

# For new fans and longtime readers, as the final

## NATIONAL CAMPAIGN

- **August:** New Line Home Entertainment DVD/VHS release of *The Two Towers*
- **September:** Floor display with movie tie-in novels
- **November:** National laydown for film books and displays
- **November:** Extended DVD and gift edition release
- **December 17:** *The Return of the King* opens in theaters

### Now available

Reader's Guide for *The Lord of the Rings*

0-618-16815-X (pack of 5 / NC)

Teacher's Guide for *The Lord of the Rings*

0-618-12011-4 (pack of 5 / NC)

### New for 2003

- **Consumer Sweepstakes:** Win a trip to a special screening event
- **Select author and cast appearances**
- **Copromotion with New Line Home Video**
- **Promotion at fantasy conventions**
- **Authorless event kit:** *The Return of the King*, 0-618-34954-5 / NC / June  
Includes character guides, trivia, and more
- **Bookmarks** 0-618-34963-4, NC (pack of 25)
- **Permanent in-store display banner:** Please ask your rep for details.
- **Easelback** 0-618-39536-9, NC
- **Tolkien catalog:** full-color, annotated, all titles through 2003
- **On-line features** at [www.lordoftheringstrilogy.com](http://www.lordoftheringstrilogy.com) and campaign with fan sites
- **Teach Tolkien campaign**

## The Lord of the Rings Book/Bookends Gift Set

In partnership with the fabulous artisans of Sideshow/WETA — the designers and sculptors who worked on the films — comes a book and bookend set sure to be the envy of every Tolkien fan

J.R.R. Tolkien's epic masterpiece *The Lord of the Rings* is here presented in a marvelously crafted gift set that no fan should be without. The set depicts the reunion of Gandalf the Grey and Bilbo Baggins at the beginning of *The Fellowship of the Ring*. These lovingly sculpted statuettes are hand-cast from heavyweight polystone before being hand-painted to the highest standards. A one-volume hardcover edition of *The Lord of the Rings* featuring **unique cover art** from the film completes this keepsake, limited edition set.

0-618-40121-0 • \$75.00 • Book/Bookends Gift Set

**November** • 16" w x 9 1/2" h x 8 1/2" D (box)

Display box shows all set pieces through clear windowpane

Includes a hardcover edition of *The Lord of the Rings* one-volume with unique MT1 jacket • 5 1/2 x 8 1/4 CL

