

ALBERT WHITMAN & COMPANY

Publishing children's books since 1919



SPRING 2012

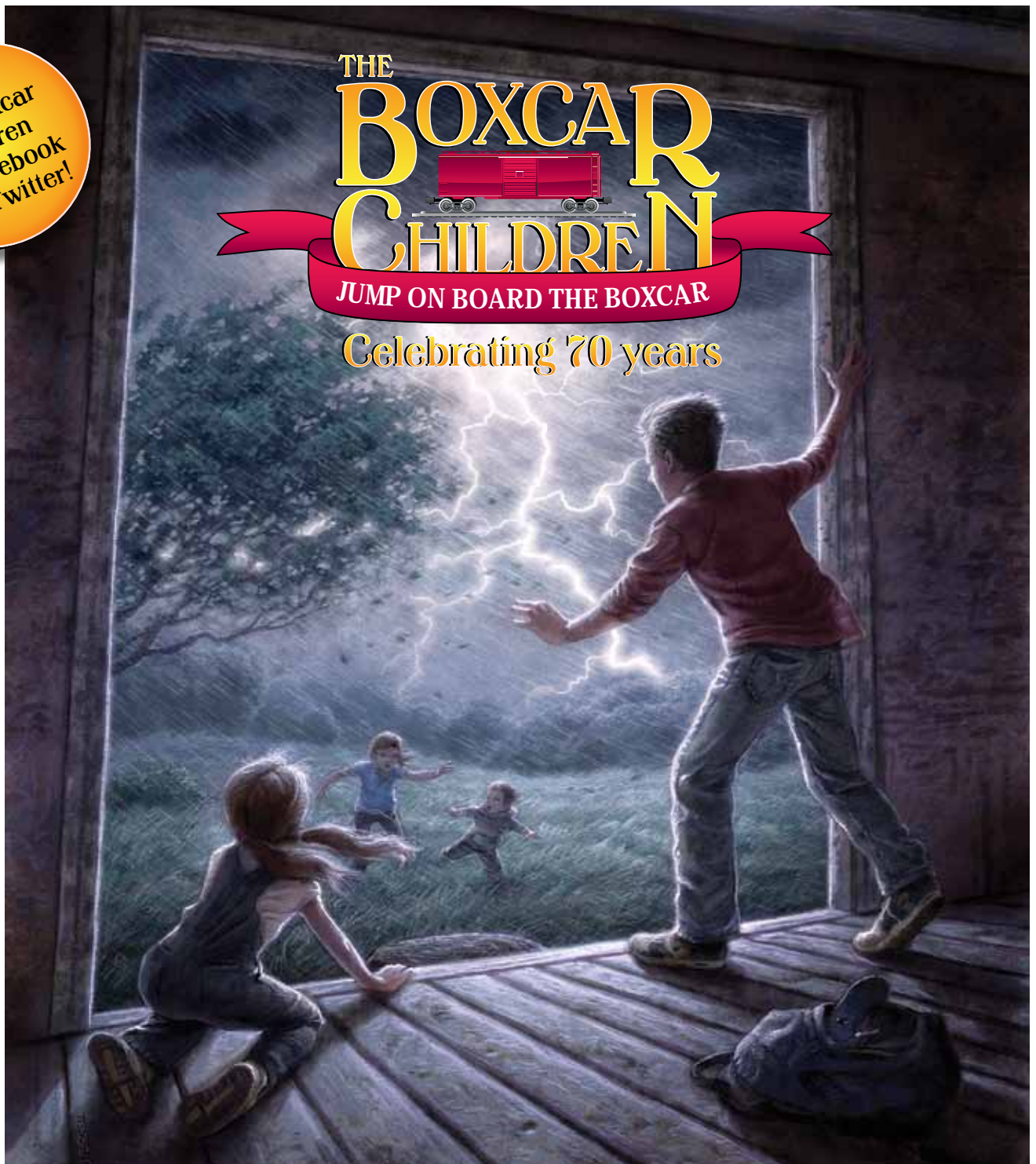
WITH SELECTED BACKLIST

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THE BOXCAR CHILDREN

JUMP ON BOARD THE BOXCAR

Celebrating 70 years



SPRING 2012 HIGHLIGHTS

- Relaunch of series with cover art from illustrator Tim Jessell
- National Publicity and Advertising Campaigns
- Floor and Counter Displays
- Advanced promotions for prequel by Newbery-Medalist Patricia MacLachlan, including eARCs on NetGalley

FALL 2012 HIGHLIGHTS

- Publication of Prequel by Newbery-Medalist Patricia MacLachlan
- 8 City Author Tour featuring an event at The Gertrude Chandler Warner Boxcar Children Museum in Putnam, Connecticut.
- National Publicity and Advertising Campaigns
- Floor and Counter Displays