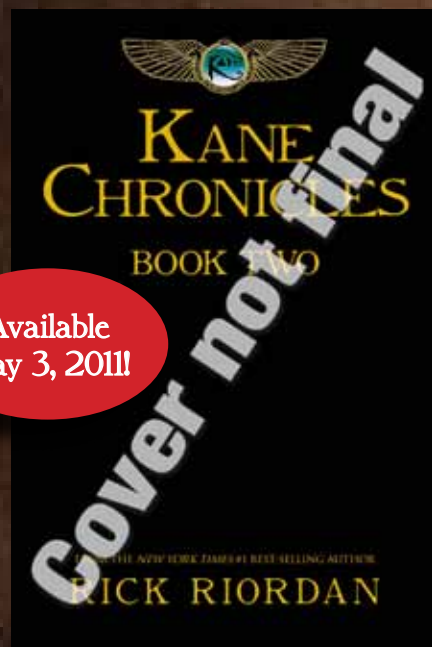


The second book in
the #1 *NEW YORK TIMES*
best-selling series!



ABOUT THE BOOK:

The Kane Chronicles, Book Two
By Rick Riordan
ISBN: 9781423140566/\$18.99
Available: May 3, 2011

The Kane Chronicles, Book Two
from **RICK RIORDAN**

Author of the best-selling
Percy Jackson & the Olympians
and Heroes of Olympus book series

ABOUT THE SERIES:

- #1 *New York Times* best-selling series
- *USA Today* best-selling series
- *IndieBound* best-selling series

ABOUT THE BOOK:

In this exciting second installment of the three-book series, Carter and Sadie, offspring of the brilliant Egyptologist Dr. Julius Kane, embark on a worldwide search for the Book of Ra, but the House of Life and the gods of chaos are determined to stop them.

POWERFUL PUBLICITY:

- Nationwide author tour
- National media coverage
- Title & cover reveal (January 2011)

MASTERFUL MARKETING:

Advertising

- Pre-promotional online advertising campaign with YouTube (over 300 million users worldwide!)
- Online advertising campaign with Miniclip.com (over 57.1 million unique users!)
- Online advertising campaign with Nick.com (over 12 million unique users/month!)
- Online advertising with Disney XD (over 60 million unique users/month!)
- Print/online advertising campaign with *Entertainment Weekly* (over 8 million uniques/month and 1.1 million circ in print!)
- Print/online advertising with *The New York Times* (over 1 million circ in print!)

(All advertising venues tentative)

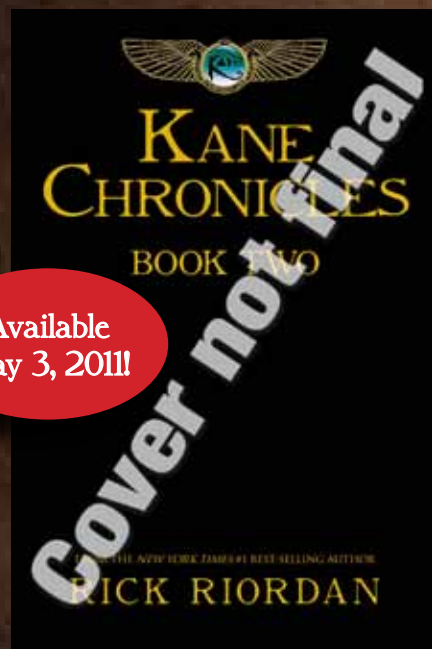
Other Outreach/Promotions

- 12-copy floor display (ISBN 9781423149897)
- 9-copy floor display (ISBN TK)
- 12-copy floor display of *The Red Pyramid* PB (9781423151074)
- 9-copy floor display of *The Red Pyramid* PB (9781423151081)
- Promotional bookmarks (featuring new art for four new characters in the series!)
- Updated event kit with discussion guide for teachers, retailers, and librarians
Featuring activity poster and collectible bookmarks for the series!
- Dedicated series site: thekanechronicles.com
Featuring digital first chapter, new character cards, video, author tour information, news, and more!
- Dedicated [facebook](https://www.facebook.com/thekanechronicles) page: [facebook.com/thekanechronicles](https://www.facebook.com/thekanechronicles)
- Cross-promotion on www.percyjacksonbooks.com

SPECTACULAR SCHOOL & LIBRARY MARKETING:

- Author panel and signing at ALA Annual (June 2011, New Orleans, LA)
- Online teacher's guide
- Institutional advertising

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THE KANE CHRONICLES, BOOK TWO MARKETING AND PUBLICITY TIMELINE:

- **Monday, January 10, 2011:** PR announcement revealing cover, title, and chapter excerpt
 - **Monday, January 24, 2011:** Account specific requests due
 - **Monday, February 7, 2011:** Confirmation/rundown of account specific requests with sales team
 - **Monday, February 14, 2011:** All requests for *Kane Chronicles, Book Two* event kit/promotional giveaways due (solicited separately)
 - **Wednesday, February 16, 2011:** Orders due for all *Kane Chronicles, Book Two* hardcover displays (both 9-copy and 12-copy)
 - **Monday, April 5, 2011:** Tour cities PR announcement
 - **Monday, April 19, 2011:** Pre-promotional advertising begins (YouTube and Facebook)
 - **Tuesday, May 3- Tuesday, May 17, 2011:** On-promotion advertising (*New York Times*, Disney XD, *Entertainment Weekly*, Nick.com, and Miniclip.com)
 - **Wednesday, June 15, 2011:** Orders due for all *Kane Chronicles, Book One: The Red Pyramid* (PB) displays (both 9-copy and 12-copy)
 - **Ongoing:** Updates/news on **Kane Chronicles website** and **Facebook page**
- **All dates in the timeline are tentative and subject to change****

All major reveals for January 10th will be supported in advance with a recap one-sheet/all assets on Wednesday, January 5th, to prepare as needed.