



PREMIUM Ideas

Spring 2011

RANDOM HOUSE, INC.

Promotional concepts from America's #1 book publisher

Ballantine
Fawcett / Del Rey

Bantam / Dell

Blue Apple Books

Broadway

Clarkson Potter

Crown

DC Comics

Doubleday

Fodor's

Hatherleigh Press

Knopf

Kuperard

Listening Library

Living Language

Mark Batty Publishers

The Monacelli Press

National Geographic

New York Review Books

North Atlantic

Osprey Publishing

The Other Press

Pantheon Schocken

powerHouse Books

Princeton Review

Quirk Books

Random House /
Modern Library / Villard

Random House
Audio Books

Random House
Children's Publishing

Random House Large Print

Random House Reference

Rizzoli

Seven Stories Press

Shambhala

Smithsonian

Steerforth Press

Ten Speed Press

Titan

Tundra Books

Vintage / Anchor

Vertical Books

Watson-Guption

Welcome Books

Wizards of the Coast

Partnering with Random House is a **PLUS!**

Powerful...

Offering books to consumers, clients or employees can be a powerful incentive to attract and keep them with your company, product or service.



Lasting...

In today's economy, everyone is interested in expanding their dollar as far as it can go. With a premium book purchase, you will not only get lasting value for your dollar, but you will also give a gift to be treasured for years to come.



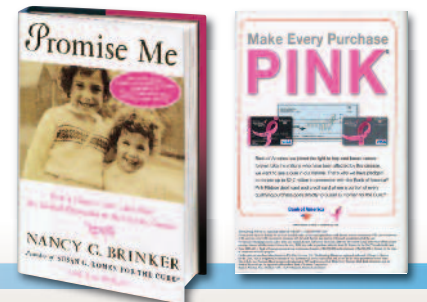
Unlimited...

Random House offers unlimited possibilities. We have the ability to change the look of the cover, jacket or packaging to incorporate your company's logo, as well as create abridged editions, bind-in inserts, coupons, a foreword with your company's message or other pertinent information.



Smart...

Random House is the smart choice in promotional partners since books provide knowledge and promote literacy.



Great Books! Great Terms!

- Free freight via ground
- Top-rated distribution center
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- Excellent customer service
- Endless selection of books
- Aggressive discounts for bulk orders

Reference promo code **SPRING11** when you contact us, and we'll send you a free bestseller!

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Visit us on the Web: www.randomhouse.com

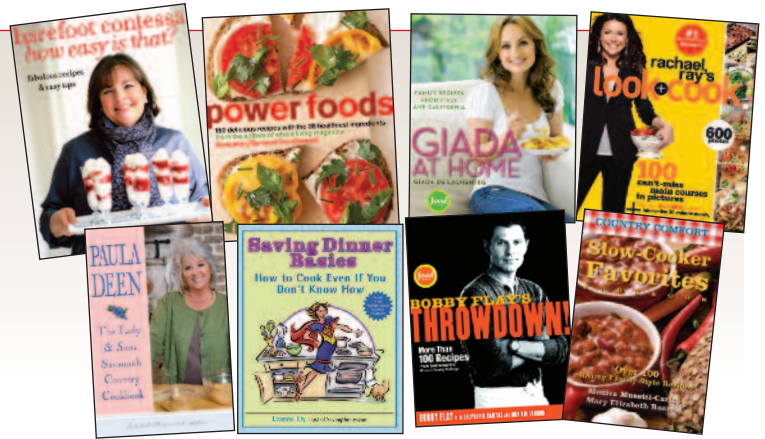


BUILD YOUR NEXT PROMOTION with **RANDOM HOUSE, INC.**

Featured here are the key categories published by Random House. As the largest consumer book publisher in the world, we have all the tools to build a successful promotion! Our experienced sales team understands what marketers need and can create cost-effective premium book offers customized to meet your objectives.

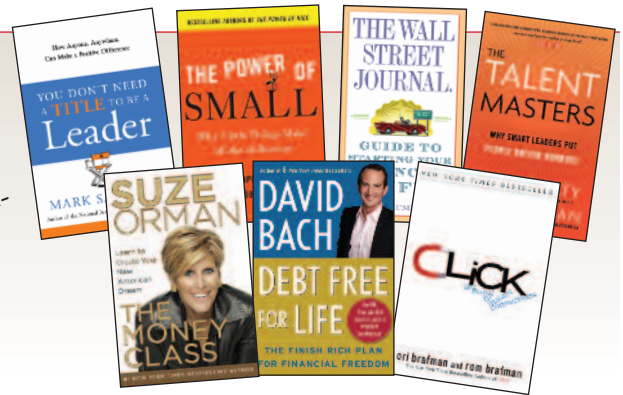
COOKING

Our cookbooks are written by the most renowned chefs in the world! We have helped appliance, houseware and consumer goods companies bundle books with their products and implement gift-with-purchase programs.

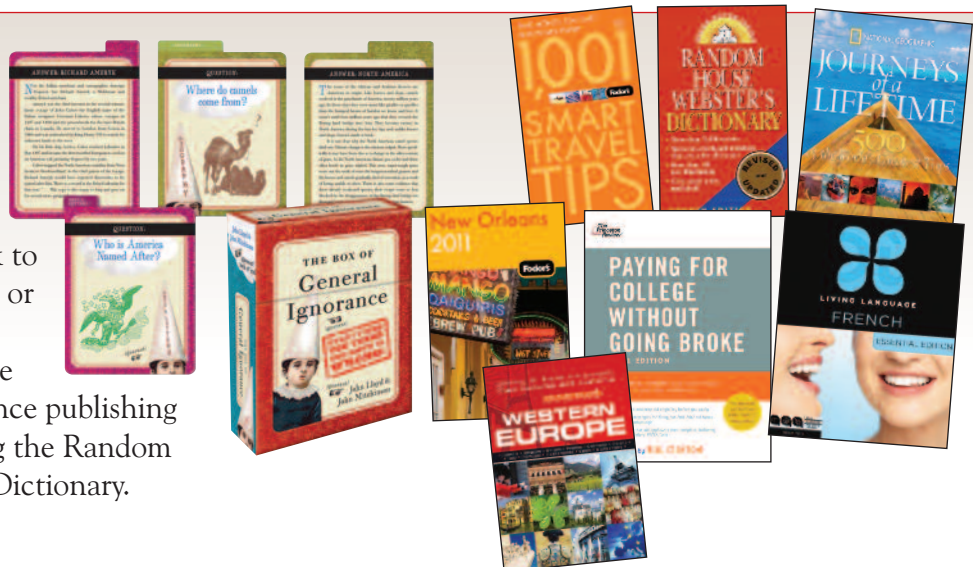


BUSINESS

Get expert information from the world's business leaders. Our powerful and inspiring business books cover broad-reaching topics including customer service, leadership, persuasion and more. Apply these tried and true philosophies to your organization.



Target the consumer or business traveler in your next promotion. Use a Random House travel book to plan your meeting or convention give-away. We also have the leading reference publishing program, featuring the Random House Webster's Dictionary.



HEALTH

Our authors offer the best medical advice in the industry. Create a promotion that grows your business and promotes healthy living.



CHILDREN'S

At Random House, you can find the best children's books featuring licenses that are both classic and brand new. Tie in with our powerful brands and see how recognition and brand-awareness can escalate sales.



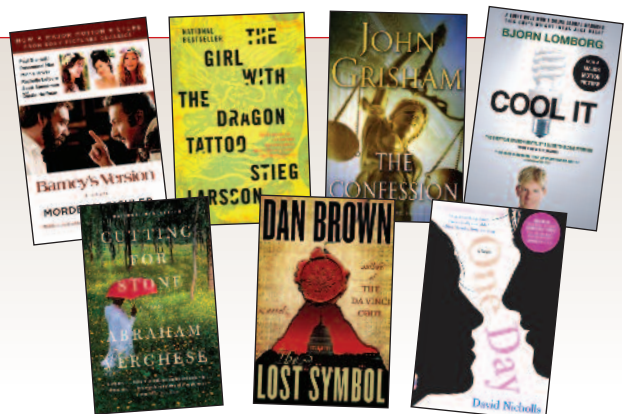
STATIONERY

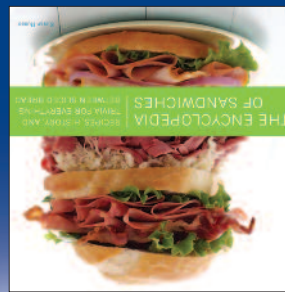
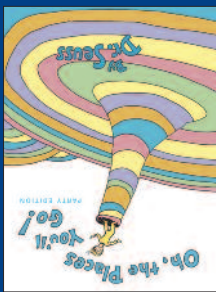
Pair a gorgeous journal or stationery set with your product to add immediate value and appeal. Each season introduces a new line of fun and original products that appeal to all tastes.



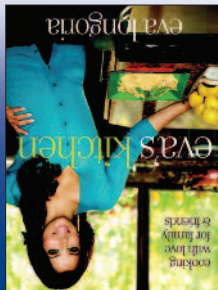
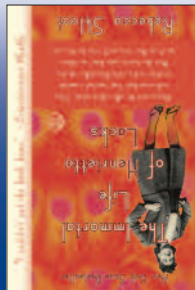
FICTION/ MOVIE TIE-IN

Starting an in-house book club or creating a continuity incentive program is an excellent way to spread your message and reinforce a sense of community within your company. With best-sellers and blockbuster hits, a Random House book is sure to capture attention and keep your audience coming back for more.





Find out why companies like yours think Random House books and audios are more than just great entertainment...



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Inside:

- Use a Random House book for your next promotion!
- Key Categories
- Reference promo code **SPRING11** when you contact us, and we'll send you a free bestseller!