

PUBLISHERS DESIGN GROUP

Autumn's Cathedrals

A Pictorial Tour of 117 Division 1-A College Football Stadiums

Jason Wolfe and Stephanie Wolfe

They're all here—from the legendary Notre Dame Stadium to the mammoth football venues of Michigan, Penn State, Tennessee, and Ohio State. Each school's stadium gets a full page, many depicting the structures from several elevations (field-level, grand stand-level, to aerial), some show a pictorial history of the changes they have undergone over the decades. The average text description accompanying each stadium ranges from 300 to 700 words and is kept to a minimum to communicate only the important facts/trivia. (Oversize, coffee-table with full color)

ISBN 1-929170-07-6

Category: Sports/Football

Price: US\$29.95 CAN\$

Format: Cloth

Trim: 12 x 9h

Page Count: 154

Illus: 150 full color photos

Appendix: Cross reference of schools, teams, stadiums' names, etc.

Carton Quantity: 16

Authors Reside: Sacramento, CA

Competition:

- *College Football Stadiums: An Illustrated Guide to NCAA Division I-A:* Alva W. Stewart, Pb \$34.95, McFarland & Company, Aug. 2000, ISBN: 0-786409-02-9
- *Cathedrals Of College Football:* Irwin and Irwin, Cl \$34.95, Alliance Press, Sept. 1999, ISBN: 0-967209-60-9
- *America's Ballparks:* Kenneth Hogan, Cl \$34.95, Pediment, Nov. 2003, ISBN: 1-932129-44-8
- *Fields of Dreams: A Guide to Visiting and Enjoying...:* Jay Ahuja, Pb \$18.95, Citadel Press; May 2001, ISBN: 0-806521-93-7

Endorsements:

- Coach Vince Dooley, University of Georgia
- Dave Ware, ESPN Radio, "Cheap Shots"
- Paul McGuire, ESPN host and anchor for televised college and pro football games

Sales Materials to support the book:

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Marketing:

- Co-op available.
- Sending review copies with publicity materials to top 45 relevant media outlets
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- Scheduling 15 sports radio show interviews
- Author hosts monthly columns for sports news publications and web sites
- Targeted press releases for book launch
- Targeted press release for ESPN's McGuire endorsement to coincide with start of 05 college football season (Aug 05)
- Test mail campaign to season ticket holders at select stadiums in Aug/Sept 2005

Sales Handles:

- Includes 117 stadiums, the most published
- The only full-color guide for all stadiums
- Endorsed by top recognized names in football: Dooley and McGuire, etc.
- Entertaining, coffee-table size bridges the gap between men and women readers
- Average weekly attendance at Div 1-A stadiums is 2,000,000 fans per game
- Average weekly audience for Div 1-A televised games is over 7,000,000 fans
- The only guide that allocates equal image and text space for all schools
- Rated 5 stars on Barnes & Noble.com

Audience:

- 2-million weekly attend Div 1-A games
- 25-30,000,000 alumni of Div 1-A schools
- Largest audience in Southeast and South
- Many avidly read college sporting news publications (print and online)

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- 75% male, 25% married women who buy as a gift for husbands and sons