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Marketing Plan Highlights for

CRIMINAL JUSTICE?

THE LEGAL SYSTEM VERSUS INDIVIDUAL RESPONSIBILITY

Robert James Bidinotto, Editor

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- * Foreword by John Walsh, "America's Most Wanted" (Fox TV)
- * Introduction by Robert James Bidinotto
- * Hardcover dust jacket to include new four-color artwork, promotional copy and many endorsements, with John Walsh name prominent.

PUBLICITY PLANS:

- * Advance trade listings; bound galley to trade journals
- * Extensive review-copy and promotional mailings to editors, trade/consumer publications, columnists, talk show hosts
- * Extensive direct-mail promotions to law enforcement and victims' rights groups, including four-color brochure
- * Targeted consumer magazine advertising
- * Author tour and signings, including speaking engagements, newspaper interviews
- * Extensive radio talk-show promotion, coordinated with tour

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