



Aldrich Design

*Where communication is an art form.*

**Promotional Materials**



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## Promotional Materials

*Your book won't sell itself! My experience can help.*

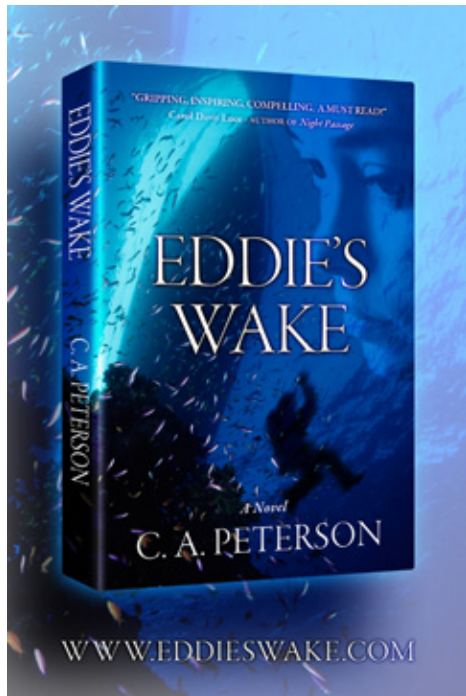
The goal of the book cover is to grab the attention of the buyer to buy. And well designed promotional materials will help you keep selling it. With over 30 years experience in advertising and marketing design I am able to help you sell that new book of yours. From business cards to trade show signage, posters to postcards, bookmarks to media kits, I'll work with you to find the right materials and the right direction to get your book and your name out there.

Take a look at the following pages for samples of what I have created for others.

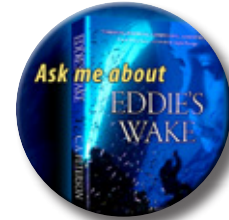
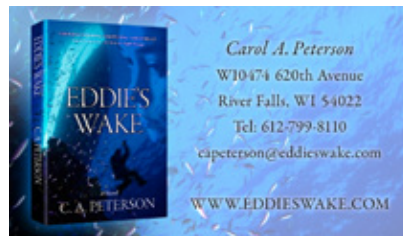
Costs are determined by the particular project.  
Please contact me for a quote for your personal needs.

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Book Promotional - print



Promotional campaign materials for Carol Peterson's book **Eddie's Wake**. From top left, clockwise: postcard, business card, button, book signing poster, book mark



**“GRIPPING, INSPIRING, COMPELLING”**

*“GRIPPING, INSPIRING, COMPELLING, A MUST READ”  
Carol Davis Luce - AUTHOR OF Night Passage*

**EDDIE'S WAKE**  
A Novel  
C. A. PETERSON

**OCTOBER, 1928**

*At the end of the fishing season, Karl Stern's father, Eddie, falls into the icy waters of Lake Superior and dies. Told he is now to be the "man of the house," a grieving Karl feels he must protect his mother and sisters from an uncle who has a score to settle.*


*Deserted by his friends, missing his father and devastated when his mother sells Eddie's share of the fishing boat to support the family, Karl falls into a spiral of despair that threatens his faith and shakes the foundations of his world. Who can be trusted to help put his life back together?*

**“CAROL PETERSON HAS A VIVID AWARENESS** of people, place, and a philosophy of life in her debut novel, *Eddie's Wake*. She engages all of our senses while touching our heart with a young boy's story of loss and redemption. This poignant coming of age tale will keep you turning pages right through the gripping climax. Inspiring and compelling. A must read.”

— Carol Davis Luce - AUTHOR OF *Night Passage*

CAROL PETERSON attributes her fascination with Lake Superior to her father's enthusiasm and many cold camping trips along its shore when she was young. Still captivated by the chilly waters and rocks, she now shares a love of the mysterious Lake with her husband, Tom. An ordained minister and member of two grown sons, she and Tom live in Wisconsin near the confluence of the St. Croix and Mississippi Rivers.

[WWW.EDDIESWAKE.COM](http://WWW.EDDIESWAKE.COM)







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### Book Promotional - print

COVERED *by* Dave Aldrich











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THE #1 NEW YORK TIMES BESTSELLER  
OVER 50 MILLION COPIES IN PRINT

W.M. PAUL YOUNG


Key designer for the New York Times #1 Best Seller, *The Shack*.

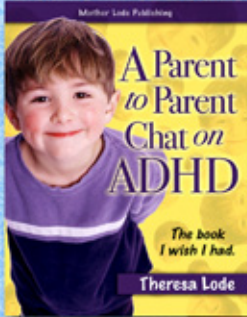
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*The book I wish I had.*  
Theresa Lode



eBooks by Theresa Lode.  
Cover and interior designs by Dave Aldrich.

My own promotional materials: post cards and bookmarks.

Keeping It Simple!

COVERED *by* Dave

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EDDIE'S WAKE

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THE LAST MATRYOSHKA

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Aldrich Design

THE MISUNDERSTOOD GOD

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THE SHACK

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Book Promotional - digital

Promotional campaign materials for Jennifer Cowart's book **Baby Notes**. From top left, clockwise: event posters, business card, media kit folder, postcard

**BOOK SIGNING EVENT**  
**Jennifer L. Cowart**  
 Author of  
*Baby Notes*

*Practical wisdom from one mother to another*  
**Jennifer L. Cowart**

**About the Author**  
 Jennifer Cowart is a wife and three daughters. She has a degree in Education and is a freelance writer and photographer. She is the recipient of a Press Association award for reporting and a Rhode Island Press Award for her environmental reporting with her family in Cranston, Rhode Island.

To learn more about *Baby Notes* visit: [www.BabyNotesBook.com](http://www.BabyNotesBook.com)

*Baby Notes*  
**Jennifer L. Cowart**  
 Author  
 phone: 401-383-6062  
 email: [babynotesbook@gmail.com](mailto:babynotesbook@gmail.com)  
 website: [www.babynotesbook.com](http://www.babynotesbook.com)

*Baby Notes*  
**Jennifer L. Cowart**

**Baby Notes** is available at  
[www.babynotesbook.com](http://www.babynotesbook.com)  
[www.heartandsoulpublishing.com](http://www.heartandsoulpublishing.com)

**BOOK SIGNING EVENT**  
**Jennifer L. Cowart**  
 Author of  
*Baby Notes*

*Practical wisdom from one mother to another*  
**Jennifer L. Cowart**

**About the Author**  
 Jennifer Cowart is a wife and the mother of three daughters. She has a degree in Elementary Education and is a freelance writer and photographer. She is the recipient of a New England Press Association award for her education reporting and a Rhode Island Press Award for her environmental reporting with her family in Cranston, Rhode Island.

Date: \_\_\_\_\_  
 Time: \_\_\_\_\_  
 Place: \_\_\_\_\_

To learn more about *Baby Notes* visit: [www.BabyNotesBook.com](http://www.BabyNotesBook.com)

*Baby Notes*  
**Jennifer L. Cowart**

**It's a Book!**  
 Name: *Baby Notes*  
 Born: **February 19, 2011**  
 Weight: **144 Pages**  
 Length: **5 1/2 inches**  
 Author: **Jennifer L. Cowart**

Heart & Soul Publishing is throwing the proud mom, **Jennifer L. Cowart**, a book launch and signing party with cake and cookies!

5% of the net proceeds from the event will benefit...  
**The TOMORROW FUN!**

**You're invited!**

To learn more about *Baby Notes* visit: [www.BabyNotesBook.com](http://www.BabyNotesBook.com)

140 Soekamossot Cross Road

**Time:**  
 12pm Meet & Greet  
 1pm Welcome  
 1:30-4:00 Book Signing

Please RSVP by March 5, 2011 to: [babynotesbook@gmail.com](mailto:babynotesbook@gmail.com)

**Can't attend?**  
 You can order your copy of *Baby Notes* at [www.babynotesbook.com](http://www.babynotesbook.com) beginning March 10, 2011

*Baby Notes*  
**Jennifer L. Cowart**

*Practical wisdom from one mother to another*  
**Jennifer L. Cowart**



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### Book Promotional - print

Promotional campaign materials for Jayne DeRouin's book **Keeping It Simple!** From top left, clockwise: event posters, postcard, business card

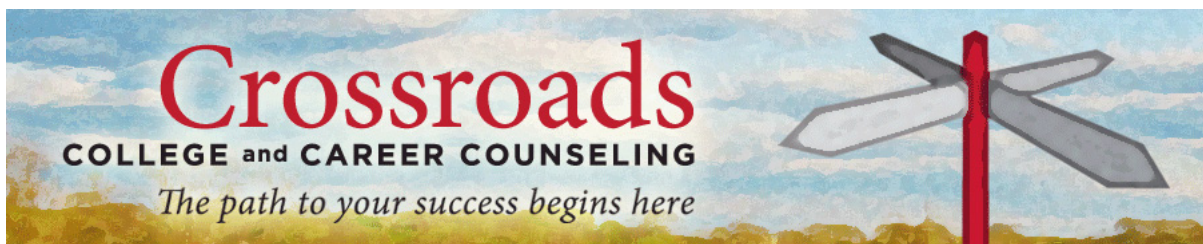




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## Promotional - web

Various web ad banners, animated gifs and blog headers.





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