

For Immediate Release

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**CUSTOM BOOK JACKETS FOR 50 COPY MINIMUM ORDERS  
NOW AVAILABLE AT THE BOOK COMPANY**

DELRAY BEACH, Fla. (March 2010) –The Book Company now offers Custom Book Jackets for a minimum order of only 50 copies at the same price as their popular Promo-Page Insert.

Custom Book Jackets can be created for most any currently published hardcover book, said Doug Greenhut, president.

According to Greenhut, customers have the option of maintaining the same general look of the existing book's cover or creating their own, completely custom, full-color artwork on the front cover, back cover, and inside jacket flaps. Production time is only 15 business days from artwork approval. Examples of custom book jackets with before-and-after images are currently available online at <http://www.thebookco.net/custom.cfm>. The Book Company also offers creative services for companies looking for assistance in creating the book jacket design and copy.

"A Custom Book Jacket allows you to make any hardcover book your own," said Greenhut.

"With advances in printing technology, we've been able to bring the price down to make this a viable option for smaller quantities and a wider audience. Clients will be blown away by the impact, brand exposure and lasting value that a Custom Book Jacket provides. "

Unique to the promotional products industry, The Book Company offers customization for literally any book in the world. Their experienced team and expansive web site ([www.thebookco.com](http://www.thebookco.com)) offer promotional product specialists smart and easy ways to find the perfect book for most any promotional theme and budget. In addition to the Custom Book Jacket, other customization options include a Cover Imprint (a 1-color logo pad printed on the front cover) and Promo-Page Insert (a full-color page permanently glued inside any book/journal).

For more information about Custom Book Jacket or other customization options offered by The Book Company, contact your Account Manager toll-free at 1-800-367-9388, or visit their web sites at: Distributor Website: [www.thebookco.net](http://www.thebookco.net) or End-User Website: [www.thebookco.com](http://www.thebookco.com).