

Jammin' with *The Jazz Fly* By Matthew Gollub

Like most children's authors, I started my career by writing books for other publishers. But I always wanted to share more than the written word. I worked out ways to perform my stories live, adding percussion, theatrical gestures and foreign phrases for effect. At times, the live performance took over the written word. I especially liked rhythmic stories that used jazzy chants and beats.

My first such book, *The Jazz Fly*, has won a standing ovation of awards. But since I created the story as a performance piece, I felt it needed to come with a CD. Why settle for mere words on a page when I could include my narration set to a jazz quartet? The big publishers balked when I explained the concept. They said including a CD with a book was too expensive and was not what they did.

Still, I believed *The Jazz Fly* had an audience. Each year, I was speaking at over 60 schools and conferences; audiences loved the story wherever I performed. So with a nudge from my mother, and a nod from my wife, I decided to publish *The Jazz Fly* myself—with my narration, set to my jazz quartet.

“Thank you,
Univenture, for
helping *The Jazz
Fly*, to fly!...I
consider
Univenture a
partner that gives
my company a
competitive edge,”
Said Matthew
Gollub, Author.



I have little aptitude for betting, but this gamble paid off. *The Jazz Fly* became the #1 Recommended Children's Book among independent booksellers nationwide. It won a Benjamin Franklin award for excellence in publishing and the Writer's Digest National Self-Published Book Award. But the manufacturing questions involved at first made my head spin. How to package the listening experience with the illustrated book? Should I include a cassette or audio CD? Attached or inserted? In a jewel case or sleeve?

Here is where I am most grateful to Univenture. My sales contact, the personable and highly capable, Kara Dollison, suggested that I use a poly AdhesivePak sleeve. The CD sleeve enables the book to lie flat. Its transparency highlights the design of the CD and doesn't interfere visually with the patterned endpapers of the book. The sleeve is tamper-resistant to withstand shelf life in bookstores. The pricing is affordable and disc insertion swift. Kara even found a cost-effective way to orient the CDs so that the disc faces up when a prospective customer opens the book!

Thank you, Univenture, for helping *The Jazz Fly*, to fly! Now, with other well-regarded books and CDs on the market, I consider Univenture a partner that gives my company a competitive edge. My youthful clientele *love* my books (even though many of them do not yet read). Whether they're bopping with *The Jazz Fly* or rockin' to *Gobble, Quack, Moon*, they, too, benefit from the right CD sleeve!

Matthew Gollub's books with CDs are available in bookstores, libraries and online. For more information, please visit www.matthewgollub.com.

For more information on Univenture and their line of disc packaging products, visit www.univenture.com.