## DAFTAR PUSTAKA

Direktorat Bina Pers dan Grafika, Departemen Penerangan Republik Indonesia, "Tata Krama dan Tata Cara Periklanan Indonesia", Jakarta, 1983.

Robert M Prentice, How To Split Your Marketing Fund Between Advertising and Promotion, Advertising Age, January, 10, 1997

Prof. Dr. Wunardi, SE, Promosi dan Reklame, Mandar Maju, Bandung, 1992.

www.reklamesurabaya.co.id