

# OBTAINING PERSISTENT LINKS TO CONTENT IN ADFORUM

## VIDEO CONTENT

1. Find an ad you are interested in:

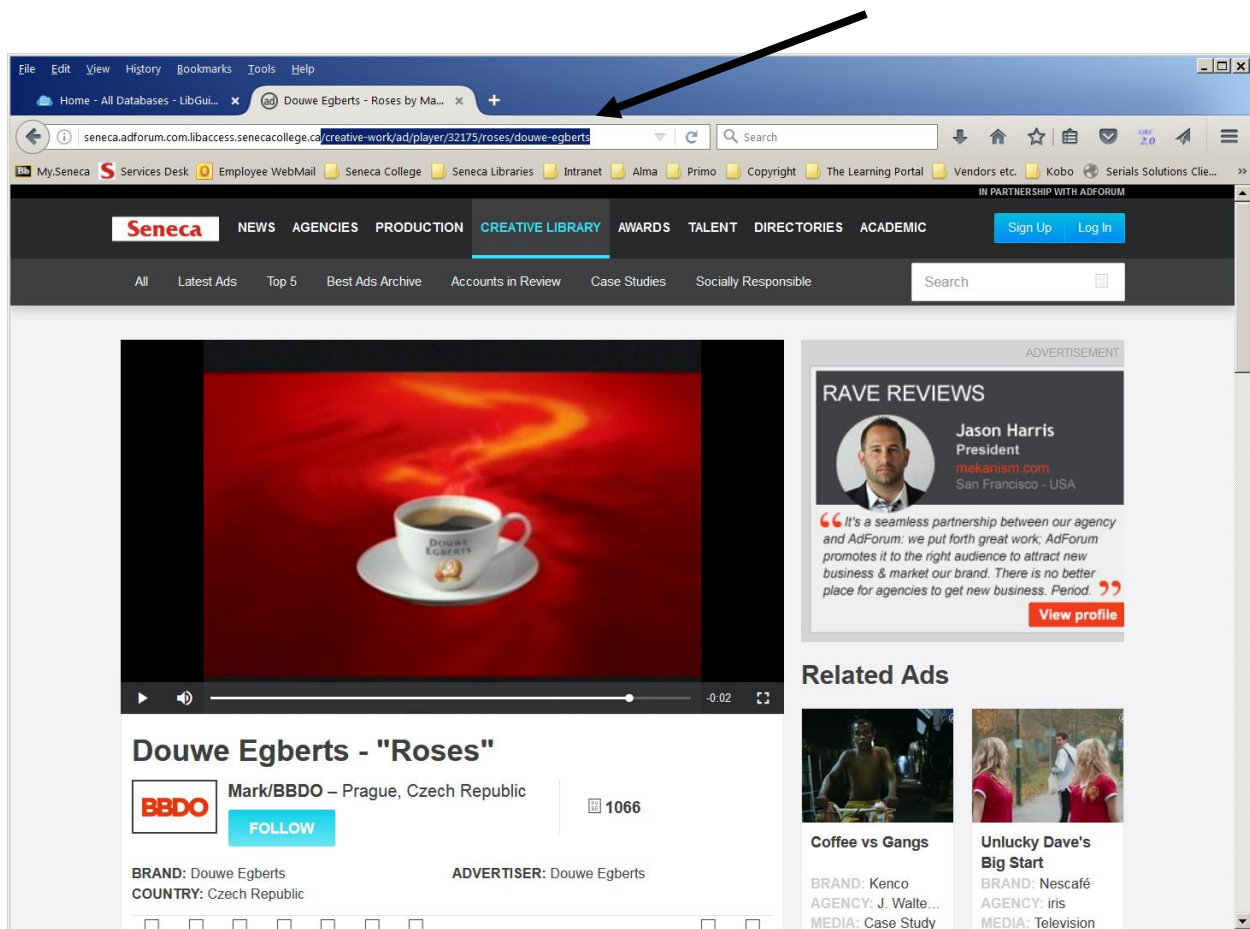
The screenshot shows the AdForum website interface. At the top, there is a navigation bar with the Seneca logo and links for NEWS, AGENCIES, PRODUCTION, CREATIVE LIBRARY, AWARDS, and DIRECTORIES. A "Sign Up Log In" button is also present. Below the navigation bar, a large video player displays an advertisement for humanitarian aid, featuring a person in a dark, rainy street. The video player has navigation arrows and a progress bar. Below the video player, the text reads "150,000+ ads from around the world. Be inspired by the best creative work and case studies." Below this text is a search filter section with various input fields: Brand, Agency Name, Advertiser, Media, Awards, Ad Title, Country, Production Company, Campaign, Business Sector, and People Credits. The "Search" button and the "coffee" text in the Campaign field are circled in black. A "Submit an Ad" button is located below the search filters. A "Help" button is in the bottom left corner.



Last Updated: 3 September 2019

The screenshot shows a web browser window displaying the Seneca Creative Library search results for the keyword "coffee". The page features a navigation bar with the Seneca logo and menu items like NEWS, AGENCIES, PRODUCTION, CREATIVE LIBRARY, AWARDS, and DIRECTORIES. Below the navigation bar, there are filters for Brand, Media, Country, Business Sector, Agency Name, Awards, Production Company, People Credits, Advertiser, Ad Title, and Campaign. The search results section shows 1059 results, sorted by relevance. Three search results are visible: "Thank-you Parcels" (Brand: Prima Finezja, Agency: FCB Warsaw, Media: Case Study), "Roses" (Brand: Douwe Egberts, Agency: Mark/BBDO, Media: Television), and "Swimming Mango" (Brand: Dolceca, Agency: J. Walter Thompson Cairo, Media: Case Study). A large black circle is drawn around the "Roses" search result.

2. You may either right-click on the picture of the ad in your results list and select "Copy Link Location" or "Copy shortcut" (depending on your browser), or click into the ad...



... and copy-and-paste the URL in the Address Bar. Either way, paste the URL into a text editor.

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

**“https://libaccess.senecacollege.ca/login?url=http://seneca.adforum.com”**

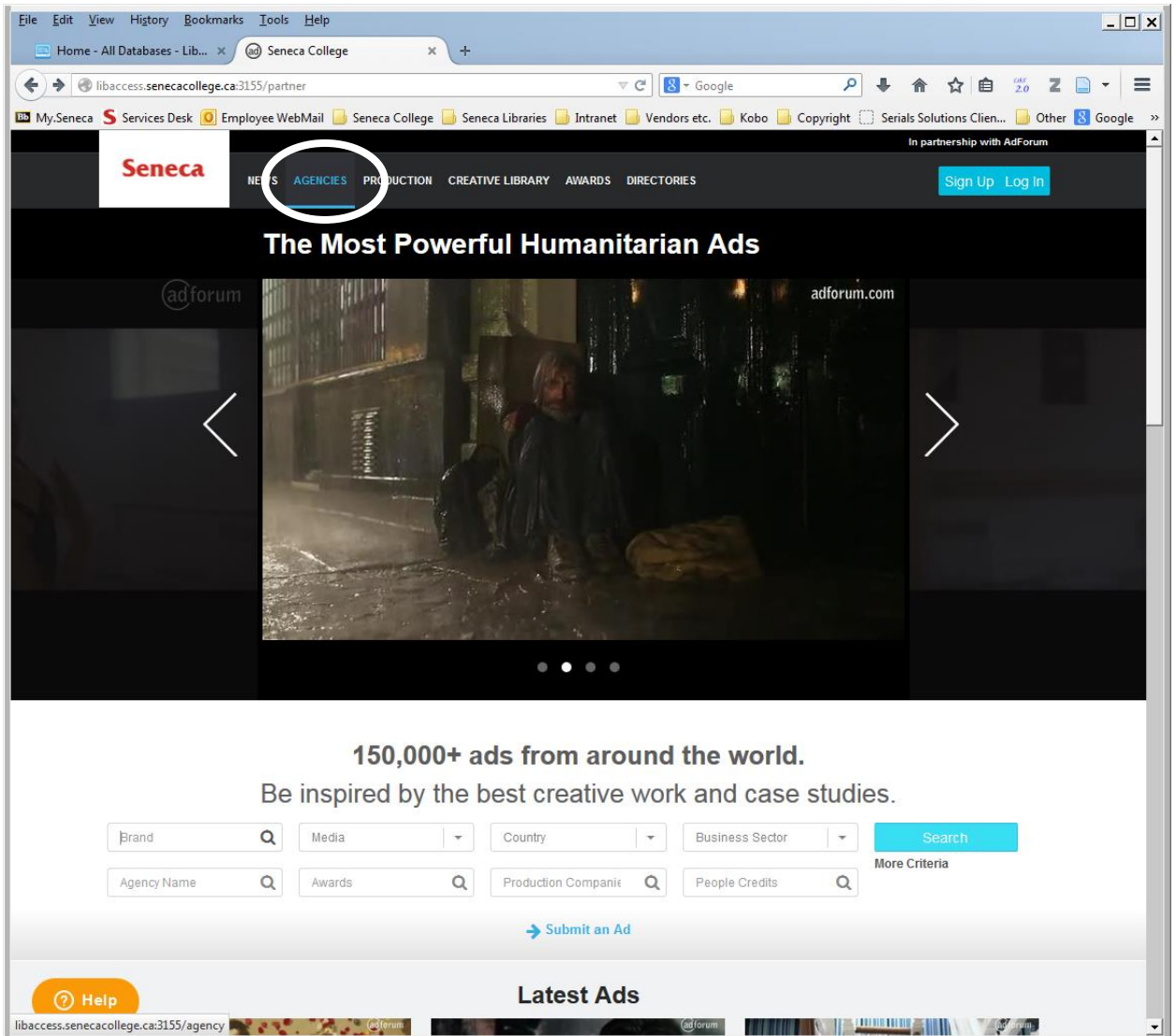
So in the above example, the complete persistent link for the ad, accessible off-campus, would be:

**https://libaccess.senecacollege.ca/login?url=http://seneca.adforum.com/creative-work/ad/player/32175/roses/douwe-egberts**

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

## TEXT CONTENT

1. Text-based content in AdForum may be linked to in the same manner. Perform a search in the “AGENCIES” section of the database, for example:



The screenshot shows a web browser window displaying the Seneca College website. The URL in the address bar is `libaccess.senecacollege.ca:3155/partner`. The navigation menu includes **AGENCIES**, PRODUCTION, CREATIVE LIBRARY, AWARDS, and DIRECTORIES. The **AGENCIES** menu item is circled in red. Below the navigation, the main heading reads "The Most Powerful Humanitarian Ads". A large image of a person in a dark, rainy street is displayed, with navigation arrows on either side. Below the image, there is a search bar with various filters and a "Submit an Ad" button.

150,000+ ads from around the world.  
Be inspired by the best creative work and case studies.

Brand  Media  Country  Business Sector   More Criteria

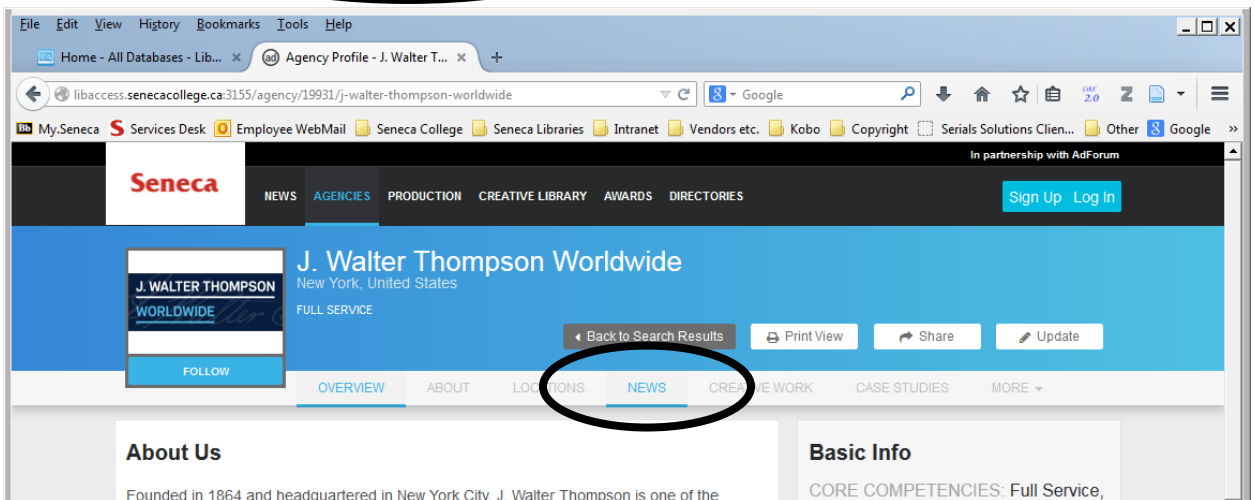
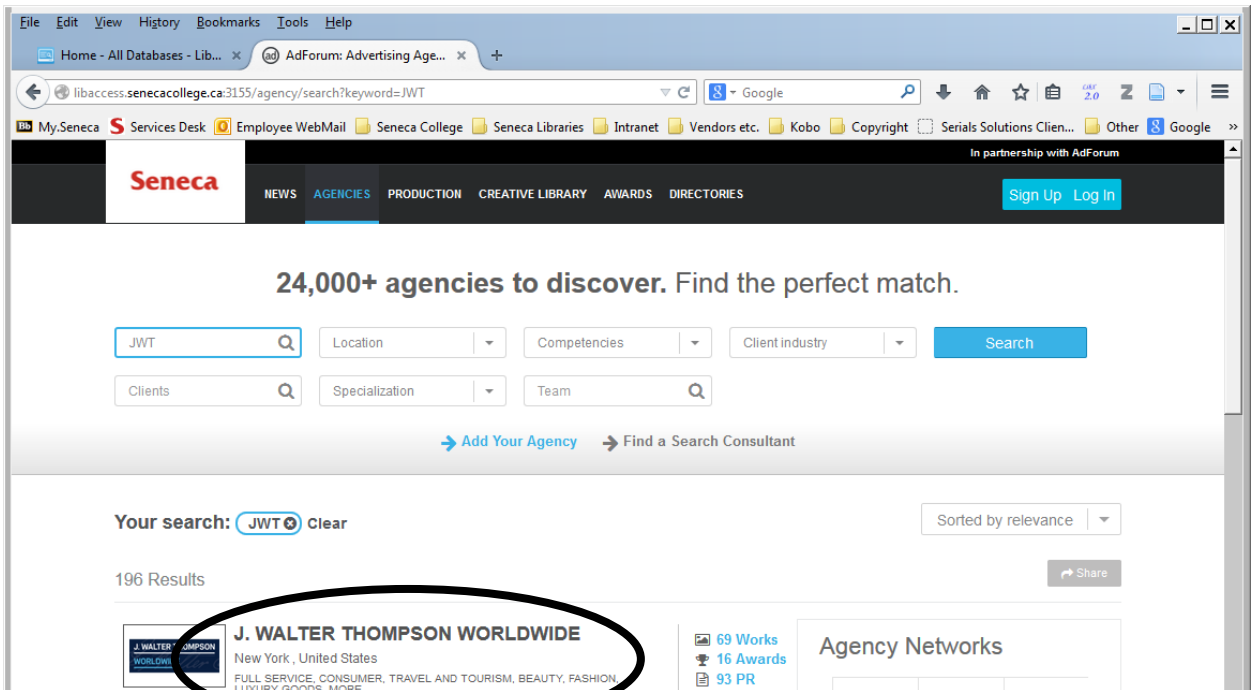
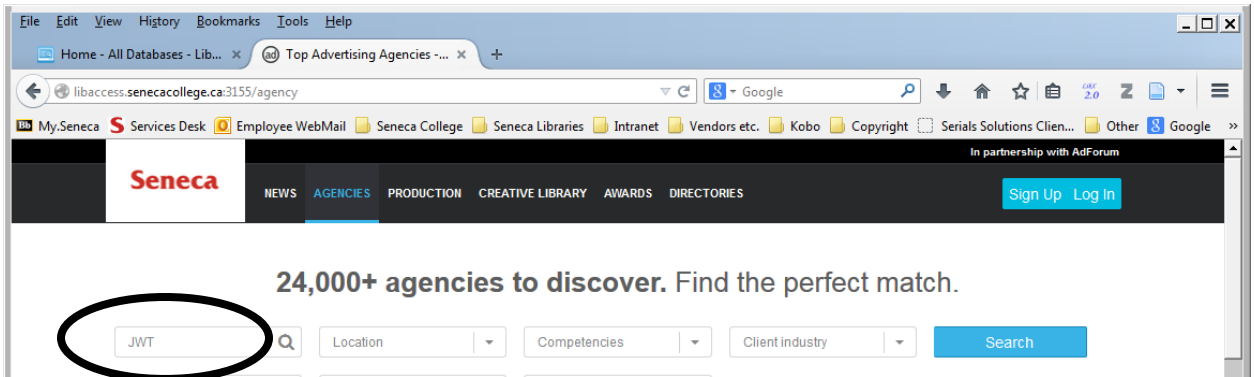
Agency Name  Awards  Production Company  People Credits

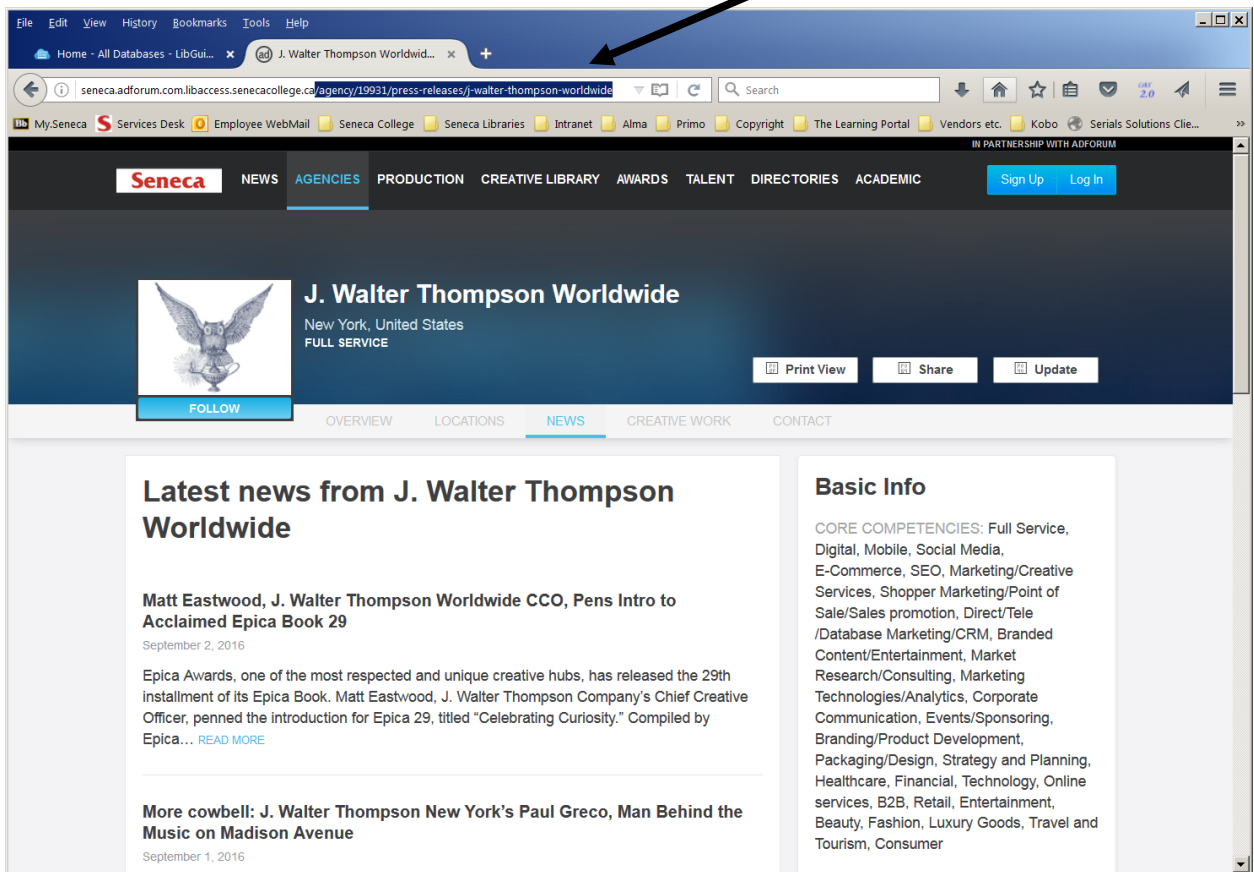
[Submit an Ad](#)

[Help](#) Latest Ads



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2. Copy and paste the URL from the browser's Address Bar into a text editor.
3. Replace everything in the URL before **/agency** with:

**“https://libaccess.senecacollege.ca/login?url=http://seneca.adforum.com”**

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

**https://libaccess.senecacollege.ca/login?url=http://seneca.adforum.com/agency/19931/press-releases/j-walter-thompson-worldwide**

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