

WHAT PET SHOULD I GET?

A Newer-Than-New NEW Dr. Seuss Book!

Random House Marketing & Publicity Support

PRE-PUBLICATION

APRIL

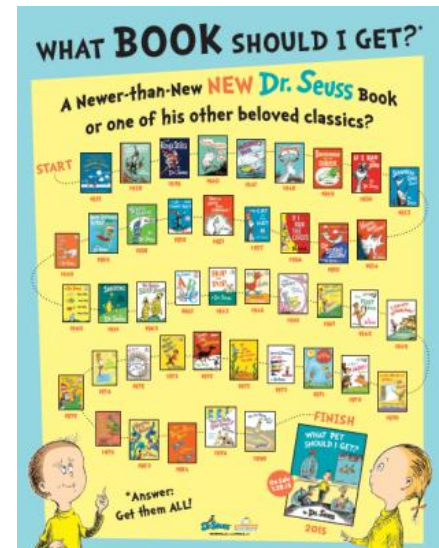
- Launch of “100 Days to What Pet Countdown” Campaign (4/19)
 - Content Reveal
 - Social Media Package
 - Countdown Clock / Widget (Available for Online Retailers)
- Pre“er”-than-Pre Merchandising Kit (On Sale: 4/21/2015)
 - ISBN: 978-1-101-95390-7
 - Includes:
 - Card Stock Book Covers (25)
 - Shelf Talker (10)
 - Backlist Timeline Poster (1)
 - Also Inserted into Book Links Magazine
 - Version Available for Schools & Libraries (Packs of 10)
 - ISBN: 978-1-101-95391-4
- What Pet Should I Get? Standee (On Sale: 4/21/2015)
 - ISBN: 978-1-101-95370-9
- Sticker burst on reprints of Cat in the Hat, One Fish, Two Fish, and Hop on Pop (400K titles in total reprinting over 4/1-5/1)
 - Also Available in Sheets of 50 for Account Use (See Your Sales Rep for Details)
- Focus at LA Times Book Festival- “100 Days to What Pet” Booth Event on 4/19

MAY

- 2nd Content Reveal
- Preorder Merchandising Kit (On Sale: 5/19/2015)
 - ISBN: 978-1-101-95270-2
 - Includes:
 - Window Cling (1)
 - Counter Easel with Bookmarks (1 counter easel/25 bookmarks)
 - Buttons (4 Different Designs / 20 buttons per kit)
 - Poster (1)
- Major Promotions at BEA (5/27-5/29) and BookCon (5/30-5/31)
- Seussville.com Feature and Email Blast

JUNE/MID JULY

- Pre Pub Major National Media Campaign
- Feature at ALA Annual (San Francisco, CA: 6/25-6/30)
- Feature at ILA (St. Louis, MO: 7/17-7/20)
- 3rd Content Reveal



Backlist Timeline Poster



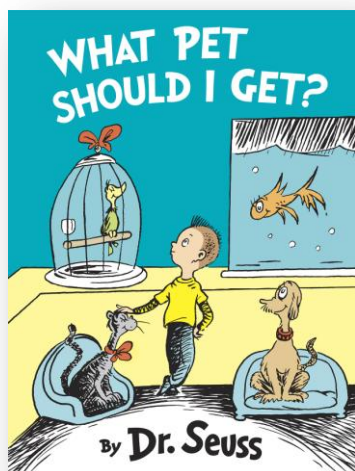
Sticker Burst
(Book Reprints)



Floor Standee
Approx. Dimensions: 27.65 x 40.5"

AT PUBLICATION

- Major National Media Campaign
- High Profile Launch Event in NYC or LA
- Nationwide Cat Costume Appearances at Bookstores
- What Pet Should I Get? 12-Copy Floor Display (On Sale: 7/28/2015)
 - Retail Value: \$215.88/\$252.00 Can.
 - ISBN: 978-1-101-95251-1
- What Pet Should I Get? 9-Copy Floor Display (On Sale: 7/28/2015)
 - Retail Value: \$161.91/\$189.00 Can.
 - ISBN: 978-1-101-95399-0
- What Pet Should I Get? Retail & Educator Event Kit (Available: 7/28/2015)
 - ISBN: 978-1-101-95286-3
 - Includes:
 - 8-Page Activity Booklet (1)
 - Sticker Sheets for Consumer Giveaway (25)
- Major National Media Campaign
- Extensive Advertising Campaign
 - Targeting Consumers
 - People Magazine (OS: 7/31/2015 / Circulation: 1.8 Million)
 - USA Today (Run Date: 7/28/2015 / Circulation: 1.2 Million)
 - Google Display Network (Run Dates: 7/28 /2015 – 8/10/2015)
 - Facebook Advertising (Run Dates: 7/28 /2015 – 8/10/2015)
 - Targeting Educators
 - Instructor (dedicated eblast)
 - Targeting Librarians
 - School Library Journal
- Launch “What Pet Should I Get” Game on Seussville.com
- Seussville.com: Home Page Takeover and Banner

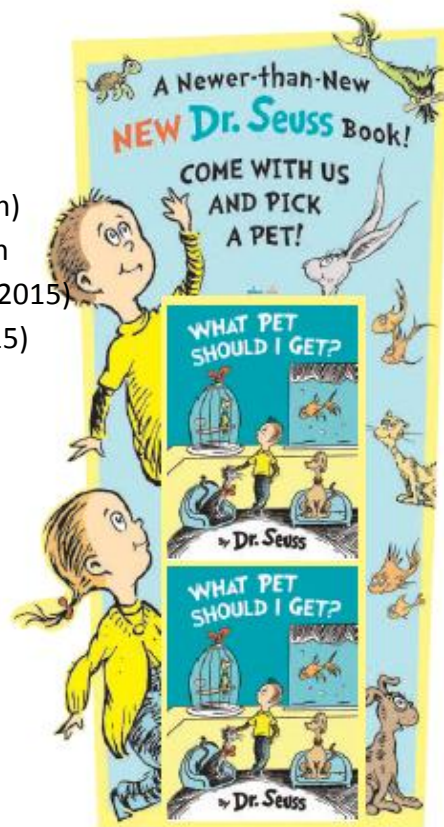


ISBN: 978-0-553-52426-0

On Sale Date: 7/28/2015

Trim: 8 x 10-7/8

Price: \$17.99 US/\$21.00 CAN



Floor Display Comp Image
NOT FINAL

In US: To place orders or for customer service call 1-800-733-3000
8:30 a.m.–5:00 p.m. EST (Eastern and Central Accounts)
10:30 a.m.–7:00 p.m. EST (Western Accounts)
Mail Orders: Random House, Inc., Customer Service,
400 Hahn Road, Westminster, MD 21157
Fax Orders: 1-800-659-2436

Mail Orders: Random House of Canada Ltd.
2775 Matheson Blvd. East, Mississauga, Ontario, Canada L4W 4P7
Fax Orders: 888-562-9924
EDI Orders: 1-800-258-4233 • Canadian Telebook I.D. 52013975

ACCT. NO.

STORE NO.

PO#									

Ship To _____ Store No. _____
Street Address _____
City/State/Province _____
Zip/Postal Code _____ Total Books Ordered _____

Bill To _____
Street Address _____
City/State/Province _____
Zip/Postal Code _____ Date _____
Sales Representative _____

WHAT PET SHOULD I GET? FALL 2015 PROMOTIONS

On Sale: April 21, 2015 • Optimal On-Floor Date: _____ • Final Quantities Due: **March 11, 2015**

Qty.	ISBN	Title	Qty	Price
_____	978-1-101-95390-7	What Pet Should I Get? Pre"er"-than-Pre Merchandising Tool Kit		No Charge
_____	978-1-101-95370-9	What Pet Should I Get? Standee		No Charge
_____	978-1-101-95391-4	Educator Seuss Backlist Timeline Poster (Pack of 10)		No Charge

On Sale: May 19, 2015 • Optimal On-Floor Date: _____ • Final Quantities Due: **March 25, 2015**

Qty.	ISBN	Title	Qty	Price
_____	978-1-101-95270-2	What Pet Should I Get? Pre-Order Merchandising Tool Kit		No Charge

On Sale: July 28, 2015 • Optimal On-Floor Date: _____ • Final Quantities Due: **May 25, 2015**

Approx. Outer Carton: 0.86 cu. ft. • Approx. Total Weight: 13.4 lbs.

Qty.	ISBN	Title	Qty	Price
_____	978-1-101-95251-1	What Pet Should I Get? 12-Copy Floor Display		\$215.88/\$252.00 Can.
_____	978-0-553-52426-0	What Pet Should I Get?	12	\$17.99/\$21.00 Can.
_____	978-1-101-95399-0	What Pet Should I Get? 9-Copy Floor Display		\$161.91/\$189.00 Can.
_____	978-0-553-52426-0	What Pet Should I Get?	9	\$17.99/\$21.00 Can.
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