

3 ORIGINAL STORIES IN 1 BOOK!

Something spooky lurks around every corner in this specter-detecting series



Malcom and Dandy are best friends. But these two boys aren't your average ten-year-olds. When the boys get their hands on an Ecto-Handheld-Automatic-Heat-Sensitive-Laser-Enhanced Specter Detector, their adventures as Ghost Detectors begin. In this first volume of three stories, Malcom and Dandy thwart a practical-joking poltergeist, rid the Miller house of a ghost, and get to the bottom of some unusual paranormal activity in their elementary school. It may sound strange, but it's just the everyday work of a Ghost Detector!

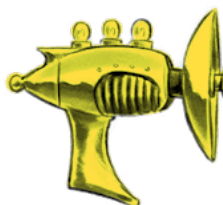
Readers will love the humorous detective adventures, and learn a number of ghost-detecting tips.

Series Info

Ten-year-old Malcolm would rather avoid his older sister, experiment in his lab, and read his science magazines than play sports. In one of his magazines, he comes across an advertisement for an Ecto-Handheld-Automatic-Heat-Sensitive-Laser-Enhanced Specter Detector. With this gadget, the lives of Malcolm and his best friend, Dandy, will never be the same. They begin to find ghosts all around their neighborhood, and begin their new career as ghost detectors! Each volume includes three stories full of ghost-detecting mystery and adventure!

"This is a great new series to offer reluctant readers. ... The gross humor and boy problems of this book will make it a hit with boys ..."

—Library Media Connection, review of *It Creeps!* and *Tell No One!*, 2010 (previous editions)



GREAT BOOKS FOR BOYS!

Available Date
Title

September 3, 2013
Ghost Detectors Volume 1: Let the Specter-Detecting Begin
Stories 1-3

Author
Illustrator
ISBN

Dotti Enderle
Howard McWilliam
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Order Information

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Publishers Group West/Perseus
800.788.3123, orderentry@perseusbooks.com
Also available from national wholesalers
(Baker & Taylor, Ingram, Follett, or your favorite vendor)

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JUNIOR READERS

www.mightymediapress.com

Dotti Enderle was born in Killeen, Texas, and despite being labeled a “reluctant reader” as a child, she grew up to write and publish dozens of books for children. Storytelling is in her blood, and she has entertained at numerous schools, libraries, museums, and festivals since 1993. She takes pride in her vast collection of original stories and folk tales, and specializes in participation stories, which allow her audience to join in the fun. Today, you’ll find her reading, writing, and smiling in Houston, Texas.

Howard McWilliam left his day job as a financial journalist and editor in late 2005 to pursue his love of illustrating. Now, he illustrates regularly for a wide range of magazines and newspapers, including *The Daily Telegraph* and *The Week*. He branched into illustrating children’s books in 2009 and has illustrated multiple titles including *I Need My Monster*, *When a Dragon Moves In*, the *Alfie the Werewolf* series, and more. He lives in Kingston Upon Thames, England, with his wife, Rebecca.



Marketing Information

Audience

- Children ages 8 to 12, particularly boys
- Reluctant Readers
- Teachers / Librarians
- Parents & Grandparents
- Special Holiday Market: Halloween
- Gift book

Marketing Strategy

- **Release Date** August 2013 (Published to coincide with Halloween & fall season promotion)
- **Authorless Events/Tours** across regional Midwest area, with emphasis on books for boys and Halloween events at bookstores, libraries, and schools (additional opportunities at festivals & trade shows); participation in Anoka, MN, Halloween activities
- **Pitch Review and Feature Coverage targeting National & Regional Media** *New York Times*, *Chicago Tribune*, *San Francisco Chronicle*, *NPR Books*, *The Horn Book*, *School Library Journal*, *Publishers Weekly*, *Kirkus Reviews*, *ForeWord Reviews*, *Bookreporter*, *Midwest Book Review*, *Booklist*, *Teacher Librarian*, *BCCB*, & parents publications

Industry Events

- Heartland Fall Forum 2013
- Twin Cities Book Festival 2013
- Halloween Book Festival 2013/2014
- ALA 2013/2014
- Children’s Book Week 2014

- **Pitch Local Media** *Minneapolis Star Tribune*, *St. Paul Pioneer Press*, *MN Parents*, *MN Monthly*, *City Pages*, *MPR*, *KFAI*
- **Promotion Materials** using Halloween, ghost & horror, and books for boys themes
- **Advertising Opportunities** in *TL*, *SLJ*, *PW*, and parents/kids publications
- **Digital Marketing Presence** with strong social media representation through Scarletta website, blogs, Facebook, Twitter, Pinterest, and more
- **Online Merchandising** using Goodreads, bloggers, and vendors for contests, giveaways, and reviews

“... these early chapter books are sure to delight fans of Dan Greenburg’s *Secrets of Dripping Fang* (Harcourt) or Dave Keane’s *Joe Sherlock* (HarperCollins) series.”

—*School Library Journal*, review of *It Creeps!* and *I’m Gonna Get You!*, 2009 (previous editions)

