DAFTAR PUSTAKA

- Aaker, David A, & Mayers, John, *Advertising Management*, Second Edition , Prentise-Hall of India, New Delhi, 1983.
- A.Ship,Terence, *Periklanan Promosi*, Erlangga, Jakarta, 2003.
- Jefkins,Frank, *Periklanan*,Edisi Ketiga, Erlangga, Ciracas, Jakarta, 1995.
- Prentice, Robert M, *How To Split Your Marketing Fund Between Advertising and Promotion*, Advertising Age, Januari,10,1997.
- Sihombing,Donton, *Tipografi Dalam Desain Grafis*, Gramedia Pustaka Umum,Jakarta,2001.
- Winardi, *Promosi dan Reklame* Mandar Maju, Bandung, 1992.