

Email Alerts and RSS Feeds – Gale Databases

(Academic OneFile, C.P.I.Q. (Canadian Periodical Index), Communication and Media eCollection, Computer Database, Computer Database Reference eCollection, Criminal Justice eCollection, Criminal Justice eCollection, Diversity Studies eCollection, Educators eCollection, Environmental Issues and Policy eCollection, Expanded Academic ASAP, Gale Literary Database, Gale Virtual Reference Library, Garden, Landscape and Horticultural eCollection, General Reference Center Gold, General Science eCollection, GLBT Life and Issues eCollection, Hospitality and Tourism Reference eCollection, Information Science and Technology eCollection, Insurance and Liability eCollection, Junior Edition, Kids InfoBits, LegalTrac, Military and Intelligence Database, OneFile, Pop Culture eCollection, Psychology eCollection, Religion & Philosophy, Small Business eCollection, Student Edition, Vocation and Careers eCollection, War and Terrorism eCollection, World History eCollection)

Database alerting services allow you to select information of interest and then be notified regularly, via email, or RSS feed, of new information available. The table of contents of specific journals, magazines and newspapers; the output of search queries and specific article citations can all be pushed to your email inbox or RSS Reader. The services make it easier to stay on top of developments in your field of interest.

Gale databases allow alerts to Seneca College students, faculty and staff, in the following areas:

- Journals Alerts
- Search Alerts

Journal Alert

1. Locate the desired publication.
2. From the publication page click the Create a Journal Alert.

The screenshot shows the Gale database interface for the 'Advertising Age' publication. The page is titled 'Advertising Age' and includes a search bar with the text 'Results for Advertising Age'. A red arrow points to the 'Create a Journal Alert' button. The page also features a 'Search' section with a 'GO' button and a checkbox for 'within this publication'. The 'About this Publication' section provides details such as Title, ISSN, Format, Frequency, Audience, and Description.

Title:	Advertising Age
ISSN:	0001-8899
Format:	Magazine/Journal
Frequency:	Weekly
Audience:	Trade
Gale Subject Headings:	Advertising, Advertising, marketing and public relations, Business and industries
Description:	A weekly trade newspaper that covers all aspects of the advertising business in the U.S. Provides news and information about the industry and the economy. Produces special annual reports in a number of areas, including salary surveys and financial rankings of agencies..
Index Coverage:	Jan 5, 1981 - Current
Full-text Coverage:	Jun 23, 1997 - Current
Publisher:	Crain Communications, Inc.
Address:	965 East Jefferson Avenue Detroit, MI 48207-9966 United States

GALE®

Create Search Alert

Creating Alert for: **(JX ("Advertising Age"))**

Email Options

→ **Mail to:**

Alert Name:

Frequency: Daily Weekly Monthly

RSS Feed

Subscribe to Gale's RSS (Really Simple Syndication) feed to get content delivered directly to you!

To view one of the Gale feeds in your RSS Aggregator:

1. Copy the URL that is shown below.
2. Paste the URL into your reader.

Feed URL:

3. Choose the way you would like to receive the alert.
4. Complete the required information for email alerts or copy and paste the Feed URL into your RSS Reader.

Search Alert

1. Run the desired search.

INFOTRAC®
CPLQ.

Preferences | Change

Home | Previous Searches | EEL Database | Title List | Help

Basic Search | Subject Guide Search | Publication Search | Advanced Search

Basic Search ▶ Results

Search

2008 olympic games

within these results

Narrow Results:
by: Document Type

Results for Basic Search (47 (2000 olympic games))

Academic Journals (2) | **Magazines (62)** | Books (0) | News (68) | Multimedia (0)

limit to: full-text with images

Sort by: Publication Date

1. **On their marks: With a year to go, sponsors tout 08 Olympic ties: Coca-Cola, Anheuser-Busch among those running countdown campaigns before start of Beijing games.** (The World). Normandy Madden.
Advertising Age 70.12 (August 13, 2007): p10. (100 words)
[Full text](#)

2. **Olympic record for NBC.** John Dempsey.
Daily Variety 295.27 (August 6, 2007): p3(1). (172 words)
[Full text](#)

3. **Olympic exploitation.** (No Comment) (Brief article).
The Progressive 71.8 (August 2007): p11(1). (40 words)
[Full text with graphics](#) | [PDF page](#)

2. On the results page, click the Create a Search Alert link.

GALE®

Create Search Alert

Creating Alert for: *KE (2008 olympic games)*

Email Options

Mail to:

Alert Name:

Frequency: Daily Weekly Monthly

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