

Citation Elements in order:

❶ Company/Product in ad:

Converse, AC/DC Inspired Chuck Taylor

❷ Descriptive label: Advertisement

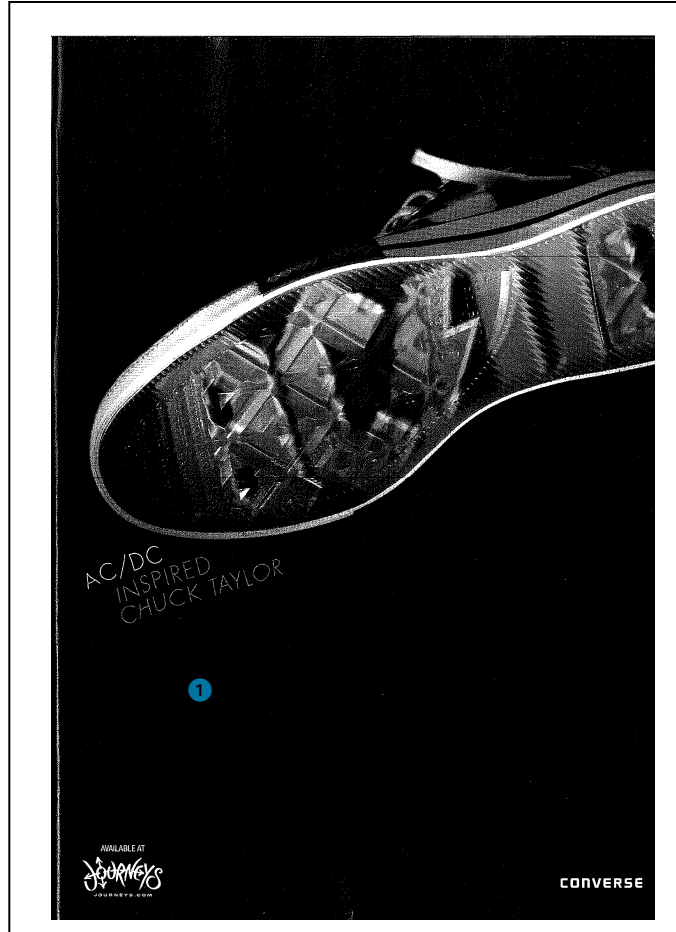
❸ Publication name: Rolling Stone

❹ Publication date: June 11, 2009

❺ Page number: 75

❻ Format: Print

Document Example:



Proper Citation Format (citations are double-spaced, with a hanging indent after the first line):

Converse: AC/DC Inspired Chuck Taylor. Advertisement. *Rolling Stone*. 11 June 2009: 75. Print.

Parenthetical Reference:

For documents that lead with a title, rather than an author, use the title or part of the title, in the parenthetical reference. In the case of a fragment, use the beginning portion of the title. Put parenthetical references at the ends of your sentences.

(Converse).