > Folder 15 |
| 10/21--Conde Nast, 2009                         | Box 80 > Folder 16 |
| 10/22--Microsoft, 2009                          | Box 80 > Folder 17 |
| 10/23--Dove Chocolate/Martha Stewart, 2009      | Box 80 > Folder 18 |
| 10/23--USA Network, 2009                        | Box 80 > Folder 19 |
| 10/23--VW/Deutsch, 2009                         | Box 80 > Folder 20 |
| 10/26--Daffy's, 2009                            | Box 80 > Folder 21 |
| 10/26--Microsoft/Fox/Family Guy, 2009           | Box 80 > Folder 22 |
| 10/27--Macy's/J.C. Penney holiday, 2009         | Box 81 > Folder 1  |
| 10/28--Interpublic/IPGLBT, 2009                 | Box 81 > Folder 2  |

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| 10/29--Crowdsourcing, 2009                      | Box 81 > Folder 3     |
| 10/30--New York Co./J. C. Penney, 2009          | Box 81 > Folder 4     |
| 11/1--Sun Life, 2009                            | Box 81 > Folder 5     |
| 11/2--CBS/Super Bowl/Card.com, 2009             | Box 81 > Folder 6     |
| 11/2--State Farm, 2009                          | Box 81 > Folder 7     |
| 11/3--2010, 2009                                | Box 81 > Folder 8     |
| 11/3--Cliff Freeman, 2009                       | Box 81 > Folder 9     |
| 11/9--ANA/Masters of Marketing conference, 2009 | Box 81 > Folder 10-11 |
| <b>Physical Description:</b> 2 folders          |                       |
| 11/11--Spike TV, 2009                           | Box 81 > Folder 12    |
| 11/12--Captain Morgan/NFL, 2009                 | Box 81 > Folder 13    |
| 11/12--Cause marketing, 2009                    | Box 81 > Folder 14    |
| 11/12--Gap Christmas, 2009                      | Box 81 > Folder 15    |
| 11/12--Guitar Hero, 2009                        | Box 81 > Folder 16    |
| 11/16--Detroit, 2009                            | Box 82 > Folder 1     |
| 11/16--Orbit gum, 2009                          | Box 82 > Folder 2     |
| 11/17--McCann/Mad Men, 2009                     | Box 82 > Folder 3     |
| 11/18--NYC Company, 2009                        | Box 82 > Folder 4     |
| 11/19--Graffiti, 2009                           | Box 82 > Folder 5     |
| 11/20--Disney/xBox/Jonas Brothers, 2009         | Box 82 > Folder 6     |
| 11/23--AOL, 2009                                | Box 82 > Folder 7     |
| 11/24--NBCUniversal Digital Studio, 2009        | Box 82 > Folder 8     |
| 11/25--Christmas, 2009                          | Box 82 > Folder 9     |
| 11/25--Product of the Year, 2009                | Box 82 > Folder 10    |

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| 11/30--20 questions, 2009                                       | Box 82 > Folder 11   |
| 12/1--ABC Mike Shaw, 2009                                       | Box 82 > Folder 12   |
| 12/1--Absolut, 2009   | Box 82 > Folder 13   |
| 12/1--Levi Dockers, 2009  | Box 82 > Folder 14   |
| 12/2--Ameriprise, 2009  | Box 82 > Folder 15   |
| 12/2--REO Speedwagon, 2009                                      | Box 82 > Folder 16   |
| 12/3--Puerto Rico, 2009   | Box 82 > Folder 17   |
| 12/3--Tiger Woods, 2009   | Box 82 > Folder 18   |
| 12/3--Tostitos, 2009  | Box 83 > Folder 1    |
| 12/7--Harvard School of Public Health, 2009                     | Box 83 > Folder 2    |
| 12/7--Virginia O'Hanlan, 2009                                   | Box 83 > Folder 3    |
| 12/7--Zappos, 2009  | Box 83 > Folder 4    |
| 12/9--GLSEN (Gay, Lesbian and Straight Education Network), 2009 | Box 83 > Folder 5    |
| 12/9--UBS/Ad spending, 2009                                     | Box 83 > Folder 6    |
| 12/10--Advertising publications, 2009                           | Box 83 > Folder 7    |
| 12/13--Tiger Woods, 2009  | Box 83 > Folder 8    |
| Super Bowl, 2009  | Box 83 > Folder 9-10 |
| <b>Physical Description:</b> 2 folders                          |                      |
| Super Bowl--Advertising, 2009                                   | Box 83 > Folder 11   |
| Super Bowl--Audi, 2009  | Box 83 > Folder 12   |
| Super Bowl--Bridgestone, 2009                                   | Box 83 > Folder 13   |
| Super Bowl--CareerBuilder, 2009                                 | Box 83 > Folder 14   |
| Super Bowl--Cars.com, 2009                                      | Box 83 > Folder 15   |
| Super Bowl--Cash4Gold, 2009                                     | Box 83 > Folder 16   |

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| Super Bowl--Castrol, 2009                   | Box 83 > Folder 17 |
| Super Bowl--"Coattails", 2009               | Box 83 > Folder 18 |
| Super Bowl--Coca-Cola, 2009                 | Box 83 > Folder 19 |
| Super Bowl--Denny's, 2009                   | Box 83 > Folder 20 |
| Super Bowl--Disney, 2009                    | Box 83 > Folder 21 |
| Super Bowl--Dreamworks, 2009                | Box 83 > Folder 22 |
| Super Bowl--E*Trade, 2009                   | Box 83 > Folder 23 |
| Super Bowl--Experts, 2009                   | Box 83 > Folder 24 |
| Super Bowl--Frito-Lay Cheetos/Doritos, 2009 | Box 83 > Folder 25 |
| Super Bowl--General Electric, 2009          | Box 83 > Folder 26 |
| Super Bowl--GoDaddy.com, 2009               | Box 83 > Folder 27 |
| Super Bowl--H, 2009                         | Box 83 > Folder 28 |
| Super Bowl--Heineken/Anheuser-Busch, 2009   | Box 84 > Folder 1  |
| Super Bowl--Hulu, 2009                      | Box 84 > Folder 2  |
| Super Bowl--Hyundai, 2009                   | Box 84 > Folder 3  |
| Super Bowl--Kellogg's, 2009                 | Box 84 > Folder 4  |
| Super Bowl--Mars/Pedigree, 2009             | Box 84 > Folder 5  |
| Super Bowl--Monster, 2009                   | Box 84 > Folder 6  |
| Super Bowl--Movie ads, 2009                 | Box 84 > Folder 7  |
| Super Bowl--NBC, 2009                       | Box 84 > Folder 8  |
| Super Bowl--NBC/Universal Orlando, 2009     | Box 84 > Folder 9  |
| Super Bowl--New York Times blog, 2009       | Box 84 > Folder 10 |
| Super Bowl--NFL, 2009                       | Box 84 > Folder 11 |
| Super Bowl--Pepsi/Sobe Lifewater, 2009      | Box 84 > Folder 12 |

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| Super Bowl--Post game polls, 2009 | Box 84 > Folder 13 |
| Super Bowl--Previews, 2009        | Box 84 > Folder 14 |
| Super Bowl--Teleflora, 2009       | Box 84 > Folder 15 |
| Super Bowl--Toyota Venza, 2009    | Box 84 > Folder 16 |

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| 1/4--Huge/MTV/Hired (series), 2010         | Box 84 > Folder 17 |
| 1/6--Chrysler, 2010                        | Box 84 > Folder 18 |
| 1/8--Sam's Club/Rue 33 vodka, 2010         | Box 84 > Folder 19 |
| 1/8--Tide detergent, 2010                  | Box 84 > Folder 20 |
| 1/11--AFLAC, 2010                          | Box 84 > Folder 21 |
| 1/11--Opra magazine, 2010                  | Box 84 > Folder 22 |
| 1/12--American Idol (series), 2010         | Box 84 > Folder 23 |
| 1/12--Crowdsourcing, 2010                  | Box 84 > Folder 24 |
| 1/13--Olympics/Vitamin Water, 2010         | Box 84 > Folder 25 |
| 1/13--Super Bowl, 2010                     | Box 84 > Folder 26 |
| 1/14--Census, 2010                         | Box 85 > Folder 1  |
| 1/15--Haiti, 2010                          | Box 85 > Folder 2  |
| 1/16--Johnny Rockets, 2010                 | Box 85 > Folder 3  |
| 1/17--Progressive Insurance, 2010          | Box 85 > Folder 4  |
| 1/18--Popular Mechanics, 2010              | Box 85 > Folder 5  |
| 1/19--Haiti, 2010                          | Box 85 > Folder 6  |
| 1/19--Kirshenbaum Bond Senecal, 2010       | Box 85 > Folder 7  |
| 1/20--Super Bowl/Focus on the Family, 2010 | Box 85 > Folder 8  |
| 1/21--Nick Brien/McCann, 2010              | Box 85 > Folder 9  |

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| 1/21--Super Bowl, 2010                | Box 85 > Folder 10 |
| 1/22--Realism in advertising, 2010    | Box 85 > Folder 11 |
| 1/25--Monster.com, 2010               | Box 85 > Folder 12 |
| 1/25--Univision Upfront, 2010         | Box 85 > Folder 13 |
| 1/26--Focus on the Family, 2010       | Box 85 > Folder 14 |
| 1/26--Super Bowl/Anheuser-Busch, 2010 | Box 85 > Folder 15 |
| 1/26--Super Bowl/Hyundai, 2010        | Box 85 > Folder 16 |
| 1/27--Super Bowl/Coca-Cola, 2010      | Box 85 > Folder 17 |
| 1/27--Super Bowl/Papa John's, 2010    | Box 85 > Folder 18 |
| 1/28--Universal Orlando, 2010         | Box 85 > Folder 19 |
| 1/29--Budweiser clydesdales, 2010     | Box 85 > Folder 20 |
| 1/29--Disabilities, 2010              | Box 85 > Folder 21 |
| 1/29--Valentine's Day, 2010           | Box 85 > Folder 22 |
| 2/1--Pepsi, 2010                      | Box 85 > Folder 23 |
| 2/2--Focus on the Family, 2010        | Box 86 > Folder 1  |
| 2/3--Method detergent, 2010           | Box 86 > Folder 2  |
| 2/3--Pizza Hut, 2010                  | Box 86 > Folder 3  |
| 2/3--Super Bowl ad sentiment, 2010    | Box 86 > Folder 4  |
| 2/5--Super Bowl preview, 2010         | Box 86 > Folder 5  |
| 2/7--Super Bowl live blog, 2010       | Box 86 > Folder 6  |
| 2/8--Super Bowl blog, 2010            | Box 86 > Folder 7  |
| 2/9--Jonathan Bond, 2010              | Box 86 > Folder 8  |
| 2/9--Super Bowl, 2010                 | Box 86 > Folder 9  |
| 2/11--ANA Conference, 2010            | Box 86 > Folder 10 |

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| 2/11--Nationwide, 2010                 | Box 86 > Folder 11  |
| 2/11--Olympics, 2010                   | Box 86 > Folder 12  |
| 2/11--Sprite, 2010                     | Box 86 > Folder 13  |
| 2/11--Super Bowl ad rankings, 2010     | Box 86 > Folder 14  |
| 2/16--Snickers, 2010                   | Box 86 > Folder 15  |
| 2/16--Winter Olympics, 2010            | Box 86 > Folder 16  |
| 2/17--Geri Wang/ABC, 2010              | Box 86 > Folder 17  |
| 2/17--Rums of Puerto Rico, 2010        | Box 86 > Folder 18  |
| 2/18--Gold Bond, 2010                  | Box 86 > Folder 19  |
| 2/18--Super Bowl postgame, 2010        | Box 86 > Folder 20  |
| 2/18--Toyota, 2010                     | Box 86 > Folder 21  |
| 2/19--Ally Bank, 2010                  | Box 87 > Folder 1   |
| 2/19--Tiger Woods, 2010                | Box 87 > Folder 2   |
| 2/22--Phelps Group, 2010               | Box 87 > Folder 3   |
| <b>Physical Description:</b> 2 folders |                     |
| 2/22--Saks, 2010                       | Box 87 > Folder 4-5 |
| 2/22--Westin Hotels, 2010              | Box 87 > Folder 6   |
| 2/25--MTA/Titan, 2010                  | Box 87 > Folder 7   |
| 2/25--Svedka vodka, 2010               | Box 87 > Folder 8   |
| 2/26--AAAA Conference, 2010            | Box 87 > Folder 9   |
| 2/27--Google Brazil, 2010              | Box 87 > Folder 10  |
| 3/1--Lowe's, 2010                      | Box 87 > Folder 11  |
| 3/3--Jon Hamm/Mercedes, 2010           | Box 87 > Folder 12  |
| 3/5--Denny's, 2010                     | Box 87 > Folder 13  |

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| 3/5--Oscar survey, 2010                   | Box 87 > Folder 14 |
| 3/5--Tru TV Upfront, 2010                 | Box 87 > Folder 15 |
| 3/5--Zappo's, 2010                        | Box 87 > Folder 16 |
| 3/6--Andrew Jaffee, 2010                  | Box 87 > Folder 17 |
| 3/8--Good Housekeeping magazine, 2010     | Box 87 > Folder 18 |
| 3/9--Lindsay Lohan/E*Trade, 2010          | Box 87 > Folder 19 |
| 3/10--Mad Men/Barbie, 2010                | Box 87 > Folder 20 |
| 3/11--Bravo/Nickelodeon Upfront, 2010     | Box 88 > Folder 1  |
| 3/11--Intel, 2010                         | Box 88 > Folder 2  |
| 3/13--Vanguard, 2010                      | Box 88 > Folder 3  |
| 3/15--Procter Gamble green campaign, 2010 | Box 88 > Folder 4  |
| 3/17--Body Shop, 2010                     | Box 88 > Folder 5  |
| 3/17--Garrett Weber-Gale, 2010            | Box 88 > Folder 6  |
| 3/17--Kantar, 2010                        | Box 88 > Folder 7  |
| 3/19--ESPN/Jim Beam, 2010                 | Box 88 > Folder 8  |
| 3/22--Marketing during crisis, 2010       | Box 88 > Folder 9  |
| 3/24--JWT, 2010                           | Box 88 > Folder 10 |
| 3/24--Travelocity, 2010                   | Box 88 > Folder 11 |
| 3/25--Allstate, 2010                      | Box 88 > Folder 12 |
| 3/26--Mootopia, 2010                      | Box 88 > Folder 13 |
| 3/29--Hyundai/Christopher Perry, 2010     | Box 88 > Folder 14 |
| 3/29--Ogilvy/Salesmanship, 2010           | Box 88 > Folder 15 |
| 3/29--TCM network, 2010                   | Box 88 > Folder 16 |
| 3/30--Kirshenbaum Bond Senecal, 2010      | Box 88 > Folder 17 |

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| 3/30--Product Red, 2010   | Box 88 > Folder 18 |
| 3/31--Lexus/Skinny, 2010  | Box 88 > Folder 19 |
| 3/31--Nivea/AVP Tour, 2010  | Box 88 > Folder 20 |
| 3/31--Powerade, 2010  | Box 89 > Folder 1  |
| 3/31--Six flags, 2010   | Box 89 > Folder 2  |
| 4/1--Dr. Martens, 2010  | Box 89 > Folder 3  |
| 4/1--Pirate brands, 2010  | Box 89 > Folder 4  |
| 4/5--Carol Cone, 2010   | Box 89 > Folder 5  |
| 4/5--Chipotle, 2010   | Box 89 > Folder 6  |
| 4/5--Creative conflict (CareerBuilder vs Levi's Super Bowl ads), 2010 | Box 89 > Folder 7  |
| 4/5--Dairy Queen, 2010  | Box 89 > Folder 8  |
| 4/5--Diapers.com, 2010  | Box 89 > Folder 9  |
| 4/5--Reebok, 2010   | Box 89 > Folder 10 |
| 4/6--Oxygen Upfront, 2010   | Box 89 > Folder 11 |
| 4/7--FX Upfront, 2010   | Box 89 > Folder 12 |
| 4/8--Animal Planet, 2010  | Box 89 > Folder 13 |
| 4/8--AT, 2010   | Box 89 > Folder 14 |
| 4/8--Nike/Tiger Woods, 2010   | Box 89 > Folder 15 |
| 4/9--Bahamas, 2010  | Box 89 > Folder 16 |
| 4/9--Bertolli/Logo, 2010  | Box 89 > Folder 17 |
| 4/9--BrandLab, 2010   | Box 89 > Folder 18 |
| 4/11--Zeta Interactive/Tiger Woods, 2010                              | Box 89 > Folder 19 |
| 4/12--Stanley Steemer, 2010   | Box 89 > Folder 20 |
| 4/13--CNN Upfront, 2010   | Box 89 > Folder 21 |

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| 4/13--Good Housekeeping magazine, 2010               | Box 89 > Folder 22 |
| 4/13--Monk-E-Mail/CareerBuilder, 2010                | Box 89 > Folder 23 |
| 4/14--BET Upfront, 2010                              | Box 90 > Folder 1  |
| 4/14--Crowdsourcing, 2010                            | Box 90 > Folder 2  |
| 4/14--Shaun White/Target, 2010                       | Box 90 > Folder 3  |
| 4/14--Telemundo, 2010                                | Box 90 > Folder 4  |
| 4/15--American Idiot/Motorola, 2010                  | Box 90 > Folder 5  |
| 4/15--BGTwo, 2010                                    | Box 90 > Folder 6  |
| 4/15--Stella Artois, 2010                            | Box 90 > Folder 7  |
| 4/16--ICOM/Kurdistan, 2010                           | Box 90 > Folder 8  |
| 4/16--Belvedere vodka, 2010                          | Box 90 > Folder 9  |
| 4/16--Lori Senecal, 2010                             | Box 90 > Folder 10 |
| 4/16--Sex the City II, 2010                          | Box 90 > Folder 11 |
| 4/19--D'Agostino, 2010                               | Box 90 > Folder 12 |
| 4/20--Baseball, 2010                                 | Box 90 > Folder 13 |
| 4/20--Hoover, 2010                                   | Box 90 > Folder 14 |
| 4/20--McCann poaching lawsuit, 2010                  | Box 90 > Folder 15 |
| 4/20--MoFilm, 2010                                   | Box 90 > Folder 16 |
| 4/20--Palazzo Advisory/Acquisition, 2010             | Box 90 > Folder 17 |
| 4/20--Scripps, 2010                                  | Box 90 > Folder 18 |
| 4/20--Sex the City II, 2010                          | Box 90 > Folder 19 |
| 4/21--PETA/Bea Arthur, 2010                          | Box 90 > Folder 20 |
| 4/22--Cash for Consumers, 2010                       | Box 90 > Folder 21 |
| 4/22--Hunter PR/Bring Your Parents to Work Day, 2010 | Box 90 > Folder 22 |

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| 4/23--Chevrolet, 2010                   | Box 90 > Folder 23 |
| 4/26--Benjamin Moore, 2010              | Box 90 > Folder 24 |
| 4/26--Kodak, 2010                       | Box 91 > Folder 1  |
| 4/27--FTC ad literacy campaign, 2010    | Box 91 > Folder 2  |
| 4/27--Method detergent vs. Clorox, 2010 | Box 91 > Folder 3  |
| 4/27--NBC Upfront, 2010                 | Box 91 > Folder 4  |
| 4/27--Religious campaigns, 2010         | Box 91 > Folder 5  |
| 4/28--BrandZ, 2010                      | Box 91 > Folder 6  |
| 4/28--Six Flags, 2010                   | Box 91 > Folder 7  |
| 4/28--Wishbone, 2010                    | Box 91 > Folder 8  |
| 4/29--Norelco/Philips, 2010             | Box 91 > Folder 9  |
| 4/29--Product Red, 2010                 | Box 91 > Folder 10 |
| 4/30--Bing, 2010                        | Box 91 > Folder 11 |
| 4/30--Gatorade G Series Pro, 2010       | Box 91 > Folder 12 |
| 4/30--New Jersey, 2010                  | Box 91 > Folder 13 |
| 4/30--Office Max, 2010                  | Box 91 > Folder 14 |
| 5/3--Blip.TV/7-Eleven, 2010             | Box 91 > Folder 15 |
| 5/3--Joey Pants, 2010                   | Box 91 > Folder 16 |
| 5/4--Proactiv, 2010                     | Box 91 > Folder 17 |
| 5/5--Cyrus Mehri/NAACP, 2010            | Box 91 > Folder 18 |
| 5/5--Pizza, 2010                        | Box 91 > Folder 19 |
| 5/6--Procter Gamble, 2010               | Box 91 > Folder 20 |
| 5/6--Tony Awards, 2010                  | Box 91 > Folder 21 |
| 5/7--Modern Family/Twilight Zone, 2010  | Box 92 > Folder 1  |

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| 5/7--Sundance Channel/Day Night Day Night, 2010                 | Box 92 > Folder 2     |
| 5/7--TV Upfronts, 2010  | Box 92 > Folder 3     |
| 5/10--JetBlue, 2010   | Box 92 > Folder 4     |
| 5/10--Rhode Island Community Food Bank "Nothing" campaign, 2010 | Box 92 > Folder 5     |
| 5/12--Rodgers Hammerstein, 2010                                 | Box 92 > Folder 6     |
| 5/13--2(X)ist, 2010   | Box 92 > Folder 7     |
| 5/13--Telemundo Upfront, 2010                                   | Box 92 > Folder 8     |
| 5/14--Clearwater Corporation, 2010                              | Box 92 > Folder 9     |
| 5/14--Corona Light, 2010  | Box 92 > Folder 10    |
| 5/14--Frankness in ads, 2010                                    | Box 92 > Folder 11    |
| 5/14--Purpose Agency, 2010                                      | Box 92 > Folder 12    |
| 5/17--Common Cents, 2010  | Box 92 > Folder 13    |
| 5/17--Jewish Federation, 2010                                   | Box 92 > Folder 14    |
| 5/18--TV Upfronts, 2010   | Box 92 > Folder 15    |
| 5/19--TV Upfronts, 2010   | Box 92 > Folder 16-17 |
| <b>Physical Description:</b> 2 folders                          |                       |
| 5/21--Chevrolet, 2010   | Box 93 > Folder 1     |
| 5/21--TV Upfronts, 2010   | Box 93 > Folder 2     |
| 5/24--TV Upfronts, 2010   | Box 93 > Folder 3     |
| 5/24--Stolichnaya, 2010   | Box 93 > Folder 4     |
| 5/24--Yogi Berra/IXP ad campaign, 2010                          | Box 93 > Folder 5     |
| 5/25--AT, 2010  | Box 93 > Folder 6     |
| 5/25--Oxygen Media/Yoplait/Dance Your Ass Off Tour, 2010        | Box 93 > Folder 7     |

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| 5/26--Kantar ad spending, 2010                     | Box 93 > Folder 8  |
| 5/26--Lay's, 2010                                  | Box 93 > Folder 9  |
| 5/26--Popeye's, 2010                               | Box 93 > Folder 10 |
| 5/27--Kia Soul, 2010                               | Box 93 > Folder 11 |
| 5/27--Kraft, 2010                                  | Box 93 > Folder 12 |
| 5/27--USA/Growing Pains (series), 2010             | Box 93 > Folder 13 |
| 5/27--Vlasic, 2010                                 | Box 93 > Folder 14 |
| 5/28--E*Trade, 2010                                | Box 93 > Folder 15 |
| 5/28--Men's Wearhouse, 2010                        | Box 93 > Folder 16 |
| 5/30--GoDaddy, 2010                                | Box 93 > Folder 17 |
| 6/1--20 Questions, 2010                            | Box 93 > Folder 18 |
| 6/1--CheapTickets, 2010                            | Box 93 > Folder 19 |
| 6/1--Lexus, 2010                                   | Box 93 > Folder 20 |
| 6/1--Michigan State "Spartans Will" campaign, 2010 | Box 93 > Folder 21 |
| 6/2--Sprint, 2010                                  | Box 94 > Folder 1  |
| 6/2--TV Upfront market, 2010                       | Box 94 > Folder 2  |
| 6/3--Google/Hearst, 2010                           | Box 94 > Folder 3  |
| 6/4--BP (British Petroleum), 2010                  | Box 94 > Folder 4  |
| 6/4--HSBC Tennis, 2010                             | Box 94 > Folder 5  |
| 6/4--The Glades Book Version, 2010                 | Box 94 > Folder 6  |
| 6/4--Upfront update, 2010                          | Box 94 > Folder 7  |
| 6/7--Cinema ads, 2010                              | Box 94 > Folder 8  |
| 6/7--Esurance, 2010                                | Box 94 > Folder 9  |
| 6/7--Sabra hummus, 2010                            | Box 94 > Folder 10 |

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| 6/7--Tree Top apple juice, 2010           | Box 94 > Folder 11 |
| 6/7--Unilever, 2010                       | Box 94 > Folder 12 |
| 6/7--Wrath of Cannes, 2010                | Box 94 > Folder 13 |
| 6/8--AICP Show, 2010                      | Box 94 > Folder 14 |
| 6/8--CBS Upfront, 2010                    | Box 94 > Folder 15 |
| 6/9--ABC Upfront, 2010                    | Box 94 > Folder 16 |
| 6/9--Bols Genever, 2010                   | Box 94 > Folder 17 |
| 6/9--Ogilvy "Brick" contest, 2010         | Box 94 > Folder 18 |
| 6/10--3D advertising event, 2010          | Box 94 > Folder 19 |
| 6/10--ABC Upfront, 2010                   | Box 94 > Folder 20 |
| 6/10--Armani A/X, 2010                    | Box 94 > Folder 21 |
| 6/10--Dunkin' Donuts, 2010                | Box 94 > Folder 22 |
| 6/11--Progressive Insurance contest, 2010 | Box 94 > Folder 23 |
| 6/14--Beekman Boys, 2010                  | Box 94 > Folder 24 |
| 6/14--Chevrolet, 2010                     | Box 94 > Folder 25 |
| 6/14--Parade Food Magazine, 2010          | Box 94 > Folder 26 |
| 6/14--Two Fifteen Agency, 2010            | Box 94 > Folder 27 |
| 6/15--PwC Entertainment/Ad spending, 2010 | Box 94 > Folder 28 |
| 6/16--Agency Spy, 2010                    | Box 95 > Folder 1  |
| 6/16--Automated Media Services, 2010      | Box 95 > Folder 2  |
| 6/17--Starbucks, 2010                     | Box 95 > Folder 3  |
| 6/18--Burger King, 2010                   | Box 95 > Folder 4  |
| 6/18--Local coupons, 2010                 | Box 95 > Folder 5  |
| 6/18--Web video, 2010                     | Box 95 > Folder 6  |

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| 6/21--Allstate, 2010                                   | Box 95 > Folder 7  |
| 6/21--Hendrich's Gin, 2010                             | Box 95 > Folder 8  |
| 6/21--New Yorker, 2010                                 | Box 95 > Folder 9  |
| 6/21--Ogilvy "Brick" contest winner, 2010              | Box 95 > Folder 10 |
| 6/21--Roll Up-Blue Glass Interactive, 2010             | Box 95 > Folder 11 |
| 6/22--Burma: JWT and Human Rights Watch, 2010          | Box 95 > Folder 12 |
| 6/22--Steve Simpson, 2010                              | Box 95 > Folder 13 |
| 6/22--World Cup, 2010                                  | Box 95 > Folder 14 |
| 6/23--Burger King, 2010                                | Box 95 > Folder 15 |
| 6/24--Levi Strauss, 2010                               | Box 95 > Folder 16 |
| 6/25--Gay Pride Day, 2010                              | Box 95 > Folder 17 |
| 6/25--MDC Partners, 2010                               | Box 95 > Folder 18 |
| 6/25--Target, 2010                                     | Box 95 > Folder 19 |
| 6/28--Bounty, 2010                                     | Box 95 > Folder 20 |
| 6/28--DLKW Lowe, 2010                                  | Box 95 > Folder 21 |
| 6/29--PQ Media, 2010                                   | Box 95 > Folder 22 |
| 6/30--Draft FCB, 2010                                  | Box 95 > Folder 23 |
| 6/30--IBM, 2010  | Box 96 > Folder 1  |
| 6/30--Kraft, 2010                                      | Box 96 > Folder 2  |
| 6/30--Papa John's, 2010                                | Box 96 > Folder 3  |
| 7/1--Alex Bogusky, 2010                                | Box 96 > Folder 4  |
| 7/1--American Legacy Foundation anti-tobacco ads, 2010 | Box 96 > Folder 5  |
| 7/1-9--Pinnacle, 2010                                  | Box 96 > Folder 6  |

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| 7/2--Brita, 2010                                  | Box 96 > Folder 7  |
| 7/2--Butler University/Product Red, 2010          | Box 96 > Folder 8  |
| 7/2--Cadillac, 2010                               | Box 96 > Folder 9  |
| 7/6--FanGo, 2010                                  | Box 96 > Folder 10 |
| 7/7--Mad Men/Banana Republic, 2010                | Box 96 > Folder 11 |
| 7/7--Yingli Solar, 2010                           | Box 96 > Folder 12 |
| 7/7-9--Lebron James "The Decision" sponsors, 2010 | Box 96 > Folder 13 |
| 7/8--GE Capital, 2010                             | Box 96 > Folder 14 |
| 7/8--MDC/Zig/Crispin Porter Bogusky, 2010         | Box 96 > Folder 15 |
| 7/8--Out-of-home/Clear Channel, 2010              | Box 96 > Folder 16 |
| 7/8--Saks/Barney's, 2010                          | Box 96 > Folder 17 |
| 7/9--Bank of America/Major League Baseball, 2010  | Box 96 > Folder 18 |
| 7/9--ESPN ads, 2010                               | Box 96 > Folder 19 |
| 7/9--Milk/Dentists, 2010                          | Box 96 > Folder 20 |
| 7/10--Kraft iPad recipes, 2010                    | Box 96 > Folder 21 |
| 7/11--San Pellegrino, 2010                        | Box 96 > Folder 22 |
| 7/12--Kind snacks, 2010                           | Box 97 > Folder 1  |
| 7/12--Media Kitchen/Test Kitchen, 2010            | Box 97 > Folder 2  |
| 8/2--Meredith/Jack Griffin, 2010                  | Box 97 > Folder 3  |
| 8/3--CheapTickets, 2010                           | Box 97 > Folder 4  |
| 8/3--Unilever/Mad Men, 2010                       | Box 97 > Folder 5  |
| 8/4--American Legacy "Truth" campaign, 2010       | Box 97 > Folder 6  |
| 8/6--Joel Ewanick (GM), 2010                      | Box 97 > Folder 7  |

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| 8/6--Teen Choice Awards, 2010                           | Box 97 > Folder 8  |
| 8/9--MTV Tee-Jay, 2010                                  | Box 97 > Folder 9  |
| 8/9--Van Gogh vodka, 2010                               | Box 97 > Folder 10 |
| 8/10--Experian/Victorious Secrets (musical group), 2010 | Box 97 > Folder 11 |
| 8/12--JetBlue, 2010                                     | Box 97 > Folder 12 |
| 8/12--Glee (series)/Macy's, 2010                        | Box 97 > Folder 13 |
| 8/13--Car ads, 2010                                     | Box 97 > Folder 14 |
| 8/13--Lee Jeans, 2010                                   | Box 97 > Folder 15 |
| 8/16--LGBT/Real estate, 2010                            | Box 97 > Folder 16 |
| 8/16--Boardwalk Empire (series), 2010                   | Box 97 > Folder 17 |
| 8/17--Burger King, 2010                                 | Box 97 > Folder 18 |
| 8/17--New Era hats, 2010                                | Box 97 > Folder 19 |
| 8/18--Haribo (Gummy Bears), 2010                        | Box 98 > Folder 1  |
| 8/19--Acumen/Ferragamo, 2010                            | Box 98 > Folder 2  |
| 8/19--AlphaBird, 2010                                   | Box 98 > Folder 3  |
| 8/19--New Yorker Festival, 2010                         | Box 98 > Folder 4  |
| 8/19--Pizza Hut, 2010                                   | Box 98 > Folder 5  |
| 8/20--Hawai'I 5-0 (series), 2010                        | Box 98 > Folder 6  |
| 8/20--Kraft Huddle to Fight Hunger, 2010                | Box 98 > Folder 7  |
| 8/20--Mad Men/Time Life Building, 2010                  | Box 98 > Folder 8  |
| 8/23--Honda, 2010                                       | Box 98 > Folder 9  |
| 8/23--Sweet 'n Low, 2010                                | Box 98 > Folder 10 |
| 8/25--LG/Jane Lynch, 2010                               | Box 98 > Folder 11 |
| 8/25--Nissan, 2010                                      | Box 98 > Folder 12 |

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| 8/25--Popeye's, 2010   | Box 98 > Folder 13 |
| 8/27--8th Continent, 2010  | Box 98 > Folder 14 |
| 8/27--Domino's, 2010   | Box 98 > Folder 15 |
| 8/27--Euro RSCG, 2010  | Box 98 > Folder 16 |
| 8/27--Stand Up to Cancer, 2010                                     | Box 98 > Folder 17 |
| 8/30--Truth Zombies, 2010  | Box 98 > Folder 18 |
| 9/7--Portugal Cork, 2010   | Box 98 > Folder 19 |
| 9/8--Glamour, 2010   | Box 98 > Folder 20 |
| 9/9--Kwittken Co., 2010  | Box 99 > Folder 1  |
| 9/13--CCFC (Campaign for a Commercial-Free Childhood)/Zevo-3, 2010 | Box 99 > Folder 2  |
| 9/13--Xerox, 2010  | Box 99 > Folder 3  |
| 9/15--Domino's, 2010   | Box 99 > Folder 4  |
| 9/15--Newspaper National Network, 2010                             | Box 99 > Folder 5  |
| 9/15--Skechers, 2010   | Box 99 > Folder 6  |
| 9/16--Television Bureau, 2010                                      | Box 99 > Folder 7  |
| 9/17--Ally Financial, 2010   | Box 99 > Folder 8  |
| 9/17--BP/ARCO, 2010  | Box 99 > Folder 9  |
| 9/17--Co: (agency), 2010   | Box 99 > Folder 10 |
| 9/17--Walgreen's/Dr. Oz, 2010                                      | Box 99 > Folder 11 |
| 9/20--American Cancer Society, 2010                                | Box 99 > Folder 12 |
| 9/20--Cream of Wheat/Cinnabon, 2010                                | Box 99 > Folder 13 |
| 9/20--General Electric "Ecomagination" campaign, 2010              | Box 99 > Folder 14 |
| 9/20--Jennie-O, 2010   | Box 99 > Folder 15 |

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| 9/20--New York TV Festival, 2010           | Box 99 > Folder 16  |
| 9/20--People's Choice Awards, 2010         | Box 99 > Folder 17  |
| 9/20--Tropicana Trop50, 2010               | Box 99 > Folder 18  |
| 9/21--Philips contest, 2010                | Box 99 > Folder 19  |
| 9/24--Advertising Week, 2010               | Box 99 > Folder 20  |
| 9/24--Electric cars, 2010                  | Box 99 > Folder 21  |
| 9/24--Unilever/Mad Men, 2010               | Box 99 > Folder 22  |
| 9/27--Advertising Week, 2010               | Box 99 > Folder 23  |
| 9/27--Bloomberg/JWT, 2010                  | Box 99 > Folder 24  |
| 9/28--Advertising Week, 2010               | Box 100 > Folder 1  |
| 9/28--Nancy Pelosi/Jeff Zucker, 2010       | Box 100 > Folder 2  |
| 9/29--Advertising Week, 2010               | Box 100 > Folder 3  |
| 9/29--TD Ameritrade, 2010                  | Box 100 > Folder 4  |
| 9/30--Midnight Moment/Times Square, 2010   | Box 100 > Folder 5  |
| 9/30--Lincoln, 2010                        | Box 100 > Folder 6  |
| 10/1--Magazine Publishers of America, 2010 | Box 100 > Folder 7  |
| 10/3--Major League Baseball, 2010          | Box 100 > Folder 8  |
| 10/4--Advertising Week NYC, 2010           | Box 100 > Folder 9  |
| 10/4--Fremantle Media, 2010                | Box 100 > Folder 10 |
| 10/6--Halloween, 2010                      | Box 100 > Folder 11 |
| 10/7--Craigslist TV, 2010                  | Box 100 > Folder 12 |
| 10/7--Mitsubishi, 2010                     | Box 100 > Folder 13 |
| 10/7--Sharecare, 2010                      | Box 100 > Folder 14 |
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| 10/8--Made Possible magazine, 2010                                      | Box 100 > Folder 16 |
| 10/12--Gap logo, 2010   | Box 101 > Folder 1  |
| 10/12--Retail percentage discounting, 2010                              | Box 101 > Folder 2  |
| 10/14--JetBlue, 2010  | Box 101 > Folder 3  |
| 10/15--ANA (Association of National Advertisers), 2010                  | Box 101 > Folder 4  |
| 10/18--BBE (Broadband Enterprises), 2010                                | Box 101 > Folder 5  |
| 10/18--Chevron, 2010  | Box 101 > Folder 6  |
| 10/19--ANA (Association of National Advertisers), 2010                  | Box 101 > Folder 7  |
| 10/19--Cars.com, 2010   | Box 101 > Folder 8  |
| 10/19--Mad Men/John Slattery advocate for same-sex marriage, 2010       | Box 101 > Folder 9  |
| 10/20--Ocean Spray/Disney, 2010   | Box 101 > Folder 10 |
| 10/21--Jon Nesvig, 2010   | Box 101 > Folder 11 |
| 10/22--Pink Drink with a Cause, 2010                                    | Box 101 > Folder 12 |
| 10/23--Mike Hughes/Martin Agency/Virginia Commonwealth University, 2010 | Box 101 > Folder 13 |
| 10/25--Healthy Weight Commitment Foundation, 2010                       | Box 101 > Folder 14 |
| 10/25--Mad Men (series), 2010   | Box 101 > Folder 15 |
| 10/27--Boost Mobile/N.Y. Knicks, 2010                                   | Box 102 > Folder 1  |
| 10/27--Chevrolet/World Series, 2010                                     | Box 102 > Folder 2  |
| 10/28--DDB Remy, 2010   | Box 102 > Folder 3  |
| 10/29--Super Bowl, 2010   | Box 102 > Folder 4  |
| 10/29--Weather Proof Garment Co., 2010                                  | Box 102 > Folder 5  |
| 11/1--Christmas retail, 2010  | Box 102 > Folder 6  |

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| 11/1--PR Week Cause Survey, 2010                      | Box 102 > Folder 7  |
| 11/2--Cause marketing, 2010                           | Box 102 > Folder 8  |
| 11/4--Edelman/Cause marketing, 2010                   | Box 102 > Folder 9  |
| 11/5--Conan O'Brien, 2010                             | Box 102 > Folder 10 |
| 11/5--Macy's "Yes, Virginia"/Believe, 2010            | Box 102 > Folder 11 |
| 11/5--Truck marketing, 2010                           | Box 102 > Folder 12 |
| 11/8--Mr. Peanut, 2010                                | Box 102 > Folder 13 |
| 11/8--Toyota, 2010                                    | Box 102 > Folder 14 |
| 11/9--Conan O'Brien, 2010                             | Box 102 > Folder 15 |
| 11/9--Holidays/Bloomingdale's/J.C. Penney, 2010       | Box 102 > Folder 16 |
| 11/10--Holidays/Bloomingdale's/J.C. Penney, 2010      | Box 102 > Folder 17 |
| 11/10--Kahlua, 2010                                   | Box 103 > Folder 1  |
| 11/11--Iran and Afghanistan Veterans of America, 2010 | Box 103 > Folder 2  |
| 11/11--Nike "Girl Effect", 2010                       | Box 103 > Folder 3  |
| 11/12--Ford, 2010                                     | Box 103 > Folder 4  |
| 11/15--eBay, 2010                                     | Box 103 > Folder 5  |
| 11/15--IdeaLists, 2010                                | Box 103 > Folder 6  |
| 11/16--Macy's Black Friday, 2010                      | Box 103 > Folder 7  |
| 11/17--Brian Tierney/Publicis, 2010                   | Box 103 > Folder 8  |
| 11/17--Chevrolet Volt, 2010                           | Box 103 > Folder 9  |
| 11/17--HomeAway, 2010                                 | Box 103 > Folder 10 |
| 11/18--Top Gear, 2010                                 | Box 103 > Folder 11 |
| 11/22--BBDO Batten Co., 2010                          | Box 103 > Folder 12 |

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| 11/23--Southwest Airlines/Windows, 2010 | Box 103 > Folder 13  |
| 11/23--USA Network, 2010                | Box 103 > Folder 14  |
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| 11/26--Holiday Food, 2010               | Box 103 > Folder 16  |
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| 11/29--20 Questions, 2010               | Box 104 > Folder 2   |
| 11/30--Hairdressers Against AIDS, 2010  | Box 104 > Folder 3   |
| 11/30--One Club, 2010                   | Box 104 > Folder 4   |
| 12/1--Progressive Insurance, 2010       | Box 104 > Folder 5   |
| 12/3--Forecast, 2010                    | Box 104 > Folder 6   |
| 12/7--Mariah Media, 2010                | Box 104 > Folder 7   |
| 12/7--UBS Global Media Conference, 2010 | Box 104 > Folder 8   |
| 12/8--All Out Global (LGBT), 2010       | Box 104 > Folder 9   |
| 12/10--Grey NY, 2010                    | Box 104 > Folder 10  |
| 12/11--Best ads of the year, 2010       | Box 104 > Folder 11  |
| 12/11--General Mills/Care, 2010         | Box 104 > Folder 12  |
| 12/13--Brandon Berger/Ogilvy, 2010      | Box 104 > Folder 13  |
| 12/15--MDC Partners/72 and Sunny, 2010  | Box 104 > Folder 14  |
| 12/16--Jon Nesvig, 2010                 | Box 104 > Folder 15  |
| 12/20--WPP JWT/Ogilvy Action, 2010      | Box 104 > Folder 16  |
| Super Bowl, 2010                        | Box 105 > Folder 1-4 |
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| Super Bowl--Anheuser-Busch, 2010        | Box 105 > Folder 5   |
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| Super Bowl--Bridgestone, 2010                     | Box 105 > Folder 7  |
| Super Bowl--CareerBuilder, 2010                   | Box 105 > Folder 8  |
| Super Bowl--Cars.com, 2010                        | Box 105 > Folder 9  |
| Super Bowl--Chrysler/Dodge, 2010                  | Box 105 > Folder 10 |
| Super Bowl--Clips, 2010                           | Box 105 > Folder 11 |
| Super Bowl--Coca-Cola, 2010                       | Box 105 > Folder 12 |
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| Super Bowl--Dove for Men, 2010                    | Box 105 > Folder 16 |
| Super Bowl--Dr. Pepper, 2010                      | Box 105 > Folder 17 |
| Super Bowl--E*Trade, 2010                         | Box 105 > Folder 18 |
| Super Bowl--Electronic Arts/Dante's Inferno, 2010 | Box 105 > Folder 19 |
| Super Bowl--Focus on the Family, 2010             | Box 105 > Folder 20 |
| Super Bowl--GoDaddy.com, 2010                     | Box 105 > Folder 21 |
| Super Bowl--HomeAway, 2010                        | Box 105 > Folder 22 |
| Super Bowl--Honda, 2010                           | Box 105 > Folder 23 |
| Super Bowl--Hyundai, 2010                         | Box 105 > Folder 24 |
| Super Bowl--Hyundai/Kia, 2010                     | Box 105 > Folder 25 |
| Super Bowl--Intel, 2010                           | Box 105 > Folder 26 |
| Super Bowl--KGB, 2010                             | Box 105 > Folder 27 |
| Super Bowl--Kia, 2010                             | Box 105 > Folder 28 |
| Super Bowl--Levi Dockers, 2010                    | Box 105 > Folder 29 |
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| Super Bowl--Monster, 2010             | Box 105 > Folder 31 |
| Super Bowl--Motorola, 2010            | Box 105 > Folder 32 |
| Super Bowl--Pre- and post-game, 2010  | Box 105 > Folder 33 |
| Super Bowl--Question and Answer, 2010 | Box 105 > Folder 34 |
| Super Bowl--Taco Bell, 2010           | Box 105 > Folder 35 |
| Super Bowl--Teleflora, 2010           | Box 105 > Folder 36 |
| Super Bowl--Tru TV, 2010              | Box 105 > Folder 37 |
| Super Bowl--Universal Orlando, 2010   | Box 105 > Folder 38 |
| Super Bowl--U.S. Census, 2010         | Box 106 > Folder 1  |
| Super Bowl--Vizio, 2010               | Box 106 > Folder 2  |
| Super Bowl--VW, 2010                  | Box 106 > Folder 3  |
| Super Bowl--VW/Audi, 2010             | Box 106 > Folder 4  |
| Super Bowl--Wrap-up, 2010             | Box 106 > Folder 5  |

## 2011

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| 1/4--Kantar Media, 2011                   | Box 106 > Folder 7  |
| 1/4--MWW Group, 2011                      | Box 106 > Folder 8  |
| 1/4--PETA/Lea Michele, 2011               | Box 106 > Folder 9  |
| 1/4--(Product) Red/Penfolds/AIDS, 2011    | Box 106 > Folder 10 |
| 1/5--Procter Gamble "Moms"/Olympics, 2011 | Box 106 > Folder 11 |
| 1/6--Purex, 2011                          | Box 106 > Folder 12 |
| 1/7--Mini Cooper, 2011                    | Box 106 > Folder 13 |
| 1/10--Carino's Italian, 2011              | Box 106 > Folder 14 |
| 1/10--Clarins, 2011                       | Box 106 > Folder 15 |

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| 1/11--Cox/Adify, 2011                             | Box 106 > Folder 16 |
| 1/11--Tostitos, 2011                              | Box 106 > Folder 17 |
| 1/12--Aston Martin, 2011                          | Box 106 > Folder 18 |
| 1/12--ABC/Diet Dr. Pepper, 2011                   | Box 106 > Folder 19 |
| 1/12--Beanstalk, 2011                             | Box 106 > Folder 20 |
| 1/12--Jon Bond/Big Fuel, 2011                     | Box 107 > Folder 1  |
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| 1/13--Details/Bon Apetit magazines, 2011          | Box 107 > Folder 3  |
| 1/13--Super Bowl Audi, 2011                       | Box 107 > Folder 4  |
| 1/14--Super Bowl CareerBuilder, 2011              | Box 107 > Folder 5  |
| 1/18--California Tobacco Control Program,<br>2011 | Box 107 > Folder 6  |
| 1/18--DDB Trend Hunter, 2011                      | Box 107 > Folder 7  |
| 1/18--Hewlett Packard ePrint, 2011                | Box 107 > Folder 8  |
| 1/18--Honest Tea/Coca-Cola, 2011                  | Box 107 > Folder 9  |
| 1/18--Logo Channel, 2011                          | Box 107 > Folder 10 |
| 1/21--Super Bowl E*Trade, 2011                    | Box 107 > Folder 11 |
| 1/22--Phyllis Robinson, 2011                      | Box 107 > Folder 12 |
| 1/24--Bon Apetit magazine, 2011                   | Box 107 > Folder 13 |
| 1/24--Sappi Fine Paper, 2011                      | Box 107 > Folder 14 |
| 1/24--Super Bowl Papa John's, 2011                | Box 107 > Folder 15 |
| 1/25--Super Bowl Kia/Mercedes, 2011               | Box 107 > Folder 16 |
| 1/26--Super Bowl/VW, 2011                         | Box 108 > Folder 1  |
| 1/28--Barbara Lippert/Goodby, 2011                | Box 108 > Folder 2  |
| 1/28--NBC/Turbo Tax, 2011                         | Box 108 > Folder 3  |

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| 1/28--Super Bowl, 2011                                       | Box 108 > Folder 4   |
| 1/31--Mount Gay Rum, 2011                                    | Box 108 > Folder 5   |
| 1/31--MTV/Skins (series), 2011                               | Box 108 > Folder 6-7 |
| <b>Physical Description:</b> 2 folders                       |                      |
| 2/1--Super Bowl, 2011  | Box 108 > Folder 8   |
| 2/4--Super Bowl, 2011  | Box 108 > Folder 9   |
| 2/4--Super Bowl/Papa John's, 2011                            | Box 108 > Folder 10  |
| 2/5--Super Bowl, 2011  | Box 108 > Folder 11  |
| 2/7--Super Bowl, 2011  | Box 108 > Folder 12  |
| 2/7--Super Bowl preview, 2011                                | Box 108 > Folder 13  |
| 2/8--Super Bowl/Groupon, 2011                                | Box 108 > Folder 14  |
| 2/9--News roundup, 2011                                      | Box 109 > Folder 1   |
| 2/9--Super Bowl/Groupon, 2011                                | Box 109 > Folder 2   |
| 2/9--Super Bowl recap, 2011                                  | Box 109 > Folder 3   |
| 2/9--Yahoo!/Diet Dr. Pepper, 2011                            | Box 109 > Folder 4   |
| 2/10--ANA TV and Everything, 2011                            | Box 109 > Folder 5   |
| 2/10--Super Bowl blog, 2011                                  | Box 109 > Folder 6   |
| 2/10--Super Bowl HomeAway, 2011                              | Box 109 > Folder 7   |
| 2/10--Super Bowl postgame, 2011                              | Box 109 > Folder 8-9 |
| <b>Physical Description:</b> 2 folders                       |                      |
| 2/11--Academy Awards, 2011                                   | Box 109 > Folder 10  |
| 2/11--Advertising Research Foundation 75th anniversary, 2011 | Box 109 > Folder 11  |
| 2/12--Super Bowl/Groupon, 2011                               | Box 109 > Folder 12  |
| 2/17--Chobani, 2011  | Box 109 > Folder 13  |

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| 2/17--John Slattery (Mad Men)/Same-sex marriage, 2011 | Box 109 > Folder 14 |
| 2/17--Old Nays, 2011                                  | Box 109 > Folder 15 |
| 2/17--Plenty of Fish, 2011                            | Box 110 > Folder 1  |
| 2/18--E! Red Carpet, 2011                             | Box 110 > Folder 2  |
| 2/22--Chicco, 2011                                    | Box 110 > Folder 3  |
| 2/22--Southern Comfort, 2011                          | Box 110 > Folder 4  |
| 2/24--Academy Awards (Oscars), 2011                   | Box 110 > Folder 5  |
| 2/25--Ford, 2011                                      | Box 110 > Folder 6  |
| 2/28--Macy's, 2011                                    | Box 110 > Folder 7  |
| 2/28--MDC Partners, 2011                              | Box 110 > Folder 8  |
| 3/1--Oscars ad review, 2011                           | Box 110 > Folder 9  |
| 3/4--Chain restaurants, 2011                          | Box 110 > Folder 10 |
| 3/7--Royal Caribbean, 2011                            | Box 110 > Folder 11 |
| 3/7--Starbucks, 2011                                  | Box 110 > Folder 12 |
| 3/7--Tuna the Wonderful campaign, 2011                | Box 110 > Folder 13 |
| 3/8--FTC and alcohol ads, 2011                        | Box 110 > Folder 14 |
| 3/8--Skins (series) ad sponsors, 2011                 | Box 110 > Folder 15 |
| 3/9--72 and Sunny (agency), 2011                      | Box 110 > Folder 16 |
| 3/9--Lipman, 2011                                     | Box 111 > Folder 1  |
| 3/9--Mighty Mutt, 2011                                | Box 111 > Folder 2  |
| 3/10--Shorty's, 2011                                  | Box 111 > Folder 3  |
| 3/11--Hilton, 2011                                    | Box 111 > Folder 4  |
| 3/11--Volvo/YouTube, 2011                             | Box 111 > Folder 5  |
| 3/11--World Water Week, 2011                          | Box 111 > Folder 6  |

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| 3/14--Battle for Bean Street, 2011      | Box 111 > Folder 7  |
| 3/14--March Madness, 2011               | Box 111 > Folder 8  |
| 3/16--AFLAC/Chrysler social media, 2011 | Box 111 > Folder 9  |
| 3/16--Partners Napier, 2011             | Box 111 > Folder 10 |
| 3/17--Kantar ad spending, 2011          | Box 111 > Folder 11 |
| 3/18--Burger King, 2011                 | Box 111 > Folder 12 |
| 3/18--Jenn-Aire, 2011                   | Box 111 > Folder 13 |
| 3/18--Memory Lane, 2011                 | Box 111 > Folder 14 |
| 3/18--Sears, 2011                       | Box 111 > Folder 15 |
| 3/21--Bravo (television), 2011          | Box 111 > Folder 16 |
| 3/21--Horizon Milk, 2011                | Box 111 > Folder 17 |
| 3/22--AFLAC, 2011                       | Box 112 > Folder 1  |
| 3/22--AT, 2011                          | Box 112 > Folder 2  |
| 3/22--VW/Skins (series), 2011           | Box 112 > Folder 3  |
| 3/23--MTV/Skins (series), 2011          | Box 112 > Folder 4  |
| 3/25--Campbell Mithun/Twitter, 2011     | Box 112 > Folder 5  |
| 3/28--Telemundo/Spanish TV, 2011        | Box 112 > Folder 6  |
| 3/29--Spike TV, 2011                    | Box 112 > Folder 7  |
| 3/30--InterPublic, 2011                 | Box 112 > Folder 8  |
| 3/31--Major League Baseball, 2011       | Box 112 > Folder 9  |
| 4/1--Fox Hispanic, 2011                 | Box 112 > Folder 10 |
| 4/4--Fanta, 2011                        | Box 112 > Folder 11 |
| 4/5--Hispanic market, 2011              | Box 112 > Folder 12 |
| 4/5--NBCUniversal upfront, 2011         | Box 112 > Folder 13 |

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| 4/6--AFLAC duck, 2011   | Box 112 > Folder 14 |
| 4/6--Ovation Channel, 2011                                      | Box 112 > Folder 15 |
| 4/7--L'Eggs, 2011   | Box 112 > Folder 16 |
| 4/8--Gap, 2011  | Box 113 > Folder 1  |
| 4/10--Frito-Lay, 2011   | Box 113 > Folder 2  |
| 4/11--Adweek, 2011  | Box 113 > Folder 3  |
| 4/11--Maxwell House/Passover, 2011                              | Box 113 > Folder 4  |
| 4/12--Hot Wheels, 2011  | Box 113 > Folder 5  |
| 4/13--Kraft/Ghost brands, 2011                                  | Box 113 > Folder 6  |
| 4/13--Scripps upfront, 2011                                     | Box 113 > Folder 7  |
| 4/14--Advertising industry and job market, 2011                 | Box 113 > Folder 8  |
| 4/14--CBS greenwashing, 2011                                    | Box 113 > Folder 9  |
| 4/14--Morgan Spurlock, 2011                                     | Box 113 > Folder 10 |
| 4/15--ESPN/MasterCard/Soccer, 2011                              | Box 113 > Folder 11 |
| 4/18--Evian Babies, 2011  | Box 113 > Folder 12 |
| 4/18--United Methodist Church/Malaria, 2011                     | Box 113 > Folder 13 |
| 4/18--VW Beetle, 2011   | Box 113 > Folder 14 |
| 4/19--Acura/Thor (movie), 2011                                  | Box 113 > Folder 15 |
| 4/19--Agency entrepreneurship, 2011                             | Box 114 > Folder 1  |
| 4/19--Pulitzer, 2011  | Box 114 > Folder 2  |
| 4/20--Checkout coupons, 2011                                    | Box 114 > Folder 3  |
| 4/21--Luke Sullivan/SCAD, 2011                                  | Box 114 > Folder 4  |
| 4/22--Pom Wonderful Presents the Greatest Movie Ever Sold, 2011 | Box 114 > Folder 5  |

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| 4/25--Aspen/Epsilon, 2011              | Box 114 > Folder 6    |
| 4/25--Cheerwine, 2011                  | Box 114 > Folder 7    |
| 4/27--AFLAC, 2011                      | Box 114 > Folder 8    |
| 4/28--Royal wedding, 2011              | Box 114 > Folder 9-10 |
| <b>Physical Description:</b> 2 folders |                       |
| 4/29--BP oil spill, 2011               | Box 114 > Folder 11   |
| 4/29--Ford "Drive one" campaign, 2011  | Box 114 > Folder 12   |
| 4/29--Royal wedding, 2011              | Box 115 > Folder 1    |
| 4/29--Teleflora, 2011                  | Box 115 > Folder 2    |
| 5/1--Upfronts, 2011                    | Box 115 > Folder 3    |
| 5/2--Tillamook, 2011                   | Box 115 > Folder 3a   |
| 5/3--USA upfront, 2011                 | Box 115 > Folder 4    |
| 5/3--Westin Hotels, 2011               | Box 115 > Folder 5    |
| 5/5--Coca-Cola 125th anniversary, 2011 | Box 115 > Folder 6    |
| 5/5--HopStop/Equinox, 2011             | Box 115 > Folder 7    |
| 5/5--Tupperware, 2011                  | Box 115 > Folder 8    |
| 5/9--North of Nine, 2011               | Box 115 > Folder 9    |
| 5/9--N.Y. Lottery, 2011                | Box 115 > Folder 10   |
| 5/9--R/GA, 2011                        | Box 115 > Folder 11   |
| 5/10--Canadian Club, 2011              | Box 115 > Folder 12   |
| 5/10--Red Baron Pizza, 2011            | Box 115 > Folder 13   |
| 5/12--UBS Billboard, 2011              | Box 115 > Folder 14   |
| 5/16--Central Park Conservancy, 2011   | Box 115 > Folder 15   |
| 5/16--NBC upfront, 2011                | Box 116 > Folder 1    |

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| 5/16--Upfronts, 2011<br><b>Physical Description:</b> 4 folders | Box 116 > Folder 2-5   |
| 5/17--Hispanic TV, 2011  | Box 116 > Folder 6     |
| 5/17--Upfronts, 2011<br><b>Physical Description:</b> 2 folders | Box 116 > Folder 7-8   |
| 5/18--Upfronts, 2011   | Box 116 > Folder 9     |
| 5/19--Upfronts, 2011<br><b>Physical Description:</b> 2 folders | Box 116 > Folder 10-11 |
| 5/19--Upfronts, 2011   | Box 117 > Folder 1     |
| 5/20--Upfronts, 2011   | Box 117 > Folder 2     |
| 5/23--BrandCenter, 2011  | Box 117 > Folder 3     |
| 5/23--JetBlue, 2011  | Box 117 > Folder 4     |
| 5/23--Sears, 2011  | Box 117 > Folder 5     |
| 5/23--Upfront recap, 2011                                      | Box 117 > Folder 6     |
| 5/23--YouTube, 2011  | Box 117 > Folder 7     |
| 5/25--U.S. Army, 2011  | Box 117 > Folder 8     |
| 5/26--Heineken, 2011   | Box 117 > Folder 9     |
| 5/26--Mr. Youth/San Francisco, 2011                            | Box 117 > Folder 10    |
| 5/26--NeuroFocus, 2011   | Box 117 > Folder 11    |
| 5/27--Sam Adams/Dickson Farmstands Meat,<br>2011               | Box 117 > Folder 12    |
| 5/31--Tourism Montreal, 2011                                   | Box 117 > Folder 13    |
| 6/6--Mars Candy, 2011  | Box 117 > Folder 14    |
| 6/7--Made in New York, 2011                                    | Box 117 > Folder 15    |
| 6/7--Upfront spending, 2011                                    | Box 117 > Folder 16    |
| 6/8--Ian Schrager, 2011  | Box 117 > Folder 17    |

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| 6/9--Glee/Bing, 2011   | Box 118 > Folder 1  |
| 6/9--Upfront, 2011   | Box 118 > Folder 2  |
| 6/10--State Farm, 2011                                       | Box 118 > Folder 3  |
| 6/10--Taco Bell, 2011  | Box 118 > Folder 4  |
| 6/13--Coalition of Innovative Media Measurement (CIMM), 2011 | Box 118 > Folder 5  |
| 6/13--Era detergent, 2011                                    | Box 118 > Folder 6  |
| 6/13--Kantar Media, 2011                                     | Box 118 > Folder 7  |
| 6/14--PriceWaterhouseCoopers, 2011                           | Box 118 > Folder 8  |
| 6/15--E! Network, 2011                                       | Box 118 > Folder 9  |
| 6/15--GolinHarris, 2011                                      | Box 118 > Folder 10 |
| 6/15--HSBC/Wimbledon, 2011                                   | Box 118 > Folder 11 |
| 6/15--Weiden Kennedy "Shop", 2011                            | Box 118 > Folder 12 |
| 6/16--Kia Super Bowl, 2011                                   | Box 118 > Folder 13 |
| 6/16--Woolite/Rob Zombie, 2011                               | Box 118 > Folder 14 |
| 6/17--House Party/Redbook Happy Hour, 2011                   | Box 118 > Folder 15 |
| 6/20--Bravo "Summer Camp" campaign, 2011                     | Box 118 > Folder 16 |
| 6/20--Planters/Peanut Butter Doug, 2011                      | Box 119 > Folder 1  |
| 6/21--Chevrolet/Super Bowl, 2011                             | Box 119 > Folder 2  |
| 6/22--Banana Republic/Mad Men, 2011                          | Box 119 > Folder 3  |
| 6/22--Pump Room, 2011  | Box 119 > Folder 4  |
| 6/22--Sabra, 2011  | Box 119 > Folder 5  |
| 6/23--Mentos gum, 2011                                       | Box 119 > Folder 6  |
| 6/24--IFC/The Big C, 2011                                    | Box 119 > Folder 7  |
| 6/27--Hearst Publications, 2011                              | Box 119 > Folder 8  |

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| 6/27--Honey Nut Cheerios, 2011             | Box 119 > Folder 9  |
| 6/27--Perdue Farms, 2011                   | Box 119 > Folder 10 |
| 7/7--Cover Girl, 2011                      | Box 119 > Folder 11 |
| 7/7--MasterCard "Priceless", 2011          | Box 119 > Folder 12 |
| 7/8--7-Eleven, 2011                        | Box 119 > Folder 13 |
| 7/8--Geico, 2011                           | Box 119 > Folder 14 |
| 7/11--AOL/Publishers Clearing House, 2011  | Box 119 > Folder 15 |
| 7/11--Derek Jeter 3000th hit, 2011         | Box 119 > Folder 16 |
| 7/11--Got Milk? PMS ads, 2011              | Box 120 > Folder 1  |
| 7/12--ZO Forecast (Zenith Optimedia), 2011 | Box 120 > Folder 2  |
| 7/15--Google Book, 2011                    | Box 120 > Folder 3  |
| 7/15--MSL Group, 2011                      | Box 120 > Folder 4  |
| 7/15--South Park, 2011                     | Box 120 > Folder 5  |
| 7/18--Monterey Bay Aquarium, 2011          | Box 120 > Folder 6  |
| 7/18--Ogilvy Culture, 2011                 | Box 120 > Folder 7  |
| 7/19--Back to School, 2011                 | Box 120 > Folder 8  |
| 7/19--LGBT Brands, 2011                    | Box 120 > Folder 9  |
| 7/20--McDonald's, 2011                     | Box 120 > Folder 10 |
| 7/21--Milk Board PMS campaign, 2011        | Box 120 > Folder 11 |
| 7/22--CVS, 2011                            | Box 120 > Folder 12 |
| 7/22--Lucky Style Collective, 2011         | Box 120 > Folder 13 |
| 7/25--Arts, 2011                           | Box 120 > Folder 14 |
| 7/25--LG, 2011                             | Box 121 > Folder 1  |
| 7/25--Red Lobster, 2011                    | Box 121 > Folder 2  |

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| 7/26--Xinhua, 2011                          | Box 121 > Folder 3   |
| 8/16--DraftFCB layoffs, 2011                | Box 121 > Folder 4   |
| 8/16--Facebook/Interpublic, 2011            | Box 121 > Folder 5   |
| 8/17--Common/Alex Bogusky, 2011             | Box 121 > Folder 6   |
| 8/18--Dunkin' Donuts, 2011                  | Box 121 > Folder 7   |
| 8/19--Amalgamated/Brian Martin, 2011        | Box 121 > Folder 8   |
| 8/22--Bing/Glee (series), 2011              | Box 121 > Folder 9   |
| 8/22--Mad Men (series), 2011                | Box 121 > Folder 10  |
| 8/22--Recycle Bank, 2011                    | Box 121 > Folder 11  |
| 8/22--Tom Morton/Euro RSCG, 2011            | Box 121 > Folder 12  |
| 8/23--Glee (series)/Fashion Night Out, 2011 | Box 121 > Folder 13  |
| 8/23--GM media review, 2011                 | Box 121 > Folder 14  |
| 8/24--Ad Council, 2011                      | Box 121 > Folder 15  |
| 8/24--Mountain Dew, 2011                    | Box 121 > Folder 16  |
| 8/25--Kemper/Unitrin, 2011                  | Box 121 > Folder 17  |
| 8/25--NFL Fantasy Draft, 2011               | Box 121 > Folder 18  |
| 8/25--Steve Jobs/Apple, 2011                | Box 121 > Folder 19  |
| 8/26--BMW, 2011                             | Box 121 > Folder 20  |
| 8/29--[yellow tail] winery, 2011            | Box 121 > Folder 21  |
| 8/30--Hurricane Irene, 2011                 | Box 122 > Folder 1   |
| 8/31--Honest Tea, 2011                      | Box 122 > Folder 2   |
| 9/1--9/11 10th anniversary, 2011            | Box 122 > Folder 3-4 |
| <b>Physical Description:</b> 2 folders      |                      |
| 9/2--PETA/Cloris Leachman, 2011             | Box 122 > Folder 5   |

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| 9/6--RT French, 2011  | Box 122 > Folder 6   |
| 9/6--Uniqlo, 2011   | Box 122 > Folder 7-8 |
| <b>Physical Description:</b> 2 folders                        |                      |
| 9/6--Verizon/Communications Workers of America 9/11 ads, 2011 | Box 122 > Folder 9   |
| 9/7--Univision advertising, 2011                              | Box 122 > Folder 10  |
| 9/8--FedEx, 2011  | Box 122 > Folder 11  |
| 9/8--VW Beetle, 2011  | Box 123 > Folder 1   |
| 9/8--Yahoo!, 2011   | Box 123 > Folder 2   |
| 9/9--Jobs Plan, 2011  | Box 123 > Folder 3   |
| 9/9--Barbarian Group, 2011                                    | Box 123 > Folder 4   |
| 9/11--Social media, 2011                                      | Box 123 > Folder 5   |
| 9/12--AXA Equitable online game, 2011                         | Box 123 > Folder 6   |
| 9/12--Kantar/Ad spending, 2011                                | Box 123 > Folder 7   |
| 9/12--Knorr, 2011   | Box 123 > Folder 8   |
| 9/13--Smith Wollensky, 2011                                   | Box 123 > Folder 9   |
| 9/14--9/11-themed ads 10th anniversary, 2011                  | Box 123 > Folder 10  |
| 9/14--Holiday seasons, 2011                                   | Box 123 > Folder 11  |
| 9/14--Ritz-Carlton hotels, 2011                               | Box 123 > Folder 12  |
| 9/15--Clorox, 2011  | Box 123 > Folder 13  |
| 9/16--Ameriprise, 2011  | Box 123 > Folder 14  |
| 9/16--Coke/Happiness Factory, 2011                            | Box 123 > Folder 15  |
| 9/16--Fleisher's Grass Fed Organic Meats, 2011                | Box 123 > Folder 16  |
| 9/16--MDC Partners/Concentric/Laird, 2011                     | Box 123 > Folder 17  |

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| 9/16--Smart Car, 2011                          | Box 123 > Folder 18 |
| 9/19--Brooklyn Academy of Music (BAM), 2011    | Box 123 > Folder 19 |
| 9/21--Grey Healthy People, 2011                | Box 123 > Folder 20 |
| 9/22--Honda/Jason Bateman, 2011                | Box 124 > Folder 1  |
| 9/22--Jagermeister, 2011                       | Box 124 > Folder 2  |
| 9/26--Boston University, 2011                  | Box 124 > Folder 3  |
| 9/26--Wendy's, 2011                            | Box 124 > Folder 4  |
| 9/27--New York Writes Itself, 2011             | Box 124 > Folder 5  |
| 9/28--Google/Nielsen, 2011                     | Box 124 > Folder 6  |
| 9/29--Marketing to Moms, 2011                  | Box 124 > Folder 7  |
| 9/30--Direct Marketing Association, 2011       | Box 124 > Folder 8  |
| 10/3--Advertising Week, 2011                   | Box 124 > Folder 9  |
| 10/3--SyFy Channel/Halloween, 2011             | Box 124 > Folder 10 |
| 10/3--Ultimat vodka, 2011                      | Box 124 > Folder 11 |
| 10/4--Advertising Week, 2011                   | Box 124 > Folder 12 |
| 10/5--Advertising Week, 2011                   | Box 124 > Folder 13 |
| 10/6--Advertising Week, 2011                   | Box 124 > Folder 14 |
| 10/7--Advertising Week, 2011                   | Box 124 > Folder 15 |
| 10/7--TBWA/Apple, 2011                         | Box 124 > Folder 16 |
| 10/10--Advertising Week, 2011                  | Box 125 > Folder 1  |
| 10/10--Hilton Garden Inn/United Airlines, 2011 | Box 125 > Folder 2  |
| 10/11--Gate/Carrafiello-Diehl, 2011            | Box 125 > Folder 3  |
| 10/11--Jomar, 2011                             | Box 125 > Folder 4  |
| 10/11--Popular Mechanics, 2011                 | Box 125 > Folder 5  |

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| 10/12--Kwittken/Epoch, 2011              | Box 125 > Folder 6  |
| 10/13--General Mills/DC Comics, 2011     | Box 125 > Folder 7  |
| 10/13--Toyota Camry, 2011                | Box 125 > Folder 8  |
| 10/14--Euro RSCG, 2011                   | Box 125 > Folder 9  |
| 10/17--Five Point Snacks, 2011           | Box 125 > Folder 10 |
| 10/17--Marie Claire, 2011                | Box 125 > Folder 11 |
| 10/17--Michael Wolff/Adweek, 2011        | Box 125 > Folder 12 |
| 10/19--Chevrolet 100th anniversary, 2011 | Box 125 > Folder 13 |
| 10/19--Glad/Clorox, 2011                 | Box 125 > Folder 14 |
| 10/21--ANA Conference, 2011              | Box 125 > Folder 15 |
| 10/23--Chevrolet, 2011                   | Box 125 > Folder 16 |
| 10/24--ANA Conference, 2011              | Box 126 > Folder 1  |
| 10/25--ANA Conference, 2011              | Box 126 > Folder 2  |
| 10/27--Absolut LGBT, 2011                | Box 126 > Folder 3  |
| 10/28--ESPN Deportes, 2011               | Box 126 > Folder 4  |
| 10/28--Toys R Us Christmas, 2011         | Box 126 > Folder 5  |
| 10/31--WQXR, 2011                        | Box 126 > Folder 6  |
| 11/1--American Heritage Dictionary, 2011 | Box 126 > Folder 7  |
| 11/2--LG TV, 2011                        | Box 126 > Folder 8  |
| 11/3--Mexico Taxi Project, 2011          | Box 126 > Folder 9  |
| 11/7--Brand USA, 2011                    | Box 126 > Folder 10 |
| 11/7--Owner IQ, 2011                     | Box 126 > Folder 11 |
| 11/7--Schwab, 2011                       | Box 126 > Folder 12 |
| 11/7--Sun Valley, 2011                   | Box 126 > Folder 13 |

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| 11/7--Visa Facebook, 2011                           | Box 126 > Folder 14 |
| 11/8--JC Penney Christmas, 2011                     | Box 126 > Folder 15 |
| 11/9--Veteran's Day, 2011                           | Box 127 > Folder 1  |
| 11/10--11/11/11, 2011                               | Box 127 > Folder 2  |
| 11/11--Kraft Belvita, 2011                          | Box 127 > Folder 3  |
| 11/11--Humor in ads, 2011                           | Box 127 > Folder 4  |
| 11/11--Vitro/Skinny, 2011                           | Box 127 > Folder 5  |
| 11/13--TNT/Hyatt, 2011                              | Box 127 > Folder 6  |
| 11/15--Agency executives, 2011                      | Box 127 > Folder 7  |
| 11/15--AXA Equitable, 2011                          | Box 127 > Folder 8  |
| 11/15--JC Penney, 2011                              | Box 127 > Folder 9  |
| 11/15--Target Christmas, 2011                       | Box 127 > Folder 10 |
| 11/15--TV advertising market, 2011                  | Box 127 > Folder 11 |
| 11/17--Accenture, 2011                              | Box 127 > Folder 12 |
| 11/17--Smirnoff, 2011                               | Box 127 > Folder 13 |
| 11/18--Betty Crocker, 2011                          | Box 127 > Folder 14 |
| 11/21--Progressive Insurance, 2011                  | Box 127 > Folder 15 |
| 11/21--Public Relations Society of America,<br>2011 | Box 128 > Folder 1  |
| 11/21--Vicks Vapodad, 2011                          | Box 128 > Folder 2  |
| 11/23--Brand Investment, 2011                       | Box 128 > Folder 3  |
| 11/23--Lincoln Financial, 2011                      | Box 128 > Folder 4  |
| 11/23--Wodka billboard, 2011                        | Box 128 > Folder 5  |
| 11/25--Google GoMo, 2011                            | Box 128 > Folder 6  |
| 11/25--Jingle Punks Hipster Orchestra, 2011         | Box 128 > Folder 7  |

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| 11/28--20 Questions, 2011               | Box 128 > Folder 8  |
| 11/28--Norton/Symantec, 2011            | Box 128 > Folder 9  |
| 11/28--Southern Comfort, 2011           | Box 128 > Folder 10 |
| 11/29--McGruff/Counterfeiting, 2011     | Box 128 > Folder 11 |
| 11/29--Western Union, 2011              | Box 128 > Folder 12 |
| 12/1--MDC/Anne Bologna, 2011            | Box 128 > Folder 13 |
| 12/5--Young Rubicam, 2011               | Box 128 > Folder 14 |
| 12/7--2012 forecast, 2011               | Box 129 > Folder 1  |
| 12/9--Travel ads, 2011                  | Box 129 > Folder 2  |
| 12/10--Trademark auction, 2011          | Box 129 > Folder 3  |
| 12/12--Cheil, 2011                      | Box 129 > Folder 4  |
| 12/12--Royal Caribbean, 2011            | Box 129 > Folder 5  |
| 12/13--All American Muslim, 2011        | Box 129 > Folder 6  |
| 12/14--Clearasil, 2011                  | Box 129 > Folder 7  |
| 12/14--Kayak/All American Muslim, 2011  | Box 129 > Folder 8  |
| 12/14--Young Rubicam/Suzanne Hart, 2011 | Box 129 > Folder 9  |
| 12/15--State Farm, 2011                 | Box 129 > Folder 10 |
| 12/16--Lincoln, 2011                    | Box 129 > Folder 11 |
| 12/16--Pop-up stores, 2011              | Box 129 > Folder 12 |
| 12/16--Young Rubicam Reunion, 2011      | Box 129 > Folder 13 |
| 12/19--Best and worst advertising, 2011 | Box 129 > Folder 14 |
| 12/19--Kantar/Ad spending, 2011         | Box 130 > Folder 1  |
| 12/23--Year in media, 2011              | Box 130 > Folder 2  |
| Super Bowl, 2011                        | Box 130 > Folder 3  |

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| Super Bowl--20th Century Fox, 2011 | Box 130 > Folder 4  |
| Super Bowl--Anheuser-Busch, 2011   | Box 130 > Folder 5  |
| Super Bowl--Audi, 2011             | Box 130 > Folder 6  |
| Super Bowl--Best Buy, 2011         | Box 130 > Folder 7  |
| Super Bowl--BMW/Mini, 2011         | Box 130 > Folder 8  |
| Super Bowl--Bridgestone, 2011      | Box 130 > Folder 9  |
| Super Bowl--CareerBuilder, 2011    | Box 130 > Folder 10 |
| Super Bowl--CarMax, 2011           | Box 130 > Folder 11 |
| Super Bowl--Cars.com, 2011         | Box 130 > Folder 12 |
| Super Bowl--Chevrolet, 2011        | Box 130 > Folder 13 |
| Super Bowl--Chrysler, 2011         | Box 130 > Folder 14 |
| Super Bowl--Coca-Cola, 2011        | Box 130 > Folder 15 |
| Super Bowl--E*Trade, 2011          | Box 130 > Folder 16 |
| Super Bowl--GoDaddy.com, 2011      | Box 130 > Folder 17 |
| Super Bowl--HomeAway, 2011         | Box 130 > Folder 18 |
| Super Bowl--Hyundai, 2011          | Box 130 > Folder 19 |
| Super Bowl--Kia, 2011              | Box 130 > Folder 20 |
| Super Bowl--Mercedes, 2011         | Box 130 > Folder 21 |
| Super Bowl--Motorola, 2011         | Box 130 > Folder 22 |
| Super Bowl--NFL, 2011              | Box 130 > Folder 23 |
| Super Bowl--Paramount, 2011        | Box 130 > Folder 24 |
| Super Bowl--Pepsi/Doritos, 2011    | Box 130 > Folder 25 |
| Super Bowl--Skechers, 2011         | Box 130 > Folder 26 |
| Super Bowl--Snickers, 2011         | Box 130 > Folder 27 |

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| Super Bowl--Sony Ericsson, 2011   | Box 130 > Folder 28 |
| Super Bowl--Teleflora, 2011   | Box 130 > Folder 29 |
| Super Bowl--VW, 2011  | Box 130 > Folder 30 |
| <b>2012</b>   |                     |
| 1/5--R.J. Palmer/MDC Partners, 2012   | Box 130 > Folder 31 |
| 1/6--Dr. Pepper, 2012   | Box 130 > Folder 32 |
| 1/9--Brita/Univision, 2012  | Box 130 > Folder 33 |
| 1/9--Corbis/Norm Marshall, 2012   | Box 130 > Folder 34 |
| 1/10--Magazine advertising, 2012  | Box 130 > Folder 35 |
| 1/11--Bank of America/Chase Sapphire, 2012  | Box 130 > Folder 36 |
| 1/11--Bill Cella, 2012  | Box 130 > Folder 37 |
| 1/11--Super Bowl/Honda, 2012  | Box 131 > Folder 1  |
| 1/12--Target/Apple, 2012  | Box 131 > Folder 2  |
| 1/13--NBC/Nike, 2012  | Box 131 > Folder 3  |
| 1/13--Nostalgia in advertising (Starkist, Pine Bros., Dr. Pepper, Planters), 2012 | Box 131 > Folder 4  |
| 1/13--Procter Gamble Olympics "Thank You Mom", 2012                               | Box 131 > Folder 5  |
| 1/17--Uncle Ben's, 2012   | Box 131 > Folder 6  |
| 1/18--Kraft, 2012   | Box 131 > Folder 7  |
| 1/19--Super Bowl/Dannon, 2012   | Box 131 > Folder 8  |
| 1/20--Bing, 2012  | Box 131 > Folder 9  |
| 1/23--ANA Alliance for Family Entertainment, 2012                                 | Box 131 > Folder 10 |
| 1/23--Huntington Helps.com, 2012  | Box 131 > Folder 11 |
| 1/24--General Motors, 2012  | Box 131 > Folder 12 |

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| 1/25--JC Penney, 2012                               | Box 131 > Folder 13 |
| 1/26--Hawaii Tourism, 2012                          | Box 132 > Folder 1  |
| 1/30--Curve Appeal/Liz Claiborne, 2012              | Box 132 > Folder 2  |
| 1/30--Tabasco/Reckitt Benckiser, 2012               | Box 132 > Folder 3  |
| 1/31--Time Warner Cable, 2012                       | Box 132 > Folder 4  |
| 2/2--Super Bowl/Shazzam, 2012                       | Box 132 > Folder 5  |
| 2/3--Super Bowl preview, 2012                       | Box 132 > Folder 6  |
| 2/6--Global Association of Risk Professionals, 2012 | Box 132 > Folder 7  |
| 2/6--Super Bowl review, 2012                        | Box 132 > Folder 8  |
| 2/7--Super Bowl recap, 2012                         | Box 132 > Folder 9  |
| 2/8--Super Bowl/Facebook, 2012                      | Box 132 > Folder 10 |
| 2/8--Target/NickMom, 2012                           | Box 132 > Folder 11 |
| 2/10--Recipe to Riches, 2012                        | Box 133 > Folder 1  |
| 2/10--Super Bowl/Chevrolet, 2012                    | Box 133 > Folder 2  |
| 2/13--Social@Ogilvy, 2012                           | Box 133 > Folder 3  |
| 2/13--UCLA, 2012                                    | Box 133 > Folder 4  |
| 2/15--Coca-Cola/Olympics, 2012                      | Box 133 > Folder 5  |
| 2/15--Tide Pods, 2012                               | Box 133 > Folder 6  |
| 2/15--Travel Channel, 2012                          | Box 133 > Folder 7  |
| 2/16--Made in America, 2012                         | Box 133 > Folder 8  |
| 2/17--ANA TV Forum, 2012                            | Box 133 > Folder 9  |
| 2/17--Dentsu/Publicis, 2012                         | Box 133 > Folder 10 |
| 2/21--Ad spending, 2012                             | Box 133 > Folder 11 |
| 2/21--BBC America, 2012                             | Box 133 > Folder 12 |

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| 2/21--National CineMedia, 2012                 | Box 133 > Folder 13 |
| 2/22--Canoe, 2012                              | Box 133 > Folder 14 |
| 2/22--Team Enterprises/Shopper marketing, 2012 | Box 133 > Folder 15 |
| 2/24--Academy Awards (Oscars), 2012            | Box 133 > Folder 16 |
| 2/24--NASCAR, 2012                             | Box 134 > Folder 1  |
| 2/24--OMD/Hackathon, 2012                      | Box 134 > Folder 2  |
| 2/27--Mad Men (series), 2012                   | Box 134 > Folder 3  |
| 2/27--Renuzit, 2012                            | Box 134 > Folder 4  |
| 2/28--Oreo 100th anniversary, 2012             | Box 134 > Folder 5  |
| 2/28--Product of the Year Awards, 2012         | Box 134 > Folder 6  |
| 2/29--A. Eicoff, 2012                          | Box 134 > Folder 7  |
| 2/29--Bravo/Chase, 2012                        | Box 134 > Folder 8  |
| 2/29--Cheezburger, 2012                        | Box 134 > Folder 9  |
| 3/1--Applebee's, 2012                          | Box 134 > Folder 10 |
| 3/2--Public Relations Defined, 2012            | Box 134 > Folder 11 |
| 3/5--Coldwell Banker, 2012                     | Box 134 > Folder 12 |
| 3/5--Scotts, 2012                              | Box 134 > Folder 13 |
| 3/6--Mad Men era, 2012                         | Box 134 > Folder 14 |
| 3/7--Self Magazine, 2012                       | Box 134 > Folder 15 |
| 3/9--Google, 2012                              | Box 135 > Folder 1  |
| 3/12--Method (brand), 2012                     | Box 135 > Folder 2  |
| 3/12--Omnicom/Terry Young, 2012                | Box 135 > Folder 3  |
| 3/13--Volkswagen, 2012                         | Box 135 > Folder 4  |
| 3/13--Zenith Optimedia forecast, 2012          | Box 135 > Folder 5  |

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| 3/14--Disney Channel upfront, 2012                             | Box 135 > Folder 6  |
| 3/15--ANA/WFA Global Marketing Conference, 2012                | Box 135 > Folder 7  |
| 3/16--GEICO/Gecko America campaign, 2012                       | Box 135 > Folder 8  |
| 3/19--Google GoMo, 2012  | Box 135 > Folder 9  |
| 3/19--Hennessey, 2012  | Box 135 > Folder 10 |
| 3/19--Mad Men season 5, 2012                                   | Box 135 > Folder 11 |
| 3/20--ESPN, 2012   | Box 135 > Folder 12 |
| 3/20--TargetCast/MDC Partners, 2012                            | Box 135 > Folder 13 |
| 3/21--AMC "The Pitch" (series), 2012                           | Box 135 > Folder 14 |
| 3/21--Game Show Network, 2012                                  | Box 136 > Folder 1  |
| 3/23--Greek Tourism, 2012                                      | Box 136 > Folder 2  |
| 3/23--Nissan "Taxi of Tomorrow", 2012                          | Box 136 > Folder 3  |
| 3/26--AAAA Open Advertising, 2012                              | Box 136 > Folder 4  |
| 3/26--TNT/Dallas (series), 2012                                | Box 136 > Folder 5  |
| 4/2--AAAA (American Association of Advertising Agencies), 2012 | Box 136 > Folder 6  |
| 4/3--Bacardi, 2012   | Box 136 > Folder 7  |
| 4/3--Havas, 2012   | Box 136 > Folder 8  |
| 4/3--Weather Channel upfront, 2012                             | Box 136 > Folder 8a |
| 4/4--Doner, 2012   | Box 136 > Folder 9  |
| 4/5--Funny or Die, 2012  | Box 136 > Folder 10 |
| 4/9--AT, 2012  | Box 136 > Folder 11 |
| 4/9--My Dirty Jobs, 2012                                       | Box 136 > Folder 12 |
| 4/10--Motel 6, 2012  | Box 136 > Folder 13 |

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| 4/11--EcoMedia, 2012  | Box 137 > Folder 1  |
| 4/13--Google Brief update, 2012                               | Box 137 > Folder 2  |
| 4/13--Titanic, 2012   | Box 137 > Folder 3  |
| 4/16--Reading is Fundamental campaign, 2012                   | Box 137 > Folder 4  |
| 4/19--Generation Y/NBCUniversal, 2012                         | Box 137 > Folder 5  |
| 4/23--Moscot, 2012  | Box 137 > Folder 6  |
| 4/25--Magic Johnson/Aspire, 2012                              | Box 137 > Folder 7  |
| 4/25--TV: Curvy Girls, 2012                                   | Box 137 > Folder 8  |
| 4/25--TV: Vevo, 2012  | Box 137 > Folder 9  |
| 4/26--Cone Edelman, 2012                                      | Box 137 > Folder 10 |
| 4/26--Oxygen upfront, 2012                                    | Box 137 > Folder 11 |
| 4/27--Kraft/30 Rock, 2012                                     | Box 137 > Folder 12 |
| 4/27--New Fronts, 2012  | Box 137 > Folder 13 |
| 4/30--OAAA (Outdoor Advertising Association of America), 2012 | Box 137 > Folder 14 |
| 4/30--Under Armour, 2012                                      | Box 137 > Folder 15 |
| 5/3--Bank of America, 2012                                    | Box 138 > Folder 1  |
| 5/3--Coppertone, 2012   | Box 138 > Folder 2  |
| 5/3--PopChips, 2012   | Box 138 > Folder 3  |
| 5/3--YouTube, 2012  | Box 138 > Folder 4  |
| 5/4--Orbitz, 2012   | Box 138 > Folder 5  |
| 5/7--Mike's Hard Lemonade, 2012                               | Box 138 > Folder 6  |
| 5/7--Visa/Olympics, 2012                                      | Box 138 > Folder 7  |
| 5/7--Visit Denver, 2012                                       | Box 138 > Folder 8  |
| 5/9--Clear (brand), 2012                                      | Box 138 > Folder 9  |

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| 5/9--Ritz CrackerFuls, 2012            | Box 138 > Folder 10  |
| 5/10--Mother's Day, 2012               | Box 138 > Folder 11  |
| 5/11--TBS/DumbDumb, 2012               | Box 138 > Folder 12  |
| 5/14--IMAX, 2012                       | Box 138 > Folder 13  |
| 5/14--New York Lottery, 2012           | Box 138 > Folder 14  |
| 5/14--TV Upfronts, 2012                | Box 139 > Folder 1-2 |
| <b>Physical Description:</b> 2 folders |                      |
| 5/15--TV Upfronts, 2012                | Box 139 > Folder 3   |
| 5/16--TV Upfronts, 2012                | Box 139 > Folder 4   |
| 5/17--TV Upfronts, 2012                | Box 139 > Folder 5   |
| 5/18--General Motors/Facebook, 2012    | Box 139 > Folder 6   |
| 5/18--TV Upfronts, 2012                | Box 139 > Folder 7   |
| 5/20--TV Upfronts, 2012                | Box 139 > Folder 8-9 |
| <b>Physical Description:</b> 2 folders |                      |
| 5/21--TV Upfronts, 2012                | Box 140 > Folder 1   |
| 5/21--With Art Philadelphia, 2012      | Box 140 > Folder 2   |
| 5/22--2012-2013 TV season, 2012        | Box 140 > Folder 3   |
| 5/23--Muse/The Pitch (series), 2012    | Box 140 > Folder 4   |
| 5/24--Doodle.ly, 2012                  | Box 140 > Folder 5   |
| 5/25--Auto Hop, 2012                   | Box 140 > Folder 6   |
| 5/29--20 Questions, 2012               | Box 140 > Folder 7   |
| 5/29--Direct Energy, 2012              | Box 140 > Folder 8   |
| 5/29--Mini USA, 2012                   | Box 140 > Folder 9   |
| 5/31--Teen Vogue back to school, 2012  | Box 140 > Folder 10  |
| 6/1--Australia, 2012                   | Box 140 > Folder 11  |

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| 6/1--Bulwark FR, 2012                    | Box 140 > Folder 12 |
| 6/1--Pizza Hut, 2012                     | Box 140 > Folder 13 |
| 6/4--NY Fire Department, 2012            | Box 140 > Folder 14 |
| 6/4--Pod1 (New York), 2012               | Box 140 > Folder 15 |
| 6/4--TV Upfronts, 2012                   | Box 140 > Folder 16 |
| 6/4--United Talent Agency, 2012          | Box 140 > Folder 17 |
| 6/5--JetBlue Game Show, 2012             | Box 141 > Folder 1  |
| 6/5--Made in New York, 2012              | Box 141 > Folder 2  |
| 6/6--Justin Bieber scent, 2012           | Box 141 > Folder 3  |
| 6/7--CW upfront, 2012                    | Box 141 > Folder 4  |
| 6/7--Southern Comfort, 2012              | Box 141 > Folder 5  |
| 6/8--American Legacy Foundation, 2012    | Box 141 > Folder 6  |
| 6/11--Cape Cod potato chips, 2012        | Box 141 > Folder 7  |
| 6/11--CNN/CIMM, 2012                     | Box 141 > Folder 8  |
| 6/12--Bob Garfield/Barbara Lippert, 2012 | Box 141 > Folder 9  |
| 6/12--CBS upfront, 2012                  | Box 141 > Folder 10 |
| 6/12--GoDaddy/Deutsch, 2012              | Box 141 > Folder 11 |
| 6/12--Summer road trip, 2012             | Box 141 > Folder 12 |
| 6/13--ABC upfront, 2012                  | Box 141 > Folder 13 |
| 6/13--NBC upfront, 2012                  | Box 141 > Folder 14 |
| 6/13--Powerade, 2012                     | Box 141 > Folder 15 |
| 6/14--Fox upfront, 2012                  | Box 141 > Folder 16 |
| 6/15--Chobani Kids, 2012                 | Box 141 > Folder 17 |
| 6/18--Advertising High School, 2012      | Box 141 > Folder 18 |

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| 6/18--Elle Accessories, 2012          | Box 142 > Folder 1  |
| 6/27--Apple Pie Dive, 2012            | Box 142 > Folder 2  |
| 7/2--Bon Apetit/Banana Republic, 2012 | Box 142 > Folder 3  |
| 7/2--Sailor Jerry Rum, 2012           | Box 142 > Folder 4  |
| 7/3--General Motors/Facebook, 2012    | Box 142 > Folder 5  |
| 7/3--Richard Kirshenbaum, 2012        | Box 142 > Folder 6  |
| 7/5--Coke Zero, 2012                  | Box 142 > Folder 7  |
| 7/5--Major League Baseball, 2012      | Box 142 > Folder 8  |
| 7/5--Nick Symonds, 2012               | Box 142 > Folder 9  |
| 7/9--E! Online, 2012                  | Box 142 > Folder 10 |
| 7/9--Lung Cancer Alliance, 2012       | Box 142 > Folder 11 |
| 7/10--HP/Omnicom, 2012                | Box 142 > Folder 12 |
| 7/10--Staples back to school, 2012    | Box 142 > Folder 13 |
| 7/12--Publicis/Kaplan Thaler, 2012    | Box 142 > Folder 14 |
| 7/13--Perry Ellis, 2012               | Box 142 > Folder 15 |
| 7/16--Blue Man Group, 2012            | Box 142 > Folder 16 |
| 7/16--Fiat, 2012                      | Box 142 > Folder 17 |
| 7/16--GoDaddy, 2012                   | Box 143 > Folder 1  |
| 7/16--Skyy Vodka television ads, 2012 | Box 143 > Folder 2  |
| 7/17--R/GA, 2012                      | Box 143 > Folder 3  |
| 7/18--Cadillac, 2012                  | Box 143 > Folder 4  |
| 7/18--Fiber One, 2012                 | Box 143 > Folder 5  |
| 7/18--Fruit of the Loom, 2012         | Box 143 > Folder 6  |
| 7/20--Commercial Emmy, 2012           | Box 143 > Folder 7  |

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| 7/21--Dark Knight ads, 2012                     | Box 143 > Folder 8  |
| 7/23--989 onDemand, 2012                        | Box 143 > Folder 9  |
| 7/23--Olympics sponsorship, 2012                | Box 143 > Folder 10 |
| 7/23--Run 10 Feed 10, 2012                      | Box 143 > Folder 11 |
| 7/24--NBC comedy, 2012                          | Box 143 > Folder 12 |
| 7/25--Foursquare "Promoted Update", 2012        | Box 143 > Folder 13 |
| 7/25--Levi Strauss, 2012                        | Box 143 > Folder 14 |
| 7/27--Matt Zucker, 2012                         | Box 143 > Folder 15 |
| 7/27--"Simple" brands, 2012                     | Box 143 > Folder 16 |
| 7/27--"Simple" brands, 2012                     | Box 144 > Folder 1  |
| 7/30--Super Why, 2012                           | Box 144 > Folder 2  |
| 8/1--Conde Nast Traveler 25th anniversary, 2012 | Box 144 > Folder 3  |
| 8/22--Macy's Musical, 2012                      | Box 144 > Folder 4  |
| 8/24--Crate Barrel, 2012                        | Box 144 > Folder 5  |
| 8/27--Advertising Age, 2012                     | Box 144 > Folder 6  |
| 8/27--AMC/Dish Network, 2012                    | Box 144 > Folder 7  |
| 8/27--Bermuda, 2012                             | Box 144 > Folder 8  |
| 8/29--JetBlue, 2012                             | Box 144 > Folder 9  |
| 8/29--New Era/NFL, 2012                         | Box 144 > Folder 10 |
| 8/29--PopChips/Katy Perry, 2012                 | Box 144 > Folder 11 |
| 8/29--Rex Briggs/Marketing Evolution, 2012      | Box 144 > Folder 12 |
| 8/30--Associated Press, 2012                    | Box 144 > Folder 13 |
| 8/30--Museum of Modern Art, 2012                | Box 144 > Folder 14 |
| 8/30--Subway, 2012                              | Box 144 > Folder 15 |

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| 8/31--Bon Appetit Feast or Fashion, 2012 | Box 144 > Folder 16 |
| 8/31--Firestone, 2012                    | Box 144 > Folder 17 |
| 9/4--Gander Mountain, 2012               | Box 144 > Folder 18 |
| 9/5--Bud Light/NFL, 2012                 | Box 144 > Folder 19 |
| 9/5--Senokot-S, 2012                     | Box 145 > Folder 1  |
| 9/7--Kirshenbaum Bond Senecal, 2012      | Box 145 > Folder 2  |
| 9/7--Van Wagner Communications, 2012     | Box 145 > Folder 3  |
| 9/7--Visa/NFL, 2012                      | Box 145 > Folder 4  |
| 9/10--Glamour Magazine, 2012             | Box 145 > Folder 5  |
| 9/10--Oscar Mayer bacon, 2012            | Box 145 > Folder 6  |
| 9/10--The Standard, 2012                 | Box 145 > Folder 7  |
| 9/11--Frank PR/Grace Blue, 2012          | Box 145 > Folder 8  |
| 9/11--People Magazine, 2012              | Box 145 > Folder 9  |
| 9/12--@invisibleobama, 2012              | Box 145 > Folder 10 |
| 9/13--New York Life, 2012                | Box 145 > Folder 11 |
| 9/17--Synagogue, 2012                    | Box 145 > Folder 12 |
| 9/17--Woman's Day 75th anniversary, 2012 | Box 145 > Folder 13 |
| 9/18--Benetton, 2012                     | Box 145 > Folder 14 |
| 9/19--Mendelsohn Affluent Survey, 2012   | Box 146 > Folder 1  |
| 9/20--Publicis/LB:, 2012                 | Box 146 > Folder 2  |
| 9/20--Sequence, 2012                     | Box 146 > Folder 3  |
| 9/20--Warby Parker, 2012                 | Box 146 > Folder 4  |
| 9/21--Get Out the Vote, 2012             | Box 146 > Folder 5  |
| 9/21--Heineken/Discovery/GenH, 2012      | Box 146 > Folder 6  |

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| 9/23--Fab.com, 2012                       | Box 146 > Folder 7  |
| 9/24--Fresh Direct, 2012                  | Box 146 > Folder 8  |
| 9/24--Havas/Euro RSCG, 2012               | Box 146 > Folder 9  |
| 9/24--Marriott Art on the Road, 2012      | Box 146 > Folder 10 |
| 9/25--NASA/TCM, 2012                      | Box 146 > Folder 11 |
| 9/25--Oreo Daily Twist, 2012              | Box 146 > Folder 12 |
| 9/28--Advertising Week, 2012              | Box 146 > Folder 13 |
| 10/1--Advertising Week, 2012              | Box 146 > Folder 14 |
| 10/1--Travelocity, 2012                   | Box 147 > Folder 1  |
| 10/2--InterBrand, 2012                    | Box 147 > Folder 2  |
| 10/3--Advertising Week, 2012              | Box 147 > Folder 3  |
| 10/4--Advertising Week, 2012              | Box 147 > Folder 4  |
| 10/4--CEO Summit Panel, 2012              | Box 147 > Folder 5  |
| 10/5--Advertising Week, 2012              | Box 147 > Folder 6  |
| 10/8--Advertising Week, 2012              | Box 147 > Folder 7  |
| 10/8--Kretschmer Wheat Germ, 2012         | Box 147 > Folder 8  |
| 10/10--Truvia, 2012                       | Box 147 > Folder 9  |
| 10/11--ANA Conference, 2012               | Box 147 > Folder 10 |
| 10/15--ANA Conference, 2012               | Box 147 > Folder 11 |
| 10/16--Ted Turner, 2012                   | Box 147 > Folder 12 |
| 10/18--Lance Armstrong, 2012              | Box 147 > Folder 13 |
| 10/19--Newsweek, 2012                     | Box 147 > Folder 14 |
| 10/19--Political advertising, 2012        | Box 147 > Folder 15 |
| 10/22--Asics/New York City Marathon, 2012 | Box 148 > Folder 1  |

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| 10/22--New York Writes Itself, 2012                                | Box 148 > Folder 2  |
| 10/23--Adobe, 2012   | Box 148 > Folder 3  |
| 10/23--Brand Keys Loyalty 100, 2012                                | Box 148 > Folder 4  |
| 10/23--Country Brand Index, 2012                                   | Box 148 > Folder 5  |
| 10/23--Olympics, 2012  | Box 148 > Folder 6  |
| 10/25--Alan Siegel, 2012   | Box 148 > Folder 7  |
| 10/25--Coca-Cola/EkoCycle, 2012                                    | Box 148 > Folder 8  |
| 10/26--BB Hollywood, 2012  | Box 148 > Folder 9  |
| 10/29--Food Fanatics, 2012   | Box 148 > Folder 10 |
| 10/29--Kia/Blake Griffin, 2012                                     | Box 148 > Folder 11 |
| 10/29--Mad Magazine, 2012  | Box 148 > Folder 12 |
| 10/30--Toys R Us, 2012   | Box 148 > Folder 13 |
| 11/1--Hurricane Sandy, 2012  | Box 149 > Folder 1  |
| 11/5--Houston Astros, 2012   | Box 149 > Folder 2  |
| 11/5--State Highway 130 (Texas), 2012                              | Box 149 > Folder 3  |
| 11/6--Macy's Christmas, 2012                                       | Box 149 > Folder 4  |
| 11/8--Veterans, 2012   | Box 149 > Folder 5  |
| 11/12--Babar, 2012   | Box 149 > Folder 6  |
| 11/12--Coca-Cola, 2012   | Box 149 > Folder 7  |
| 11/12--Ikea Digital, 2012  | Box 149 > Folder 8  |
| 11/13--Nick Brien/InterPublic, 2012                                | Box 149 > Folder 9  |
| 11/13--TCM Classic Film Festival, 2012                             | Box 149 > Folder 10 |
| 11/14--TiVo/Tim Tebow, 2012  | Box 149 > Folder 11 |
| 11/15--Audit Bureau of Circulation/Alliance of Audited Media, 2012 | Box 149 > Folder 12 |

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| 11/18--Jaguar, 2012                       | Box 149 > Folder 13 |
| 11/19--Black Friday, 2012                 | Box 149 > Folder 14 |
| 11/19--The Contributor, 2012              | Box 149 > Folder 15 |
| 11/20--KesselsKramer in Los Angeles, 2012 | Box 150 > Folder 1  |
| 11/21--Brightline, 2012                   | Box 150 > Folder 2  |
| 11/21--Christmas, 2012                    | Box 150 > Folder 3  |
| 11/25--Human rights campaign, 2012        | Box 150 > Folder 4  |
| 11/26--20 Questions, 2012                 | Box 150 > Folder 5  |
| 11/26--Lion King, 2012                    | Box 150 > Folder 6  |
| 11/26--Rally St. Louis, 2012              | Box 150 > Folder 7  |
| 11/28--Atlantic City, 2012                | Box 150 > Folder 8  |
| 11/29--AFLAC Christmas, 2012              | Box 150 > Folder 9  |
| 11/29--Peeps/Christmas, 2012              | Box 150 > Folder 10 |
| 11/30--Hindsight Career Project, 2012     | Box 150 > Folder 11 |
| 11/30--TBS/Subaru/DumbDumb, 2012          | Box 150 > Folder 12 |
| 12/3--AAAA, 2012                          | Box 150 > Folder 13 |
| 12/4--CBS, 2012                           | Box 150 > Folder 14 |
| 12/4--Publicis, 2012                      | Box 150 > Folder 15 |
| 12/4--SodaStream, 2012                    | Box 150 > Folder 16 |
| 12/5--Peeps E-card, 2012                  | Box 150 > Folder 17 |
| 12/6--Campaigns for E-cigarettes, 2012    | Box 151 > Folder 1  |
| 12/6--eBay Motors ads, 2012               | Box 151 > Folder 2  |
| 12/6--E-cigarettes, 2012                  | Box 151 > Folder 3  |
| 12/6--Sid Lee/Belvedere, 2012             | Box 151 > Folder 4  |

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| 12/7--Coke/HSN, 2012                             | Box 151 > Folder 5     |
| 12/10--Amazing Race (series), 2012               | Box 151 > Folder 6     |
| 12/10--Samaritans, 2012                          | Box 151 > Folder 7     |
| 12/12--Gold Toe, 2012                            | Box 151 > Folder 8     |
| 12/12--Nielsen, 2012                             | Box 151 > Folder 9     |
| 12/13--YouTube, 2012                             | Box 151 > Folder 10    |
| 12/14--Sean Avery, 2012                          | Box 151 > Folder 11-12 |
| <b>Physical Description:</b> 2 folders           |                        |
| 12/17--EHE Window/Light of Life Foundation, 2012 | Box 151 > Folder 13    |
| 12/17--Kantar/Ad spending, 2012                  | Box 151 > Folder 14    |
| Super Bowl, 2012                                 | Box 151 > Folder 15    |
| Super Bowl, 2012                                 | Box 152 > Folder 1     |
| <b>Physical Description:</b> 2 folders           |                        |
| Super Bowl--Acura, 2012                          | Box 152 > Folder 2     |
| Super Bowl--Anheuser-Busch, 2012                 | Box 152 > Folder 3     |
| Super Bowl--Audi, 2012                           | Box 152 > Folder 4     |
| Super Bowl--Best Buy, 2012                       | Box 152 > Folder 5     |
| Super Bowl--Blog, 2012                           | Box 152 > Folder 6     |
| Super Bowl--Bridgestone, 2012                    | Box 152 > Folder 7     |
| Super Bowl--CareerBuilder, 2012                  | Box 152 > Folder 8     |
| Super Bowl--Cars.com, 2012                       | Box 152 > Folder 9     |
| Super Bowl--Century 21, 2012                     | Box 152 > Folder 10    |
| Super Bowl--Chevrolet, 2012                      | Box 152 > Folder 11    |
| Super Bowl--Chrysler, 2012                       | Box 152 > Folder 12    |

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| Super Bowl--Coca-Cola, 2012        | Box 152 > Folder 13 |
| Super Bowl--Disney, 2012           | Box 152 > Folder 14 |
| Super Bowl--Doritos, 2012          | Box 152 > Folder 15 |
| Super Bowl--E*Trade, 2012          | Box 152 > Folder 16 |
| Super Bowl--Experts, 2012          | Box 152 > Folder 17 |
| Super Bowl--General Electric, 2012 | Box 152 > Folder 18 |
| Super Bowl--GoDaddy.com, 2012      | Box 152 > Folder 19 |
| Super Bowl--H, 2012                | Box 152 > Folder 20 |
| Super Bowl--History, 2012          | Box 152 > Folder 21 |
| Super Bowl--Hulu, 2012             | Box 152 > Folder 22 |
| Super Bowl--Hyundai, 2012          | Box 152 > Folder 23 |
| Super Bowl--Kia, 2012              | Box 152 > Folder 24 |
| Super Bowl--Lexus, 2012            | Box 153 > Folder 1  |
| Super Bowl--M, 2012                | Box 153 > Folder 2  |
| Super Bowl--Met Life, 2012         | Box 153 > Folder 3  |
| Super Bowl--Paramount, 2012        | Box 153 > Folder 4  |
| Super Bowl--Pepsi Max, 2012        | Box 153 > Folder 5  |
| Super Bowl--Samsung Galaxy, 2012   | Box 153 > Folder 6  |
| Super Bowl--Skechers, 2012         | Box 153 > Folder 7  |
| Super Bowl--Tax Act, 2012          | Box 153 > Folder 8  |
| Super Bowl--Teleflora, 2012        | Box 153 > Folder 9  |
| Super Bowl--Toyota, 2012           | Box 153 > Folder 10 |
| Super Bowl--VW, 2012               | Box 153 > Folder 11 |
| Super Bowl--YouTube, 2012          | Box 153 > Folder 12 |

Upfronts, 2012-2013

Box 153 > Folder 13-14

**Physical Description:** 2 folders

**2013**

|  |                     |
|--|---------------------|
| 1/4--Ace Metrix, 2013                          | Box 153 > Folder 15 |
| 1/7--Custom Publishing, 2013                   | Box 153 > Folder 16 |
| 1/7--Goodby Silverstein, 2013                  | Box 153 > Folder 17 |
| 1/9--Match/Marketing Drive, 2013               | Box 153 > Folder 18 |
| 1/9--Super Bowl/CBS, 2013                      | Box 153 > Folder 19 |
| 1/10--Lipton Tea, 2013                         | Box 154 > Folder 1  |
| 1/11--Anheuser-Busch Super Bowl, 2013          | Box 154 > Folder 2  |
| 1/11--National Milk Moustache Super Bowl, 2013 | Box 154 > Folder 3  |
| 1/14--San Antonio Tourism, 2013                | Box 154 > Folder 4  |
| 1/15--Best and Worst, 2013                     | Box 154 > Folder 5  |
| 1/15--Coca-Cola/Obesity, 2013                  | Box 154 > Folder 6  |
| 1/16--USA Today, 2013                          | Box 154 > Folder 7  |
| 1/17--Expletives in advertising, 2013          | Box 154 > Folder 8  |
| 1/18--Super Bowl, 2013                         | Box 154 > Folder 9  |
| 1/22--Booking.com, 2013                        | Box 154 > Folder 10 |
| 1/22--Gant Rugger, 2013                        | Box 154 > Folder 11 |
| 1/23--Coca-Cola/Hyundai Super Bowl, 2013       | Box 154 > Folder 12 |
| 1/24--Keds/Taylor Swift, 2013                  | Box 154 > Folder 13 |
| 1/25--Super Bowl, 2013                         | Box 154 > Folder 14 |
| 1/28--3M Post-It, 2013                         | Box 154 > Folder 15 |
| 1/28--Barbasol, 2013                           | Box 154 > Folder 16 |

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| 1/31--Super Bowl, 2013                     | Box 155 > Folder 1  |
| 2/4--National Kidney Foundation, 2013      | Box 155 > Folder 2  |
| 2/4--Super Bowl review, 2013               | Box 155 > Folder 3  |
| 2/5--Super Bowl, 2013                      | Box 155 > Folder 4  |
| 2/5--Super Bowl effectiveness, 2013        | Box 155 > Folder 5  |
| 2/7--Barbie, 2013                          | Box 155 > Folder 6  |
| 2/8--AARP/Grammy's, 2013                   | Box 155 > Folder 7  |
| 2/11--Schiff Nutrition, 2013               | Box 155 > Folder 8  |
| 2/13--Poland Springs/Marco Rubio, 2013     | Box 155 > Folder 9  |
| 2/13--Steve Sachs/OneSpot, 2013            | Box 155 > Folder 10 |
| 2/14--Panera, 2013                         | Box 155 > Folder 11 |
| 2/19--Ford Fiesta, 2013                    | Box 155 > Folder 12 |
| 2/19--NASCAR, 2013                         | Box 155 > Folder 13 |
| 2/19--Snickers, 2013                       | Box 155 > Folder 14 |
| 2/21--Academy Awards, 2013                 | Box 156 > Folder 1  |
| 2/21--Dunder Mifflin, 2013                 | Box 156 > Folder 2  |
| 2/21--NBCUniversal, 2013                   | Box 156 > Folder 3  |
| 2/23--Domtar, 2013                         | Box 156 > Folder 4  |
| 2/25--Delish (magazine), 2013              | Box 156 > Folder 5  |
| 2/25--McKayla Maroney/Dr. Pepper Ten, 2013 | Box 156 > Folder 6  |
| 2/26--Academy Awards, 2013                 | Box 156 > Folder 7  |
| 2/27--Bounce TV, 2013                      | Box 156 > Folder 8  |
| 2/27--Edelman, 2013                        | Box 156 > Folder 9  |
| 3/1--Chrysler/Broadway, 2013               | Box 156 > Folder 10 |

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|---------------------------------------|---------------------|
| 3/4--Houston, 2013                    | Box 156 > Folder 11 |
| 3/5--San Francisco agencies, 2013     | Box 156 > Folder 12 |
| 3/6--Carter Murray/DraftFCB, 2013     | Box 157 > Folder 1  |
| 3/6--TV Upfronts, 2013                | Box 157 > Folder 2  |
| 3/7--Google, 2013                     | Box 157 > Folder 3  |
| 3/7--Keep America Beautiful, 2013     | Box 157 > Folder 4  |
| 3/8--Chobani, 2013                    | Box 157 > Folder 5  |
| 3/8--Wunderman, 2013                  | Box 157 > Folder 6  |
| 3/15--NBCUniversal News upfront, 2013 | Box 157 > Folder 7  |
| 3/18--AAAA Conference, 2013           | Box 157 > Folder 8  |
| 3/18--ARF/Gayle Fuguitt, 2013         | Box 157 > Folder 9  |
| 3/18--Honda, 2013                     | Box 157 > Folder 10 |
| 3/19--Southwest Airlines, 2013        | Box 157 > Folder 11 |
| 3/20--Scripps upfront, 2013           | Box 157 > Folder 12 |
| 3/22--Hallmark upfront, 2013          | Box 157 > Folder 13 |
| 3/22--Major League Baseball, 2013     | Box 157 > Folder 14 |
| 3/24--TAP Project, 2013               | Box 157 > Folder 15 |
| 3/25--Social media in ads, 2013       | Box 158 > Folder 1  |
| 3/25--Spotify, 2013                   | Box 158 > Folder 2  |
| 3/25--Temp Tee, 2013                  | Box 158 > Folder 3  |
| 3/27--Ford/JWT India, 2013            | Box 158 > Folder 4  |
| 3/27--McCann Always On, 2013          | Box 158 > Folder 5  |
| 3/28--FX upfront, 2013                | Box 158 > Folder 6  |
| 3/29--AT, 2013                        | Box 158 > Folder 7  |

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| 3/29--Teen Vogue/Toyota, 2013             | Box 158 > Folder 8  |
| 4/1--76 Brand Gas/Honking, 2013           | Box 158 > Folder 9  |
| 4/1--April Fools, 2013                    | Box 158 > Folder 10 |
| 4/1--Magnetik Collaborative, 2013         | Box 158 > Folder 11 |
| 4/2--Bravo TV, 2013                       | Box 158 > Folder 12 |
| 4/2--Colorado, 2013                       | Box 158 > Folder 13 |
| 4/2--NBCUniversal, 2013                   | Box 158 > Folder 14 |
| 4/5--Mad Men (series), 2013               | Box 158 > Folder 15 |
| 4/8--Builder Homesite, 2013               | Box 159 > Folder 1  |
| 4/9--General Motors/Facebook, 2013        | Box 159 > Folder 2  |
| 4/9--GSN upfront, 2013                    | Box 159 > Folder 3  |
| 4/15--Leukemia and Lymphoma Society, 2013 | Box 159 > Folder 4  |
| 4/15--Nike, 2013                          | Box 159 > Folder 5  |
| 4/23--Scripps, 2013                       | Box 159 > Folder 6  |
| 4/24--NBCUniversal, 2013                  | Box 159 > Folder 7  |
| 4/24--Screenvision, 2013                  | Box 159 > Folder 8  |
| 4/26--Mountain Dew, 2013                  | Box 159 > Folder 9  |
| 4/29--Digital Content Newfronts, 2013     | Box 159 > Folder 10 |
| 4/29--Economist (magazine), 2013          | Box 159 > Folder 11 |
| 4/29--Fleishman-Hillard, 2013             | Box 159 > Folder 12 |
| 4/29--Gillette/BBDO, 2013                 | Box 159 > Folder 13 |
| 4/29--Robin Hood Foundation, 2013         | Box 160 > Folder 1  |
| 4/30--Digital Content Newfronts, 2013     | Box 160 > Folder 2  |
| 5/1--Digital Content Newfronts, 2013      | Box 160 > Folder 3  |

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| 5/2--Digital Content Newfronts, 2013                   | Box 160 > Folder 4  |
| 5/3--Digital Content Newfronts, 2013                   | Box 160 > Folder 5  |
| 5/6--Finlandia Cheese, 2013                            | Box 160 > Folder 6  |
| 5/6--Newfronts, 2013                                   | Box 160 > Folder 7  |
| 5/6--Online Video/Interactive Advertisers Bureau, 2013 | Box 160 > Folder 8  |
| 5/6--Publishers Clearing House, 2013                   | Box 160 > Folder 9  |
| 5/7--Mad Men IPO (series), 2013                        | Box 160 > Folder 10 |
| 5/9--AT, 2013  | Box 160 > Folder 11 |
| 5/10--Oreos, 2013                                      | Box 160 > Folder 12 |
| 5/10--TV upfronts, 2013                                | Box 160 > Folder 13 |
| 5/11--Offensive ads/Mea culpas, 2013                   | Box 160 > Folder 14 |
| 5/13--Maaco, 2013                                      | Box 160 > Folder 15 |
| 5/13--TV upfronts, 2013                                | Box 161 > Folder 1  |
| 5/14--TV upfronts, 2013                                | Box 161 > Folder 2  |
| 5/15--Hispanic television, 2013                        | Box 161 > Folder 3  |
| 5/15--TV upfronts, 2013                                | Box 161 > Folder 4  |
| 5/16--TV upfronts, 2013                                | Box 161 > Folder 5  |
| 5/16--USA upfront, 2013                                | Box 161 > Folder 6  |
| 5/17--Upfronts notes, 2013                             | Box 161 > Folder 7  |
| 5/20--Balance Bar, 2013                                | Box 161 > Folder 8  |
| 5/20--Upfronts wrap-up, 2013                           | Box 161 > Folder 9  |
| 5/22--Army recruiting, 2013                            | Box 161 > Folder 10 |
| 5/24--Skinny ads, 2013                                 | Box 161 > Folder 11 |
| 5/24--Skyword, 2013                                    | Box 162 > Folder 1  |

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| 5/24--Twitter, 2013                           | Box 162 > Folder 2   |
| 5/27--Channel 1 and 13, 2013                  | Box 162 > Folder 3   |
| 5/28--20 Questions, 2013                      | Box 162 > Folder 4   |
| 5/28--Grape Nuts, 2013                        | Box 162 > Folder 5   |
| 5/30--Back to School, 2013                    | Box 162 > Folder 6   |
| 5/31--Upfronts kickoff, 2013                  | Box 162 > Folder 7   |
| 6/3--Danc/NYC, 2013                           | Box 162 > Folder 8   |
| 6/3--Value/Quality, 2013                      | Box 162 > Folder 9   |
| 6/4--Intel slogan, 2013                       | Box 162 > Folder 10  |
| 6/6--CW upfront, 2013                         | Box 162 > Folder 11  |
| 6/6--Neiman/Allen Garritsen, 2013             | Box 162 > Folder 12  |
| 6/7--CBS upfront, 2013                        | Box 162 > Folder 13  |
| 6/7--Do Something/TMI, 2013                   | Box 162 > Folder 14  |
| 6/10--Time Warner Cable, 2013                 | Box 162 > Folder 15  |
| 6/24--Bumble Bee frozen foods, 2013           | Box 162 > Folder 16  |
| 6/24--Magazines with multiple covers, 2013    | Box 163 > Folder 1   |
| 6/24--NBC/CW upfronts, 2013                   | Box 163 > Folder 2   |
| 6/26--Gay Games/United Church of Christ, 2013 | Box 163 > Folder 3   |
| 6/26--Fox upfront, 2013                       | Box 163 > Folder 4   |
| 6/26--LGBT, 2013                              | Box 163 > Folder 5-6 |
| <b>Physical Description:</b> 2 folders        |                      |
| 6/27--One Club/Real Mad Men and Women, 2013   | Box 163 > Folder 7   |
| 6/28--Sony upfront, 2013                      | Box 163 > Folder 8   |

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| 7/1--Planter's, 2013                      | Box 163 > Folder 9  |
| 7/2--Building for America's Bravest, 2013 | Box 163 > Folder 10 |
| 7/3--Beck Bennett, 2013                   | Box 163 > Folder 11 |
| 7/5--Michael Houston/Grey, 2013           | Box 164 > Folder 1  |
| 7/8--Loew's Resorts/Catch, 2013           | Box 164 > Folder 2  |
| 7/8--Oscar Mayer Weinermobile, 2013       | Box 164 > Folder 3  |
| 7/9--Lowe Agency/Campbell Ewald, 2013     | Box 164 > Folder 4  |
| 7/10--Fast Company/Target, 2013           | Box 164 > Folder 5  |
| 7/12--Marty Weiss, 2013                   | Box 164 > Folder 6  |
| 7/12--Smokey Bear, 2013                   | Box 164 > Folder 7  |
| 7/15--Andy Warhol Museum, 2013            | Box 164 > Folder 8  |
| 7/16--Above the Influence campaign, 2013  | Box 164 > Folder 9  |
| 8/7--Cable TV upfront, 2013               | Box 164 > Folder 10 |
| 8/8--John Vassilaros, 2013                | Box 164 > Folder 1  |
| 8/12--Alcon/AARP, 2013                    | Box 164 > Folder 12 |
| 8/13--Kraft recipes, 2013                 | Box 164 > Folder 13 |
| 8/14--BMW Diesel, 2013                    | Box 165 > Folder 1  |
| 8/14--Publicis/Engauge, 2013              | Box 165 > Folder 2  |
| 8/16--Tumi, 2013                          | Box 165 > Folder 3  |
| 8/19--Merrick Pet Care, 2013              | Box 165 > Folder 4  |
| 8/19--USPS/YouTube, 2013                  | Box 165 > Folder 5  |
| 8/21--P.R.R.V., 2013                      | Box 165 > Folder 6  |
| 8/22--TCM network, 2013                   | Box 165 > Folder 7  |
| 8/23--Project Worldwide/Boulder, 2013     | Box 165 > Folder 8  |

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| 8/26--University of Dayton, 2013                 | Box 165 > Folder 9     |
| 8/26--Water Cooler Group, 2013                   | Box 165 > Folder 10    |
| 8/27--Joan Rivers/Renuzit, 2013                  | Box 165 > Folder 11    |
| 8/28--NFL, 2013                                  | Box 165 > Folder 12    |
| 8/30--Cross-cultural marketing, 2013             | Box 165 > Folder 13    |
| 8/30--E-cigarettes, 2013                         | Box 165 > Folder 14-15 |
| <b>Physical Description:</b> 2 folders           |                        |
| 9/3--Redbury Hotel, 2013                         | Box 166 > Folder 1     |
| 9/4--Mentos, 2013                                | Box 166 > Folder 2     |
| 9/5--GoDaddy, 2013                               | Box 166 > Folder 3     |
| 9/9--9/11 Memorial, 2013                         | Box 166 > Folder 4     |
| 9/9--OMD Final Front, 2013                       | Box 166 > Folder 5     |
| 9/10--Campbell's, 2013                           | Box 166 > Folder 6     |
| 9/11--Meineke, 2013                              | Box 166 > Folder 7     |
| 9/12--Fall fashions, 2013                        | Box 166 > Folder 8     |
| 9/13--IFC/Spoils of Babylon, 2013                | Box 166 > Folder 9     |
| 9/16--Chipotle, 2013                             | Box 166 > Folder 10    |
| 9/16--Live Nation/Ford, 2013                     | Box 166 > Folder 11    |
| 9/17--Berlin Cameron United/United Network, 2013 | Box 166 > Folder 12    |
| 9/18--Humanaut/Alex Bogusky, 2013                | Box 166 > Folder 13    |
| 9/18--Lexus/Fallon, 2013                         | Box 167 > Folder 1     |
| 9/20--Fox Super Bowl contest, 2013               | Box 167 > Folder 2     |
| 9/23--Agency size/mergers, 2013                  | Box 167 > Folder 3     |
| 9/23--Rosewood Hotels, 2013                      | Box 167 > Folder 4     |

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| 9/23-25--Advertising Week, 2013                   | Box 167 > Folder 5   |
| 9/25-26--Advertising Week, 2013                   | Box 167 > Folder 6   |
| 9/26-27--Advertising Week, 2013                   | Box 167 > Folder 7   |
| 9/30--Interbrand, 2013                            | Box 167 > Folder 8-9 |
| <b>Physical Description:</b> 2 folders            |                      |
| 9/30--Maxwell House, 2013                         | Box 167 > Folder 10  |
| 10/3--Meredith/Scripps Networks Interactive, 2013 | Box 168 > Folder 1   |
| 10/7--ANA Masters of Marketing, 2013              | Box 168 > Folder 2   |
| 10/8--ANA Masters of Marketing, 2013              | Box 168 > Folder 3   |
| 10/10--Center for Investigative Reporting, 2013   | Box 168 > Folder 4   |
| 10/11--CVS, 2013                                  | Box 168 > Folder 5   |
| 10/14--Glad Food Protection, 2013                 | Box 168 > Folder 6   |
| 10/14--Public relations, 2013                     | Box 168 > Folder 7   |
| 10/16--Honey and imports, 2013                    | Box 168 > Folder 8   |
| 10/18--Halloween, 2013                            | Box 168 > Folder 9   |
| 10/21--Manischewitz and Thanksgiving, 2013        | Box 168 > Folder 10  |
| 10/21--Premium Outlets/Christmas, 2013            | Box 169 > Folder 1   |
| 10/22--Infinit/Campfire, 2013                     | Box 169 > Folder 2   |
| 10/30--L'Oreal, 2013                              | Box 169 > Folder 3   |
| 11/4--Month of MozArt, 2013                       | Box 169 > Folder 4   |
| 11/4--Playbill, 2013                              | Box 169 > Folder 5   |
| 11/7--Care Package campaign, 2013                 | Box 169 > Folder 6   |
| 11/11-13--Del Monte Nature's Recipe, 2013         | Box 169 > Folder 7   |

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| 11/12--Horizon Media/Scout Wellness, 2013                     | Box 169 > Folder 8  |
| 11/13--Research in Motion/Blackberry, 2013                    | Box 169 > Folder 9  |
| 11/15--Christmas, 2013  | Box 169 > Folder 10 |
| 11/18--Seattle Office of Film and Music, 2013                 | Box 169 > Folder 11 |
| 11/19--ABC/Target, 2013                                       | Box 169 > Folder 12 |
| 11/20--JFK assassination 50th anniversary, 2013               | Box 170 > Folder 1  |
| 11/25--Arts Brookfield, 2013                                  | Box 170 > Folder 2  |
| 11/25--Shazam/Aha (music in ads), 2013                        | Box 170 > Folder 3  |
| 11/26--Michael Duda/Johannes Leonardo, 2013                   | Box 170 > Folder 4  |
| 11/29--20 Questions, 2013                                     | Box 170 > Folder 5  |
| 11/30--Blackberry, 2013                                       | Box 170 > Folder 6  |
| 12/1--Bud Light "Hold My Beer" videos, 2013                   | Box 170 > Folder 7  |
| 12/1--Principle 6 campaign (Olympics, anti-gay protest), 2013 | Box 170 > Folder 8  |
| 12/2--New Amsterdam vodka, 2013                               | Box 170 > Folder 9  |
| 12/3--Art Basel, 2013   | Box 170 > Folder 10 |
| 12/3--Turkish Airlines, 2013                                  | Box 170 > Folder 11 |
| 12/4--Super Bowl, 2013  | Box 170 > Folder 12 |
| 12/5--Native advertising/Content marketing, 2013              | Box 171 > Folder 1  |
| 12/6--Grammy's, 2013  | Box 171 > Folder 2  |
| 12/9--Bridges Academy, 2013                                   | Box 171 > Folder 3  |
| 12/9--WPP, 2013   | Box 171 > Folder 4  |
| 12/10--ACLU/My Big Gay (Il)legal Wedding, 2013                | Box 171 > Folder 5  |

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| 12/12--Zeus Jones, 2013                   | Box 171 > Folder 6     |
| 12/13--Vanity Fair/Hennessy, 2013         | Box 171 > Folder 7     |
| 12/16--Schneider Electric, 2013           | Box 171 > Folder 8     |
| 12/24--Kiehl's "Keep a Child Alive", 2013 | Box 171 > Folder 9     |
| Olympics/Gay activism, 2013               | Box 171 > Folder 10    |
| Super Bowl, 2013                          | Box 171 > Folder 11-12 |
| <b>Physical Description:</b> 2 folders    |                        |
| Super Bowl, 2013                          | Box 172 > Folder 1-3   |
| <b>Physical Description:</b> 3 folders    |                        |
| Super Bowl--Audi, 2013                    | Box 172 > Folder 4     |
| Super Bowl--Axe Apollo, 2013              | Box 172 > Folder 5     |
| Super Bowl--Beck's Sapphire, 2013         | Box 172 > Folder 6     |
| Super Bowl--Best Buy, 2013                | Box 172 > Folder 7     |
| Super Bowl--Blackberry, 2013              | Box 172 > Folder 8     |
| Super Bowl--Bud Light, 2013               | Box 172 > Folder 9     |
| Super Bowl--Budweiser, 2013               | Box 172 > Folder 10    |
| Super Bowl--Budweiser Black Crown, 2013   | Box 172 > Folder 11    |
| Super Bowl--Calvin Klein, 2013            | Box 172 > Folder 12    |
| Super Bowl--Cars.com, 2013                | Box 172 > Folder 13    |
| Super Bowl--Century 21, 2013              | Box 172 > Folder 14    |
| Super Bowl--Chrysler, 2013                | Box 172 > Folder 15    |
| Super Bowl--Coca-Cola, 2013               | Box 172 > Folder 16    |
| Super Bowl--Doritos, 2013                 | Box 172 > Folder 17    |
| Super Bowl--E*Trade, 2013                 | Box 172 > Folder 18    |
| Super Bowl--Gildan, 2013                  | Box 172 > Folder 19    |

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| Super Bowl--GoDaddy.com, 2013       | Box 172 > Folder 20 |
| Super Bowl--Hyundai, 2013           | Box 172 > Folder 21 |
| Super Bowl--Kia, 2013               | Box 172 > Folder 22 |
| Super Bowl--Lincoln, 2013           | Box 172 > Folder 23 |
| Super Bowl--M, 2013                 | Box 172 > Folder 24 |
| Super Bowl--Mennen Speedstick, 2013 | Box 172 > Folder 25 |
| Super Bowl--Mercedes, 2013          | Box 172 > Folder 26 |
| Super Bowl--Milk, 2013              | Box 172 > Folder 27 |
| Super Bowl--Oreos, 2013             | Box 172 > Folder 28 |
| Super Bowl--Paramount, 2013         | Box 172 > Folder 29 |
| Super Bowl--Pepsi Next, 2013        | Box 172 > Folder 30 |
| Super Bowl--Samsung Mobile, 2013    | Box 172 > Folder 31 |
| Super Bowl--Skechers, 2013          | Box 172 > Folder 32 |
| Super Bowl--Sodastream, 2013        | Box 172 > Folder 33 |
| Super Bowl--Subway, 2013            | Box 172 > Folder 34 |
| Super Bowl--Taco Bell, 2013         | Box 172 > Folder 35 |
| Super Bowl--Tide, 2013              | Box 172 > Folder 36 |
| Super Bowl--Toyota, 2013            | Box 172 > Folder 37 |
| Super Bowl--VW, 2013                | Box 172 > Folder 38 |
| Super Bowl--Wonderful, 2013         | Box 172 > Folder 39 |

## 2014

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| 1/6--Activia, 2014                                 | Box 172 > Folder 40 |
| 1/6--Advertising Age print frequency cutback, 2014 | Box 172 > Folder 41 |

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| 1/8--Jeffrey Group/Pinta (Hispanic marketing),<br>2014                     | Box 172 > Folder 42 |
| 1/8--MDC Partners/Luntz Global, 2014                                       | Box 173 > Folder 1  |
| 1/10--SodaStream Super Bowl, 2014  | Box 173 > Folder 2  |
| 1/10--YouTube/Sundance, 2014   | Box 173 > Folder 3  |
| 1/13--BBDO/Visa, 2014  | Box 173 > Folder 4  |
| 1/14--Jaguar Super Bowl, 2014  | Box 173 > Folder 5  |
| 1/15--Anheuser-Busch Super Bowl, 2014                                      | Box 173 > Folder 6  |
| 1/16--Side Project project, 2014   | Box 173 > Folder 7  |
| 1/17--Super Bowl YouTube Adblitz, 2014                                     | Box 173 > Folder 8  |
| 1/21--Chobani Super Bowl, 2014   | Box 173 > Folder 9  |
| 1/21--Urban Ministries of Durham (N.C.)<br>Names for Change campaign, 2014 | Box 173 > Folder 10 |
| 1/22-23--Timex, 2014   | Box 173 > Folder 11 |
| 1/23--H, 2014  | Box 173 > Folder 12 |
| 1/24--Grammy's, 2014   | Box 173 > Folder 13 |
| 1/27--Brooks Running "Come Fly With Me",<br>2014                           | Box 174 > Folder 1  |
| 1/27--Squarespace Super Bowl, 2014   | Box 174 > Folder 2  |
| 1/28--Olympics/#cheerstoSochi protest hijack/<br>Queer Nation NY, 2014     | Box 174 > Folder 3  |
| 1/29--Cheerios diversity spot, 2014  | Box 174 > Folder 4  |
| 1/30--AXA Equitable, 2014  | Box 174 > Folder 5  |
| 1/31--Super Bowl ad preview, 2014  | Box 174 > Folder 6  |
| 2--Olympics, 2014  | Box 174 > Folder 7  |
| 2/3--Clearwater Fla., 2014   | Box 174 > Folder 8  |

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| 2/4--AT, 2014  | Box 174 > Folder 9  |
| 2/4--Budweiser "Puppy Love", 2014                              | Box 174 > Folder 10 |
| 2/5--The Real (series), 2014                                   | Box 174 > Folder 11 |
| 2/7--Metropolitan Transportation Authority/<br>Korey Kay, 2014 | Box 174 > Folder 12 |
| 2/7--Olympics ad preview, 2014                                 | Box 175 > Folder 1  |
| 2/10--HSS (Hospital for Special Surgery), 2014                 | Box 175 > Folder 2  |
| 2/12--Barbie swimsuit, 2014                                    | Box 175 > Folder 3  |
| 2/13--PETA/VW, 2014  | Box 175 > Folder 4  |
| 2/18--Atlantic 10 Conference, 2014                             | Box 175 > Folder 5  |
| 2/19--Miller Fortune beer, 2014                                | Box 175 > Folder 6  |
| 2/21--Banana Republic/Same-sex couples,<br>2014                | Box 175 > Folder 7  |
| 2/24--CBS Watch! Magazine, 2014                                | Box 175 > Folder 8  |
| 2/25--VF Social Club, 2014                                     | Box 175 > Folder 9  |
| 2/26--Hotels.com, 2014   | Box 176 > Folder 1  |
| 2/27--El Rey Network, 2014                                     | Box 176 > Folder 2  |
| 3/3--Chips Ahoy, 2014  | Box 176 > Folder 3  |
| 3/3--H, 2014   | Box 176 > Folder 4  |
| 3/4--Oscars, 2014  | Box 176 > Folder 5  |
| 3/5--Weather Channel upfront, 2014                             | Box 176 > Folder 6  |
| 3/7--NBCUniversal/NBC upfront, 2014                            | Box 176 > Folder 7  |
| 3/7--United Nations He for She campaign,<br>2014               | Box 176 > Folder 8  |
| 3/10--JWT 150th anniversary, 2014                              | Box 176 > Folder 9  |
| 3/10--Stone Arch Creative, 2014                                | Box 176 > Folder 10 |

|   |                     |
|---|---------------------|
| 3/11--ConAgra/P, 2014                         | Box 176 > Folder 11 |
| 3/12--The One Show, 2014                      | Box 176 > Folder 12 |
| 3/13--MWW/Macias Media (LGBT marketing), 2014 | Box 176 > Folder 13 |
| 3/13--WGN America, 2014                       | Box 177 > Folder 1  |
| 3/17--Hallmark/Nickelodeon, 2014              | Box 177 > Folder 2  |
| 3/26--TV Land Live, 2014                      | Box 177 > Folder 3  |
| 3/27--E! upfront, 2014                        | Box 177 > Folder 4  |
| 3/28--Digitaria/JWT, 2014                     | Box 177 > Folder 5  |
| 3/31--Major League Baseball, 2014             | Box 177 > Folder 6  |
| 3/31--National Peanut Board, 2014             | Box 177 > Folder 7  |
| 4/1--April Fools on Madison Avenue, 2014      | Box 177 > Folder 8  |
| 4/2--Ikea, 2014                               | Box 177 > Folder 9  |
| 4/3--TV upfronts, 2014                        | Box 177 > Folder 10 |
| 4/7--Vita Coco Kids, 2014                     | Box 177 > Folder 11 |
| 4/7--Discovery Channel upfront, 2014          | Box 177 > Folder 12 |
| 4/8--NBC, 2014                                | Box 178 > Folder 1  |
| 4/8--Oxygen/Bravo upfront, 2014               | Box 178 > Folder 2  |
| 4/9--AT, 2014                                 | Box 178 > Folder 3  |
| 4/9--Hearst magazines, 2014                   | Box 178 > Folder 4  |
| 4/11--Mad Men season 7, 2014                  | Box 178 > Folder 5  |
| 4/13--Betabrand/Education Life, 2014          | Box 178 > Folder 6  |
| 4/14--JWT rebranding, 2014                    | Box 178 > Folder 7  |
| 4/14--Maxwell House, 2014                     | Box 178 > Folder 8  |
| 4/14--Mizuno, 2014                            | Box 178 > Folder 9  |

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| 4/16--Coined words, 2014                     | Box 178 > Folder 10  |
| 4/16--Pivot upfront, 2014                    | Box 178 > Folder 11  |
| 4/21--Interpublic Group, 2014                | Box 178 > Folder 12  |
| 4/28--South Nevada Water Authority, 2014     | Box 178 > Folder 13  |
| 4/29--Digital Content Newfronts, 2014        | Box 178 > Folder 14  |
| 4/30--Digital Content Newfronts, 2014        | Box 178 > Folder 15  |
| 5/1--Digital Content Newfronts, 2014         | Box 179 > Folder 1   |
| 5/2--Digital Content Newfronts, 2014         | Box 179 > Folder 2   |
| 5/3--Digital Content Newfronts, 2014         | Box 179 > Folder 3   |
| 5/5--New Yorker Festival, 2014               | Box 179 > Folder 4   |
| 5/6--Digital Content Newfronts, 2014         | Box 179 > Folder 5   |
| 5/7--Diet Coke, 2014                         | Box 179 > Folder 6   |
| 5/12--TV Upfronts, 2014                      | Box 179 > Folder 7   |
| 5/13--TV Upfronts, 2014                      | Box 179 > Folder 8   |
| 5/14--TV Upfronts, 2014                      | Box 179 > Folder 9   |
| 5/15--TV Upfronts, 2014                      | Box 179 > Folder 10  |
| 5/15--TV Upfronts, 2014                      | Box 180 > Folder 1-2 |
| <b>Physical Description:</b> 2 folders       |                      |
| 5/16--TV Upfronts, 2014                      | Box 180 > Folder 3   |
| 5/19--AFAR Collection, 2014                  | Box 180 > Folder 4   |
| 5/19--TV Upfronts, 2014                      | Box 180 > Folder 5   |
| 5/22--ANA/Brand Activation Association, 2014 | Box 180 > Folder 6   |
| 5/27--Briggs Riley, 2014                     | Box 180 > Folder 7   |
| 5/27--Dairy Queen, 2014                      | Box 180 > Folder 8   |

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| 5/29--Ritz-Carlton, 2014                   | Box 180 > Folder 9    |
| 5/30--Three Lions/Movies Rock, 2014        | Box 180 > Folder 10   |
| 5/30--TV upfronts, 2014                    | Box 181 > Folder 1    |
| 5/31--Cheerios, 2014                       | Box 181 > Folder 2    |
| 6/2--AKQA, 2014                            | Box 181 > Folder 3    |
| 6/2--Negroni Week, 2014                    | Box 181 > Folder 4    |
| 6/3--Subway web series, 2014               | Box 181 > Folder 5    |
| 6/4--AMEX documentary, 2014                | Box 181 > Folder 6    |
| 6/5--TV Upfronts, 2014                     | Box 181 > Folder 7    |
| 6/5--World Cup, 2014                       | Box 181 > Folder 8-10 |
| <b>Physical Description:</b> 3 folders     |                       |
| 6/9--Kirshenbaum Bond Senecal, 2014        | Box 181 > Folder 11   |
| 6/9--Vanity Fair/Born Curious, 2014        | Box 182 > Folder 1    |
| 6/10--Autotrader.com, 2014                 | Box 182 > Folder 2    |
| 6/12--RTB 500 Index, 2014                  | Box 182 > Folder 3    |
| 6/13--Nationwide, 2014                     | Box 182 > Folder 4    |
| 6/16--Barclay/Noise, 2014                  | Box 182 > Folder 5    |
| 6/20--Creative for Good, 2014              | Box 182 > Folder 6    |
| 6/23--Le Meridien Hotels, 2014             | Box 182 > Folder 7    |
| 6/24--Goodby Silverstein/Dali Museum, 2014 | Box 182 > Folder 8    |
| 6/30--Levi Strauss, 2014                   | Box 182 > Folder 9    |
| 7--Procter Gamble, 2014                    | Box 182 > Folder 10   |
| 7/1--Wheaties, 2014                        | Box 182 > Folder 11   |
| 7/2--GoDaddy, 2014                         | Box 183 > Folder 1    |

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| 7/7--Los Angeles Zoo, 2014               | Box 183 > Folder 2    |
| 7/7--USA summer promos, 2014             | Box 183 > Folder 3    |
| 7/8--Farmland Bacon, 2014                | Box 183 > Folder 4    |
| 7/9--Joel McHale/Purity Vodka, 2014      | Box 183 > Folder 5    |
| 7/11--Young Rubicam/Inspire, 2014        | Box 183 > Folder 6    |
| 7/14--AARP television show, 2014         | Box 183 > Folder 7    |
| 7/14--ThinkThin, 2014                    | Box 183 > Folder 8    |
| 7/15--World Cup, 2014                    | Box 183 > Folder 9-10 |
| <b>Physical Description:</b> 2 folders   |                       |
| 7/16--Pfizer, 2014                       | Box 184 > Folder 1    |
| 7/17--Heineken/Neil Patrick Harris, 2014 | Box 184 > Folder 2    |
| 7/21--Back to school shopping, 2014      | Box 184 > Folder 3    |
| 7/21-29--Tennessee Music/Tourism, 2014   | Box 184 > Folder 4    |
| 8/14--JC Penney/Liz Claiborne, 2014      | Box 184 > Folder 5    |
| 8/15--Lauren Bacall, 2014                | Box 184 > Folder 6    |
| 8/18--Edelman, 2014                      | Box 184 > Folder 7    |
| 8/18--Okocat, 2014                       | Box 184 > Folder 8    |
| 8/19--CBS/Football, 2014                 | Box 184 > Folder 9    |
| 8/20--California Milk Board, 2014        | Box 184 > Folder 10   |
| 8/21--MTV Music Video Awards, 2014       | Box 184 > Folder 11   |
| 8/22--NASCAR, 2014                       | Box 184 > Folder 12   |
| 8/25--Emmy Awards, 2014                  | Box 185 > Folder 1    |
| 8/25--Tater Tots, 2014                   | Box 185 > Folder 2    |
| 8/26--Breast cancer, 2014                | Box 185 > Folder 3    |

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| 8/27--Boodles/Jolly Time/Nostalgia, 2014           | Box 185 > Folder 4  |
| 8/29--McCauley Connor, 2014                        | Box 185 > Folder 5  |
| 9/2--20 Questions, 2014                            | Box 185 > Folder 6  |
| 9/2--New York City Marathon, 2014                  | Box 185 > Folder 7  |
| 9/4--NFL, 2014                                     | Box 185 > Folder 8  |
| 9/8--MetLife, 2014                                 | Box 185 > Folder 9  |
| 9/9--Conde Nast Traveler, 2014                     | Box 185 > Folder 10 |
| 9/10--MTV/Trojan condoms, 2014                     | Box 186 > Folder 1  |
| 9/12--Esquire Mentor, 2014                         | Box 186 > Folder 2  |
| 9/15--The Limited/Scandal (series), 2014           | Box 186 > Folder 3  |
| 9/15--Richmond (Va.) "Out RVA" LGBT campaign, 2014 | Box 186 > Folder 4  |
| 9/16--Google, 2014                                 | Box 186 > Folder 5  |
| 9/17--Andy Warhol/Absolut, 2014                    | Box 186 > Folder 6  |
| 9/19--Belmond (Orient Express), 2014               | Box 186 > Folder 7  |
| 9/22--Special Olympics, 2014                       | Box 186 > Folder 8  |
| 9/23--Lisa Sherman/Ad Council, 2014                | Box 186 > Folder 9  |
| 9/24--The CW Network 2014-2015, 2014               | Box 186 > Folder 10 |
| 9/25--The Good Lie, 2014                           | Box 187 > Folder 1  |
| 9/29--Advertising Week, 2014                       | Box 187 > Folder 2  |
| 9/29--In the Raw, 2014                             | Box 187 > Folder 3  |
| 9/30--Advertising Week, 2014                       | Box 187 > Folder 4  |
| 10/1--Advertising Week, 2014                       | Box 187 > Folder 5  |
| 10/2--Advertising Week, 2014                       | Box 187 > Folder 6  |
| 10/3--Diversity in advertising, 2014               | Box 187 > Folder 7  |

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| 10/6--Advertising Week, 2014   | Box 187 > Folder 8  |
| 10/6--Jersey City, 2014  | Box 187 > Folder 9  |
| 10/9--Interbrand, 2014   | Box 187 > Folder 10 |
| 10/13--Renaissance Hotels, 2014  | Box 187 > Folder 11 |
| 10/14--CommonGround, 2014  | Box 187 > Folder 12 |
| 10/15--72 and Sunny/NY, 2014   | Box 187 > Folder 13 |
| 10/16--Christmas, 2014   | Box 188 > Folder 1  |
| 10/17--ANA (Association of National Advertisers)/BMA (Business Marketing Association) merger, 2014 | Box 188 > Folder 2  |
| 10/20--Traditional medicinals, 2014  | Box 188 > Folder 3  |
| 10/20--Whole Foods, 2014   | Box 188 > Folder 4  |
| 10/21--OgilvyAmp, 2014   | Box 188 > Folder 5  |
| 10/22--Council of Public Relations Firms, 2014   | Box 188 > Folder 6  |
| 10/24--Nest/WeMo, 2014   | Box 188 > Folder 7  |
| 10/27--Morris the Cat, 2014  | Box 188 > Folder 8  |
| 10/29--Siegel Gale/Simplicity, 2014  | Box 188 > Folder 9  |
| 10/30--Christmas, 2014   | Box 188 > Folder 10 |
| 10/30--Christmas, 2014   | Box 189 > Folder 1  |
| 10/31--Scripps Network/Veterans, 2014  | Box 189 > Folder 2  |
| 11/3--CNET, 2014   | Box 189 > Folder 3  |
| 11/3--Prudential Center, 2014  | Box 189 > Folder 4  |
| 11/5--Glenfiddich, 2014  | Box 189 > Folder 5  |
| 11/7--Super Bowl, 2014   | Box 189 > Folder 6  |
| 11/10--Car magazines/YouTube, 2014   | Box 189 > Folder 7  |

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|---|---------------------|
| 11/10--NBC/Super Bowl, 2014   | Box 189 > Folder 8  |
| 11/10--xBox, 2014   | Box 189 > Folder 9  |
| 11/12--CNN Films/VW, 2014   | Box 189 > Folder 10 |
| 11/13--American Airlines, 2014  | Box 189 > Folder 11 |
| 11/13--Design Network, 2014   | Box 189 > Folder 12 |
| 11/17--Revlon, 2014   | Box 190 > Folder 1  |
| 11/18--SS, 2014   | Box 190 > Folder 2  |
| 11/19--Pizza Hut, 2014  | Box 190 > Folder 3  |
| 11/20--Nikon, 2014  | Box 190 > Folder 4  |
| 11/21--E-cigarette conference, 2014   | Box 190 > Folder 5  |
| 11/21--Intel, 2014  | Box 190 > Folder 6  |
| 11/24--Sid Lee USA, 2014  | Box 190 > Folder 7  |
| 11/26--TCM/Disney, 2014   | Box 190 > Folder 8  |
| 12/1--20 Questions, 2014  | Box 190 > Folder 9  |
| 12/1--CBS/Rudolph the Red-Nosed Reindeer<br>50th anniversary, 2014            | Box 190 > Folder 10 |
| 12/3--Targeting via mobile devices, 2014                                      | Box 190 > Folder 11 |
| 12/5--"Bold" brands, 2014   | Box 190 > Folder 12 |
| 12/8--3 Olives vodka (last issue of email<br>newsletter), 2014                | Box 191 > Folder 1  |
| 12/8--Cosmopolitan/New Year's Eve, 2014                                       | Box 191 > Folder 2  |
| 12/9--UBS Media Conference, 2014  | Box 191 > Folder 3  |
| 12/10--Subaru, 2014   | Box 191 > Folder 4  |
| Examples of releases and information used to<br>write online newsletter, 2014 | Box 191 > Folder 5  |
| Super Bowl, 2014  | Box 191 > Folder 6  |

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| Super Bowl--Anheuser-Busch, 2014       | Box 191 > Folder 7  |
| Super Bowl--Audi, 2014                 | Box 191 > Folder 8  |
| Super Bowl--Axe, 2014                  | Box 191 > Folder 9  |
| Super Bowl--Bank of America, 2014      | Box 191 > Folder 10 |
| Super Bowl--Beats Music, 2014          | Box 191 > Folder 11 |
| Super Bowl--CarMax, 2014               | Box 191 > Folder 12 |
| Super Bowl--Cheerios, 2014             | Box 191 > Folder 13 |
| Super Bowl--Chevrolet, 2014            | Box 191 > Folder 14 |
| Super Bowl--Chobani, 2014              | Box 191 > Folder 15 |
| Super Bowl--Chrysler, 2014             | Box 191 > Folder 16 |
| Super Bowl--Coca-Cola, 2014            | Box 191 > Folder 17 |
| Super Bowl--Dannon/Oikos, 2014         | Box 191 > Folder 18 |
| Super Bowl--Doritos, 2014              | Box 191 > Folder 19 |
| Super Bowl--Early coverage, 2014       | Box 191 > Folder 20 |
| Super Bowl--Experts, polls, etc., 2014 | Box 192 > Folder 1  |
| Super Bowl--GoDaddy.com, 2014          | Box 192 > Folder 2  |
| Super Bowl--H, 2014                    | Box 192 > Folder 3  |
| Super Bowl--Heinz Ketchup, 2014        | Box 192 > Folder 4  |
| Super Bowl--Hyundai, 2014              | Box 192 > Folder 5  |
| Super Bowl--Intuit/Goldieblox, 2014    | Box 192 > Folder 6  |
| Super Bowl--Jaguar, 2014               | Box 192 > Folder 7  |
| Super Bowl--Kia, 2014                  | Box 192 > Folder 8  |
| Super Bowl--M, 2014                    | Box 192 > Folder 9  |
| Super Bowl--Microsoft, 2014            | Box 192 > Folder 10 |

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| Super Bowl--Paramount, 2014            | Box 192 > Folder 11 |
| Super Bowl--Pepsi, 2014                | Box 192 > Folder 12 |
| Super Bowl--Radio Shack, 2014          | Box 192 > Folder 13 |
| Super Bowl--Sodastream, 2014           | Box 192 > Folder 14 |
| Super Bowl--Square Space, 2014         | Box 192 > Folder 15 |
| Super Bowl--Subway, 2014               | Box 192 > Folder 16 |
| Super Bowl--T-Mobile, 2014             | Box 192 > Folder 17 |
| Super Bowl--Toyota, 2014               | Box 192 > Folder 18 |
| Super Bowl--Turbo Tax, 2014            | Box 192 > Folder 19 |
| Super Bowl--VW, 2014                   | Box 192 > Folder 20 |
| Super Bowl--WeatherTech, 2014          | Box 192 > Folder 21 |
| Super Bowl--Wonderful Pistachios, 2014 | Box 192 > Folder 22 |

### **Ideas for Articles and Other Writings, 1980-2014, undated**

|  |                        |
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| 2014 forecast, 2013                    | Box 192 > Folder 23    |
| 9/11 notes, 2001                       | Box 192 > Folder 24    |
| Absenteeism, 2007                      | Box 192 > Folder 25    |
| Ad spending/forecasting, 1988-2008     | Box 192 > Folder 26-27 |
| <b>Physical Description:</b> 2 folders |                        |
| Arm Hammer, 2013                       | Box 193 > Folder 1     |
| Attacking competitors, 2013            | Box 193 > Folder 2     |
| Auntie Anne's mobile campaign, 2012    | Box 193 > Folder 3     |
| AXA gorilla, 2006                      | Box 193 > Folder 4     |
| Barilla, 2014                          | Box 193 > Folder 5     |
| Best and worst ads, 2006               | Box 193 > Folder 6     |
| BETC Start-up Lab, 2013                | Box 193 > Folder 7     |

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| Bewitched (movie), 2004                      | Box 193 > Folder 8     |
| Black and white images, 2011                 | Box 193 > Folder 9     |
| Canoe Ventures, 2009                         | Box 193 > Folder 10    |
| Characters, 2007                             | Box 193 > Folder 11    |
| Christmas story, 2006                        | Box 193 > Folder 12    |
| Coca-Cola, 1989-2001                         | Box 193 > Folder 13-16 |
| <b>Physical Description:</b> 4 folders       |                        |
| Coca-Cola, 1989-2001                         | Box 194 > Folder 1-2   |
| <b>Physical Description:</b> 2 folders       |                        |
| Coke/Pepsi, 1993                             | Box 194 > Folder 3     |
| Detroit, 2013                                | Box 194 > Folder 4     |
| Dodge "Grab Life" campaign, 2007             | Box 194 > Folder 5     |
| Ernie Kovacs, 2012                           | Box 194 > Folder 6     |
| G2/Shopper Marketing, 2013                   | Box 194 > Folder 7     |
| GlobalHue, 2013                              | Box 194 > Folder 8     |
| Hipsters, 2012                               | Box 194 > Folder 9     |
| James Bond, 2012                             | Box 194 > Folder 10    |
| Juan Valdez, 2006                            | Box 194 > Folder 11    |
| Laskerville, 1991                            | Box 194 > Folder 12    |
| Long agency relationships, 1994-2001         | Box 194 > Folder 13    |
| Mad Mad World of Advertising/Delta Sky, 2010 | Box 194 > Folder 14    |
| Miscellaneous, 1997-2004                     | Box 194 > Folder 15-16 |
| <b>Physical Description:</b> 2 folders       |                        |
| Miscellaneous, 1985-2013                     | Box 195 > Folder 1-2   |
| <b>Physical Description:</b> 2 folders       |                        |

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| Mobile marketing, 2012                   | Box 195 > Folder 3     |
| Movie sneak peeks, 2011                  | Box 195 > Folder 4     |
| Nation Magazine/Native advertising, 2013 | Box 195 > Folder 5     |
| New Yorker, 1985                         | Box 195 > Folder 6     |
| Nostalgia in ads, 1995-2011              | Box 195 > Folder 7-8   |
| <b>Physical Description:</b> 2 folders   |                        |
| Old music in ads, 2007, undated          | Box 195 > Folder 9     |
| Olympics, 1988-2006                      | Box 195 > Folder 10-11 |
| <b>Physical Description:</b> 2 folders   |                        |
| Omnicom/Publicis merger fail, 2013-2014  | Box 195 > Folder 12    |
| Oscars/Academy Awards, 2004-2007         | Box 196 > Folder 1     |
| Pan Am, 2011                             | Box 196 > Folder 2     |
| Pepsi, 1988-1993                         | Box 196 > Folder 3-4   |
| <b>Physical Description:</b> 2 folders   |                        |
| Philips, 2006                            | Box 196 > Folder 5     |
| Phone numbers in ads, 1995-1996          | Box 196 > Folder 6     |
| Piece of the Action, 2005-2007           | Box 196 > Folder 7     |
| Powerful Yogurt, 2013                    | Box 196 > Folder 8     |
| Preppie, 2012                            | Box 196 > Folder 9     |
| Programmatic buying, 2012                | Box 196 > Folder 10    |
| Reckitt Benckiser, 2013                  | Box 196 > Folder 11    |
| Retail ad spending, 2008                 | Box 196 > Folder 12-13 |
| <b>Physical Description:</b> 2 folders   |                        |
| Screenvision, 2013                       | Box 196 > Folder 14    |
| Soft drinks, 1987-1998                   | Box 197 > Folder 1-2   |
| <b>Physical Description:</b> 2 folders   |                        |

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| Subaru, 2007                           | Box 197 > Folder 3   |
| Super Bowl, 1988-2007                  | Box 197 > Folder 4-6 |
| <b>Physical Description:</b> 3 folders |                      |
| The More Things Change, 1980-1985      | Box 197 > Folder 7   |
| Time/Pharmaceutical industry, 2012     | Box 197 > Folder 8   |
| Value, 2012                            | Box 197 > Folder 9   |
| Vintage cars in ads, 2003-2004         | Box 197 > Folder 10  |
| Reporter notebooks, 2012-2014          | Box 198 > Folder 1-5 |
| <b>Physical Description:</b> 5 folders |                      |

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### Large-Format Materials, 1931-2014, undated

|   |         |
|---|---------|
| Advertisement--Absolut direct mail (Absolut Dad, Cozy), 1997, 2001      | Box OV1 |
| Advertisement--Aflac, 2004  | Box OV1 |
| Advertisement--American Eagle Outfitters catalog, 1999                  | Box OV1 |
| Advertisement--Apple "Think Different", 1997                            | Box OV1 |
| Advertisement--Bitemenyc.com, undated                                   | Box OV1 |
| Advertisement--Bloomingdale's catalog, 2008                             | Box OV1 |
| Advertisement--Booking.com folder, undated                              | Box OV1 |
| Advertisement--Burger King direct mail, undated                         | Box OV1 |
| Advertisement--Cadillac SRX, 2009                                       | Box OV1 |
| Advertisement--Calvin Klein, 1995                                       | Box OV1 |
| Advertisement--Coco Chanel, Tell Me a Tale of Coco pop-up book, undated | Box OV1 |

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|--|---------|
| Advertisement--Dirt Devil with Fred Astaire, 1995  | Box OV1 |
| Advertisement--Donna Karan catalog mailer, 2001  | Box OV1 |
| Advertisement--J. Peterman gift book with "Titanic" movie props and memorabilia, undated | Box OV2 |
| Advertisement--JC Penney, Dear Closet Make Room, 2013                                    | Box OV2 |
| Advertisement--Joe Camel, 1996   | Box OV2 |
| Advertisement--Kellogg "Diversity Makes Us Strong", 2006                                 | Box OV2 |
| Advertisement--Lucky Strike, 2000  | Box OV2 |
| Advertisement--Miscellaneous ads from New Yorker, circa 1954                             | Box OV2 |
| Advertisement--Negro Baseball Leagues 75th anniversary including Wheaties box, 1989      | Box OV2 |
| Advertisement--Orbitz "Visit Planet Earth," undated                                      | Box OV2 |
| Advertisement--Paddles (Saveur, a face, Simpsons mask), 1995-2014                        | Box OV2 |
| Advertisement--Red Gold Tomatoes painted on silo, undated                                | Box OV2 |
| Advertisement--Saks Fifth Avenue, 1931, 2010   | Box OV2 |
| Advertisement--St. Louis Post-Dispatch baseball posters, 1998                            | Box OV2 |
| Advertisement--The Healing Garden, 2008  | Box OV2 |
| Advertisement--Thomas Pink, undated  | Box OV2 |
| Advertisement--Time Walter Mondale, 1984   | Box OV2 |
| Advertisement--Toys R Us Christmas, 2014   | Box OV2 |

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| Advertisement--Truth vs. Advertising, undated                                     | Box OV2           |
| Advertisement--Wrigley Doublemint, undated  | Box OV2           |
| Advertisement--Volkswagen, Vogue, Calvin Klein, Abercrombie Fitch, 1995-1999      | Oversize-folder 1 |
| Advertising agencies--BBDO 1891 (100th anniversary), 1991                         | Box OV3           |
| Advertising agencies--J. Walter Thompson "Advertising Leadership 1864-1989), 1989 | Box OV3           |
| Advertising agencies--Ogilvy Red magazine, 2007                                   | Box OV3           |
| Movies and television--Fast Lane poster, undated                                  | Box OV3           |
| Movies and television--Private Parts, 1997  | Box OV3           |
| Movies and television--Star Wars Episode 1 promotions, 1999                       | Box OV3           |
| Movies and television--The Legend of Tarzan, 1999                                 | Box OV3           |
| Movies and television--Homeland, 2011   | Box OV3           |
| Movies and television--Justified, 2011  | Box OV3           |
| Movies and television--Nickelodeon, 2014  | Box OV3           |
| Movies and television--Seinfeld final episode media kit, 1998                     | Box OV3           |
| Photographs, 1988   | Box OV4           |
| Print material--Advertising Age, 1980, 2005-2013                                  | Box OV4           |
| <b>Physical Description:</b> 8 folders  |                   |
| Print material--Automotive News (Chevrolet 100th anniversary), 2011               | Box OV4           |
| Print material--The Advertising Century, 1999                                     | Box OV4           |

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| Print material--The House that Ivory Built (Procter Gamble 150th anniversary), 1987       | Box OV4 |
| Print material--Adweek, Stuart Elliott 10th anniversary as New York Times columnist, 2001 | Box OV5 |
| Print material--Brand Underground (Rob Walker, New York Times Magazine), 2006             | Box OV5 |
| Print material--Campaign (UK) silver jubilee 1968-1993, 1993                              | Box OV5 |
| Print material--Campaign (UK) World's leading agencies, 2002-2007                         | Box OV5 |
| Print material--Detroit Free Press, 1980  | Box OV5 |
| Print material--Footwear News, 2002   | Box OV5 |
| Print material--Hearst, Thirty Days of Fashion, undated                                   | Box OV5 |
| Print material--Liberty Magazine covers (feature in Esquire), undated                     | Box OV5 |
| Print material--Life Magazine, McDonald's 35th anniversary, 1990                          | Box OV5 |
| Print material--Life Magazine return issue, 2004  | Box OV5 |
| Print material--Meredith Publishing, Evening of Inspiration, 2007                         | Box OV5 |
| Print material--New Stanley Hotel (Peter Vanderwicken, Esquire), undated                  | Box OV5 |
| Print material--NYC2012 Olympics plan/proposal, 2001                                      | Box OV5 |
| Print material--PRWeek Cause Roundtable feature, 2007                                     | Box OV5 |
| Print material--Robert Coen (McCann-Erickson) reports on ad spending, 1991-2000           | Box OV5 |
| Print material--Sports Illustrated 25th anniversary, 1979                                 | Box OV5 |

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| Print material--The Glass Closet (Eve Kahn, Print magazine, LGBT content), 1994 | Box OV5 |
| Print material--The Onion 1783 parody, undated                                  | Box OV5 |

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### Audiovisual Materials, 2001-2012, undated

#### Access Restrictions:

Original audiovisual materials are closed to researchers until use copies can be produced. Consult Research Services staff for more information.

|   |                               |
|---|-------------------------------|
| 20/20 fine print story, Corelle, Chrysler, 2007   | Box AV1 > Dvd RL11108-DVD-001 |
| Middle Collegiate Church. Evolution is a Christian Concept--Multicultural Future. The Power of Story: Living into God's Reign leadership conference, 2008 | Box AV1 > Dvd RL11108-DVD-002 |
| The Beauty Show sponsor presentation, undated   | Box AV1 > Dvd RL11108-DVD-003 |
| Twenty Four (television series) press kid, 2001   | Box AV1 > Dvd RL11108-DVD-004 |
| Fragrance Foundation Seeing Scents 1950-2005, 2005  | Box AV1 > Dvd RL11108-DVD-005 |
| Pepsico Media Services: Bob Newhart, undated  | Box AV1 > Dvd RL11108-DVD-006 |
| J.M. Melton Design Group, undated   | Box AV1 > Dvd RL11108-DVD-007 |
| CNBC Titans: Leo Burnett, undated   | Box AV1 > Dvd RL11108-DVD-008 |
| What Happened? Successful Strategies, Marketing Misdeeds, and the Brands that Loved Them, 2010  | Box AV1 > Dvd RL11108-DVD-009 |

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| Aaron Krach indestructible Artifact #12 (17 versions of "I will always love you"), 2009          | Box AV1 > Dvd RL11108-DVD-010 |
| SLIQ 2(x)ist press kit, undated  | Box AV1 > Dvd RL11108-DVD-011 |
| MTVU Engine Room Highlights: Challenge 1 Latin America; Challenge 2 Europe, 2008                 | Box AV1 > Dvd RL11108-DVD-012 |
| Kaplan Thaler Group agency reel, undated   | Box AV1 > Dvd RL11108-DVD-013 |
| Ad Council/GLSEN files, 2008   | Box AV1 > Dvd RL11108-DVD-014 |
| Honda Dream the Impossible documentary series: Mobility 2088, Failure, Kick Out the Ladder, 2009 | Box AV1 > Dvd RL11108-DVD-015 |
| Trust Me pilot and episode 1, 2008   | Box AV1 > Dvd RL11108-DVD-016 |
| Trust Me pilot and episode 1, 2008   | Box AV2 > Dvd RL11108-DVD-017 |
| Trust Me press kit, 2008   | Box AV2 > Dvd RL11108-DVD-018 |
| NBCUniversal: Y Now television or computer version, 2008   | Box AV1 > Dvd RL11108-DVD-019 |
| NBCUniversal: Y Now computer version, 2008   | Box AV1 > Dvd RL11108-DVD-020 |
| New York Life Insurance Company 2008 ad campaign. TRT 1:40, 2008                                 | Box AV1 > Dvd RL11108-DVD-021 |
| Barfly: In the Bars with Barfly; Anheuser-Busch Demo., 2008                                      | Box AV1 > Dvd RL11108-DVD-022 |

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| The Healing Garden 2008 advertising, 2008                           | Box AV1 > Dvd RL11108-DVD-023 |
| Fox Super Bowl promos, 2008   | Box AV1 > Dvd RL11108-DVD-024 |
| Tower Laboratories Bromo Seltzer: Bromo Burp, Overindulgence., 2006 | Box AV1 > Dvd RL11108-DVD-025 |
| Blairex Laboratories Simply Saline: Sasha :15, 2006                 | Box AV1 > Dvd RL11108-DVD-026 |
| Alka-Seltzer "Try It" original BBDO, undated                        | Box AV1 > Dvd RL11108-DVD-027 |
| Alka-Seltzer "Try It You'll Like It" Ketchum remake, 2006           | Box AV1 > Dvd RL11108-DVD-028 |
| Music from The Prize Winner of Defiance Ohio. TRT: 58:07, 2005      | Box AV1 > Dvd RL11108-DVD-029 |
| Jingle music from The Prize Winner of Defiance Ohio., 2005          | Box AV1 > Dvd RL11108-DVD-030 |
| The Philanthropist press screener, 2009                             | Box AV1 > Dvd RL11108-DVD-031 |
| Not a Cough in a Carload tobacco ads, 2008                          | Box AV1 > Dvd RL11108-DVD-032 |
| Aflac "Whoodunit?", 2009  | Box AV1 > Dvd RL11108-DVD-033 |
| Pepsi "Bob's House" final, 2008                                     | Box AV1 > Dvd RL11108-DVD-034 |
| Drive and Deliver rough cut, 2008                                   | Box AV1 > Dvd RL11108-DVD-035 |
| Concept Farm vs. Tour de France elements, 2008                      | Box AV1 > Dvd RL11108-DVD-036 |

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| AMC The Pitch 101 promo reel; TRT 4:30, 2012                             | Box AV1 > Dvd RL11108-DVD-037 |
| The Pitch Waste Management Episode 102 picture lock, 2012                | Box AV1 > Dvd RL11108-DVD-038 |
| The Pitch Subway Episode 101 Network rough cut 2, 2012                   | Box AV1 > Dvd RL11108-DVD-039 |
| Be Real: Stories from Queer America, 2007                                | Box AV1 > Dvd RL11108-DVD-040 |
| Showdown MvA Superbowl trailer, 1:30, 2009                               | Box AV1 > Dvd RL11108-DVD-041 |
| Euro-RSCG BETC Home, 2010  | Box AV1 > Dvd RL11108-DVD-042 |
| Animal Planet Puppy Bowl IX sneak peak, 2013                             | Box AV1 > Dvd RL11108-DVD-043 |
| Got Milk? White Gold \$50K High School Contest Top 15 Entries, 2010      | Box AV1 > Dvd RL11108-DVD-044 |
| VisitHouston.com: H-town presents (compilation of 19 songs), 2011        | Box AV1 > Dvd RL11108-DVD-045 |
| REO Speedwagon casual game/Windows; Curious Sense, 2009                  | Box AV2 > Dvd RL11108-DVD-046 |
| Henry firearms; RFD-TV live show, 2008                                   | Box AV2 > Dvd RL11108-DVD-047 |
| WNET: The Real Mad Men and Women of Madison Avenue screening copy., 2013 | Box AV2 > Dvd RL11108-DVD-048 |
| USA: Necessary Roughness; "Regret Me Not"; "There's the Door", 2013      | Box AV2 > Dvd RL11108-DVD-049 |

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| Absolut Vodka, 2011                                     | Box AV2 > Dvd RL11108-DVD-050            |
| CW Network: CW 09 Brand Sizzles, 2009                   | Box AV2 > Dvd RL11108-DVD-051            |
| Glee/Fashion Night Out: Laird+Partners. TRT: 7:15, 2011 | Box AV2 > Dvd RL11108-DVD-052            |
| That 80's Show, 2002                                    | Box AV2 > Audio-phonodisc RL11108-LP-001 |

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