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AN ANALYSIS OF EXPOSURE TO NON-NETWORK TELEVISION
ADVERTISING

J. Howard Beales, III

Economist

Federal Trade Commission

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QUALIFICATIONS

I am a staff Economist with the FTC. I received my Ph.D. in economics from the University of Chicago in June, 1978. My dissertation, "The Distribution of Advertising Within An Industry", was written under the supervision of Lester Telser. It examined the determinants of household purchases of advertised brands in four industries. The study required the use of trade sources of advertising data to construct measures of household exposure to advertising. The study used simultaneous equation techniques to separate household demand for and firm supply of advertising messages.

