

Citation Elements in order:

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|---|---|-----------------------------------|--|----------------------|--|
| ❶ Company/Product in ad:
CBS Sports.com Fantasy Football Commissioner | ❷ Descriptive label: Advertisement | ❸ Web site: The Daily Show | ❹ Web publisher: Comedy Central | ❺ Format: Web | ❻ Date of access: July 29, 2009 |
|---|---|-----------------------------------|--|----------------------|--|

Document Example:



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

The subject of the ad is not italicized:

CBS Sports.com Fantasy Football Commissioner. Advertisement. *The Daily Show*. Comedy Central. Web. 29 July 2009.

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 the references at the ends of your sentences.

(CBS Sports.com).