ABSTACT

The paper entilted "*Perancangan Media Kalender 2012 Sebagai Sarana Promosi Bembie Digital Printing"*. The writer practiced at PT. Bembie Digital Printing, it move on digital printing area and has sold franchisee more than 20 branch in Java Island. The company location is on Siliwangi road no.31b/155b, Bandung. The paper only consists profile of Bembi Digital Printing and the writer position in company, The writer choose to used calendar as effective promote media to promoted product and activity in company. he writer design calender as media for promote PT. Bembi Digital Printing and process the writer worked the design. the writer used application to support his design such as Corel Draw 14, Adobe PhotoshopCS5, Adobe Ilustrator.