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**Big Sky Brooklyn's Expanded Literature:
An Unprecedented Marketing Strategy**

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Expanded Literature: Novel / Social Media / Licensing

Expanded Literature (EL) is an unprecedented marketing and licensing strategy, intended to both supplement and promote *Big Sky Brooklyn* the novel. EL will make the book come alive, through fresh and varied content; and give it constant visibility.

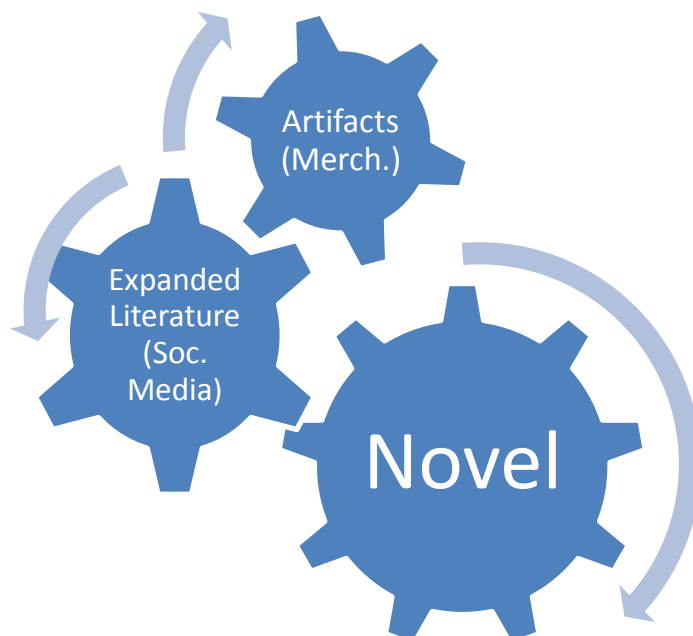
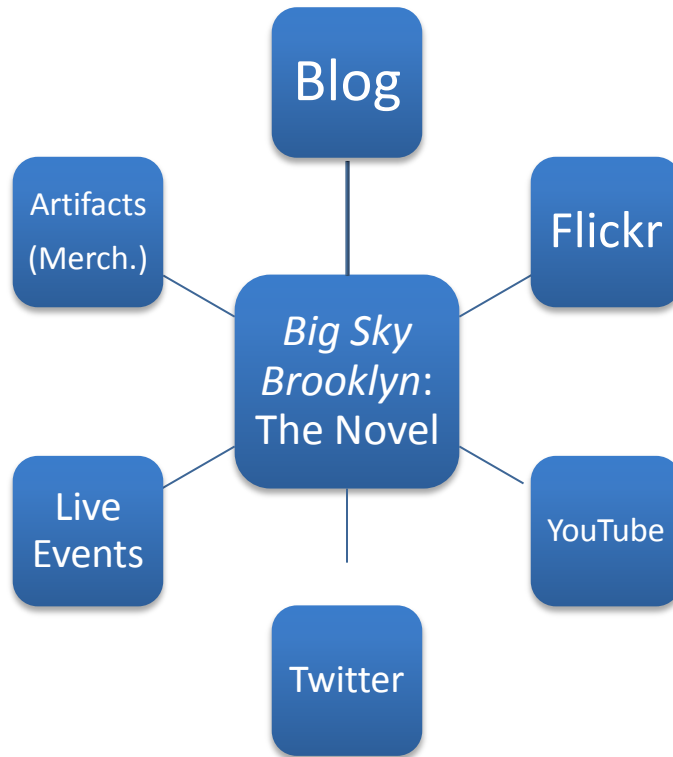
EL includes photos, poetry and more, spread across a variety of social media platforms, including [Blogger](#), [Flickr](#), and [Twitter](#). Future plans could include more history/reportage and viral videos (YouTube) featuring characters from the book.

[Big Sky Brooklyn Artifacts](#) (see pgs. 17 - 22) presents licensing possibilities that the novel's publication would galvanize.

EL, being multifaceted, lends itself to new platforms, new content sources, and additional streams of revenue. The book is *the* central element and stands on its own. However, all the elements in concert—the book, social media, and licensing—is a three-headed entity, a mutant spawn of literature and technology, art and commerce.

Some publishers will immediately sense that *Big Sky Brooklyn* has a built-in buzz factor—**paradigm for the convergence of literature and social media**, perhaps. This is appealing for several reasons. Above all, it means that a key part of the work required to market the book has already been done, and the author has embraced the role of developing and *maintaining* it.

Visualizing Expanded Literature



BigSkyBrooklyn.com (Blog)

BigSkyBrooklyn.com: photos, poetry, and short essays . . . The hub of expanded literature for *Big Sky Brooklyn* the novel. [\[Link to blog\]](#)

Share Report Abuse Next Blog»



BIG SKY BROOKLYN

BLOG / NOVEL / ARTIFACTS

Home Artifacts (Online Store) Big Sky Brooklyn: The Novel Slideshows

WEDNESDAY

Sheepshead Bay/Manhattan Beach (Brooklyn by the Sea: Part 1)



SHARE (FOR POST - CLICK TITLE)

CLICK . . .

- images to enlarge
- labels - related posts (Index below)

adam[at]bigskybrooklyn[dot]com

FOLLOW ME ON [twitter](#)

BLOG ARCHIVE

- ▼ 2011 (11)
 - ▶ December (3)
 - ▶ November (1)
 - ▶ October (1)
 - ▶ September (2)
 - ▶ August (1)
 - ▼ July (1)
 - Sheepshead Bay/Manhattan Beach (Brooklyn by the Se...
 - ▶ April (1)
 - ▶ January (1)
- ▶ 2010 (26)
- ▶ 2009 (40)
- ▶ 2008 (27)
- ▶ 2007 (111)

Internet | Protected Mode: On

Share Report Abuse Next Blog»


BIG SKY BROOKLYN

BLOG / NOVEL / ARTIFACTS

Home Artifacts (Online Store) Slideshow of the Week Big Sky Brooklyn: The Novel

MONDAY

These Streets Are Alive With Revelations



Ft. Hamilton Parkway, early September 2007

POSTED BY ADAM E. AT 12:01 AM 2 COMMENTS ✉

LABELS: CEMETERIES

THURSDAY

My Canoe Trip on the Gowanus Canal

The Gowanus Canal is a strong Grey God. When she takes you in her arms you know that you have been kissed and spanked—and then you are kissed and spanked again.


—Craig Mullen

Recently I took a canoe trip on the Gowanus Canal, courtesy of Ellie Hanlon, captain of the Gowanus Dredgers Canoe Club. The Dredgers is a nonprofit group whose mission is to introduce New Yorkers to

CLICK . . .

- images to enlarge
- labels for related posts (INDEX)

E-mail: adam[at]bigskybrooklyn[dot]com




FOLLOW ME ON [twitter](#)

BLOG ARCHIVE

- ▼ 2011 (18)
 - ▼ August (1)
 - These Streets Are Alive With Revelations
 - July (10)
 - June (5)
 - April (1)
 - January (1)
- 2010 (23)
- 2009 (39)
- 2008 (24)
- 2007 (102)

ABOUT BIG SKY BROOKLYN (BSB)



[VIEW MY COMPLETE PROFILE](#)

Internet | Protected Mode: C

BIG SKY BROOKLYN

BLOG / NOVEL / ARTIFACTS

Home Slideshows Big Sky Brooklyn: The Novel Artifacts (Online Store)

Tabs: ↑ ↑ ↑

Big Sky Brooklyn: The Novel (Blog Tab)

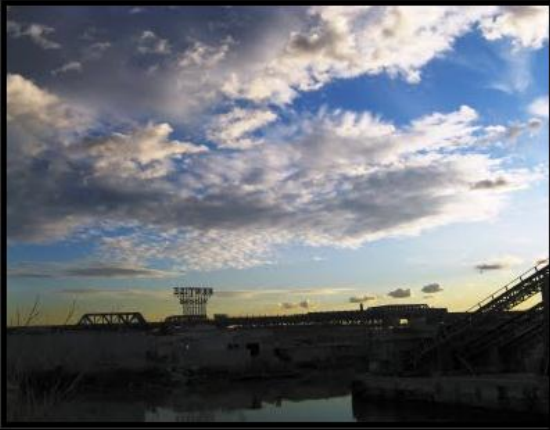
The novel complement post (NCP) annotates and expands a specific scenario in the novel. [Links: [Blog tab for NCPs](#) . . . [All NCPs \(Novel label on blog\)](#)]

BIG SKY BROOKLYN

BLOG / NOVEL / ARTIFACTS

Home
Slideshows
Big Sky Brooklyn: The Novel
Artifacts (Online Store)

Big Sky Brooklyn: The Novel



FOLLOW BY EMAIL

Submit

SHARE (FOR POST - CLICK TITLE)

CLICK . . .

- [images to enlarge](#)
- [labels for related posts \(Index bel.\)](#)


adam[at]bigskybrooklyn[dot]com

FOLLOW ME ON
twitter

BLOG ARCHIVE

- ▶ [2012 \(4\)](#)
- ▶ [2011 \(11\)](#)
- ▶ [2010 \(27\)](#)
- ▶ [2009 \(40\)](#)
- ▶ [2008 \(27\)](#)
- ▶ [2007 \(111\)](#)

ABOUT BIG SKY BROOKLYN (BSB)



VIEW MY COMPLETE PROFILE

Expanded Literature

The links below are for *novel complement posts*, which evoke the book's landscape and offer another dimension—Expanded Literature. Coming soon: video, new features, and more.

ALL POSTS (Novel Label)

- The Ghost Town of Memory (Chapter 1: Jimmy Bricks)
- A Map of the Terrain (Chapter 2: Industrial Palette)
- Temples of Languor (Chapter 2)
- The Street Fair (Chapter 3: The Renovation)
- Song of Third Avenue (Chapter 4: Don of the Docks)
- The Wiseguy Songbook (Strains of the Maudlin) (Chapter 4)
- The Dim Hollows Surrounding the Glittering Heights (Chapter 5: Brooklyn Works)

The Ghost Town of Memory (Novel Complement Post)

A novel complement post (NCP). [\[Link to NCP\]](#)

The screenshot shows the homepage of the 'BIG SKY BROOKLYN' website. The header features the site name in large white letters, with 'BLOG / NOVEL / ARTIFACTS' underneath. A navigation bar includes links for 'Home', 'Slideshows', 'Big Sky Brooklyn: The Novel', and 'Artifacts (Online Store)'. The main content area is dated 'SUNDAY' and features a post titled 'The Ghost Town of Memory' with a large image of a red brick wall. Below the image is the caption 'American Bond'. To the right of the post is a 'FOLLOW BY EMAIL' section with a text input field and a 'Submit' button. Below that is a 'SHARE (FOR POST - CLICK TITLE)' section with social media icons for Facebook, Twitter, Email, Print, and a plus sign. Further down is a 'CLICK' section with a list of links: 'images to enlarge' and 'labels for related posts (Index bel.)'. Below this is an email address 'adam[at]bigskybrooklyn[dot]com' and a 'FOLLOW ME ON twitter' button. At the bottom right is a 'BLOG ARCHIVE' section with a list of years and months: '2012 (3)', '2011 (11)', '2010 (27)', 'November (2)', 'June (10)', 'April (4)', 'February (3)', and 'January (8)'. Under 'January (8)', several post titles are listed, including 'The Ghost Town of Memory', 'A Map of the Terrain', 'Temples of Languor', 'The Street Fair', 'Song of Third Avenue', 'The Wiseguy Songbook (Strains of the Maudlin)', and 'The Dim Hollows Surrounding the City of Brooklyn'.



The church stood over the sunken Brooklyn Queens Expressway ("the Ditch"), its spire visible for miles. For Jimmy Bricks that spire was a memory antenna.



Slideshow of the Week Archive

Slideshow of the Week blog posts (from Flickr photo sets) . . . Linked from Slideshows blog tab, or the blog label "BSB on Flickr (Slideshows)." [\[Link to label\]](#)

Share Report Abuse Next Blog»

BIG SKY BROOKLYN


BLOG / NOVEL / ARTIFACTS

[Home](#) [Artifacts \(Online Store\)](#) [Big Sky Brooklyn: The Novel](#) [Slideshows](#)

Showing posts with label **BSB on Flickr (Slideshows)**. [Show all posts](#)

SUNDAY

Slideshow of the Week: The Houses in Brooklyn



Full Screen: ▶ . . . 4-way arrows (lower rt.)

[Visit Big Sky Brooklyn on Flickr](#)

POSTED BY ADAM E. AT 5:17 AM 0 COMMENTS

Recommend this on Google

LABELS: [BSB ON FLICKR \(SLIDESHOWS\)](#), [HOUSES IN BROOKLYN](#), [TAXONOMIES](#)

SHARE (FOR POST - CLICK TITLE)

CLICK . . .

- images to enlarge
- labels - related posts (Index below)

adam[at]bigskybrooklyn[dot]com

FOLLOW ME ON [twitter](#)

BLOG ARCHIVE

- ▶ 2011 (11)
- ▶ 2010 (26)
- ▼ 2009 (40)
 - ▼ November (19)
 - [Slideshow of the Week: The Houses in Brooklyn](#)
 - [Slideshow of the Week: Ornamental Brooklyn](#)
 - [Slideshow of the Week: Castles of Limbo \(Car Servi...](#)
 - [Slideshow of the Week: Brooklyn by the Sea](#)
 - [Slideshow of the Week: Coney Island \(inc. Coney Is...](#)



Slideshow of the Week: Ornamental Brooklyn



 **Ornamental Brooklyn**
from Big Sky Brooklyn on Flickr

Full Screen: ▶ . . . 4-way arrows (lower rt.)

[Visit Big Sky Brooklyn on Flickr](#)

POSTED BY ADAM E. AT 5:05 AM 0 COMMENTS  


    Recommend this on Google

LABELS: BSB ON FLICKR (SLIDESHOWS), ORNAMENTAL BROOKLYN, TAXONOMIES

FRIDAY

Slideshow of the Week: Castles of Limbo (Car Service Waiting Rooms)



 **Castles of Limbo**
from Big Sky Brooklyn on Flickr

- ▶ Slideshow of the Week: Brooklyn Unleashed
- ▶ Slideshow of the Week: Billboard Shells
- ▶ Slideshow of the Week: Industrial Brooklyn
- ▶ Slideshow of the Week: Abandoned Toys
- ▶ Slideshow of the Week: Monumental Brooklyn
- ▶ Slideshow of the Week: Heavenly Transmissions
- ▶ Slideshow of the Week: Churches & Transit
- ▶ Slideshow of the Week: Bags on Barbed Wire
- ▶ Slideshow of the Week: 99¢ Wholesale
- ▶ Slideshow of the Week: Footbridges & Pedestrian Tu...
- ▶ Slideshow of the Week: Cemeteries
- ▶ Slideshow of the Week: Brooklyn Birds
- ▶ Slideshow of the Week: Gravesend
- ▶ Slideshow of the Week: The Autosphere

- ▶ October (3)
- ▶ September (10)
- ▶ July (3)
- ▶ June (1)
- ▶ May (1)
- ▶ April (2)
- ▶ February (1)
- ▶ 2008 (27)
- ▶ 2007 (111)



[ABOUT BIG SKY BROOKLYN \(BSB\)](#)

Flickr Photo Sets

Thematic groups of photos: neighborhood taxonomies, visual totems, etc. [\[Link to Flickr sets\]](#)

The screenshot shows the Flickr interface for a user named 'Big Sky Brooklyn'. The page displays a grid of 21 photo sets under the heading 'Your photostream'. Each set includes a representative photo, a title, and the number of photos in the set with an 'Edit' link.

Set Title	Number of Photos
Brooklyn by the Sea	13 photos
Coney Island/Coney Island...	22 photos
Brooklyn Unleashed (Animals)	16 photos
Monumental Brooklyn	19 photos
Cemeteries	38 photos
Ornamental Brooklyn	12 photos
Industrial Brooklyn	15 photos
Billboard Shells	16 photos
The Autosphere	12 photos
Brooklyn Birds	10 photos
Footbridges &...	25 photos
Heavenly Transmissions	8 photos
Bags on Barbed Wire	8 photos
Churches & Transit	13 photos
The Houses in Brooklyn	12 photos
Gravesend	18 photos
Louis Armstrong's Grave...	7 photos
Castles of Limbo	12 photos
Brooklyn Prays (Churches)	12 photos
Astoria (Part 1)	16 photos
Astoria (Part 2): Hellgate...	16 photos


Individual Flickr Photo

[\[Link to photo\]](#)

flickr from YAHOO! Signed in as **Big Sky Brooklyn** (7 new) [Help](#) [Sign Out](#)

[Home](#) [You](#) [Organize & Create](#) [Contacts](#) [Groups](#) [Explore](#) [Upload](#) [Search](#)

Actions ← Prev Next →



By Big Sky Brooklyn
Adam E.

This photo was taken on May 7, 2007 using a Canon PowerShot A710 IS.

[Add this photo to your map!](#)

41 views

This photo belongs to

- [Big Sky Brooklyn's photostream](#)

This photo also appears in

- [Industrial Brooklyn](#) (set: 15)
 -
 -
 -
 -
 -
- [Abandoned](#) (group)
- [Industrial Decay](#) (group)

People in this photo [\(add a person\)](#)

Adding people will share who is in this photo

Tags [\(add a tag\)](#)

- [Big Sky Brooklyn](#) • [industrial Brooklyn](#) • [Industrial Archaeology](#) • [Industrial Structures](#) • [BigSkyBrooklyn.com](#)


Owner settings [\(show more\)](#)

- All Rights Reserved [\(edit\)](#)
- Want to license your photos through Getty Images?
- Anyone can see this photo [\(edit\)](#)

Industrial Brooklyn No. 5

Dilapidated Factory: Death comes a clankin' (Red Hook)

Comments and faves



Add your comment here...

[Want to format your comment?](#)

[PREVIEW](#) [POST COMMENT](#)

Individual Flickr Photo (E-mail Promo)

Photo, e-mailed from Flickr site . . . Part of marketing campaign: new product, event, or new content (blog post, slideshow, tweet, etc.). [See below: Single Product E-mail . . . [Link to Flickr photo](#)]

The screenshot shows a Yahoo! Mail interface. The top navigation bar includes 'WHAT'S NEW', 'INBOX (7)', and 'CONTACTS'. The selected email is from 'Adam E. via Flickr' to 'adam@bigskybrooklyn.com', dated Thursday, March 15. The email content features the Flickr logo, a greeting to 'adam@bigskybrooklyn.com!', and a photo of a green Victorian house. The photo is titled 'Kensington No. 1' and was uploaded by Big Sky Brooklyn on September 17, 2010. Below the photo is a text box containing the sentence: 'The houses in Brooklyn, Brooklyn's in the house.'

Twitter

Twitter is a linchpin of Big Sky Brooklyn's cross-promotional strategy. The different tweet categories* are aligned with each other and help to coordinate marketing campaigns. [[Link to Twitter profile page](#)]

*Shown below: Novel Complement Post (NCP), Slideshow, New post on BigSkyBrooklyn.com, New Product/Line (Artifacts), Single picture ("Abstractions").

The screenshot displays the Twitter profile for Adam E. (@BigSkyBrooklyn). The profile header includes a bio: "Blog / Artifacts / Novel – Evoking the splendor of Brooklyn . . . A unique mesh of desolate and sublime." and a link to the website. The navigation menu on the left lists: Tweets, Following, Followers, Favorites, Lists, and Similar to you. The "Similar to you" section lists three accounts: Faissal Alhaithami (@FaissalAlhaithami), Brooklyn NearSay (@BrooklynNearSay), and Jill Sessa (@GoaltrainerJill). The main content area shows a list of tweets, each with a profile picture, name, handle, text, and timestamp. The tweets include links to various content such as a new series, a novel excerpt, a slideshow, and product announcements.

Twitter Campaign (TweetDeck)

Tweets from various categories, coordinated & synchronized ("Scheduled Updates," 1 week)

↓

Twitter Campaign (TweetDeck)

Tweets from various categories, coordinated & synchronized ("Scheduled Updates," 1 week)

Column 1: Favorites

- 03/27/2012: Word of The Day: headliner tfd.com/.r.htm?032712
- The Publishing Talk Daily is out! bit.ly/9XxqZX
- Mad Men: the most literary show on TV | The Telegraph tgr.ph/HfUyzG
- Amazon Bestseller: Top Ten Tips For Hitting #1 On The Amazon Store dld.bz/bgFR7
- 9 Social Media Marketing Tips From the Pros dld.bz/bgFR5
- A new @Goodreads timeline maps dystopian fiction against bleak moments in history: mbist.ro/GEEyky
- Poets: Hold onto the idea "I contain multitudes" (Whitman) & "steer clear of becoming a figurehead." Pireeni Sundaralingam @Tweet_This_Rock
- 03/23/2012: Word of The Day: silver-tongued tfd.com/.r.htm?032312
- Author Platform: What Are You Waiting For? bit.ly/qr3Yzu RT @JFbookman #amwriting

Column 2: Scheduled Updates

- Big Sky Brooklyn: The Novel . . . Excerpt: "The Ghost Town of Memory" <http://goo.gl/wxyxf> (Chap. 1) . . . From www.BigSkyBrooklyn.com
- Calendar: Brooklyn Bars <http://goo.gl/2Bqvl> Savor time in thirsty Brooklyn; 12 months of vintage dives (From BigSkyBrooklynArtifacts.com)
- Slideshow of the Week: The Houses in Brooklyn <http://goo.gl/UY0s9> . . . More Original Photos + Blog/Merchandise/Novel @ BigSkyBrooklyn.com
- Big Sky Brooklyn: The Novel. Gentrification development bitterness of natives two-family houses disappearing <http://goo.gl/wxyxf> (Chap. 1)
- Coffee Mug: Red, White & Blue Hydrant <http://goo.gl/C2zZc> . . . Drink loud & proud—Brooklyn is Americal (from BigSkyBrooklynArtifacts.com)
- The Houses in Brooklyn (Brooklyn's in the House): Canarsie <http://goo.gl/yk5AX> (from: BigSkyBrooklyn.com)
- Jimmy Bricks, up on the rooftops his fingerprints on the skyline We built this neighborhood now they're tearin' it down <http://goo.gl/wxyxf>
- Home & Office Products (Calendars/Drinkware/Mousepads) <http://is.gd/g1ckL6> Unique Brooklyn photo-designs (BigSkyBrooklynArtifacts.com)
- Ornamental Brooklyn: Carroll Gardens <http://goo.gl/Sigvq> (from: BigSkyBrooklyn.com)

Column 3: @BigSkyBrooklyn/brooklyn-r

- We're also looking at #ICP's exhibit on #TheLovingStory about groundbreaking interracial marriage ruling at #ExLab. #CBBG connections too!
- Its Green Week at Pratt! Saw the Sustainable Fashion exhibit...can't wait to unveil ours in Designing the Future case @BLDG92 in the Fall.
- #ExLab-ers aren't just learning about #Weegee; we're also talking about exhibit design choices here at @ICPMuseum.
- A Tour bit.ly/GWzuo Add brooklynhistory to a group / list
- #ExLab students are touring the #Weegee exhibit at @ICPMuseum!
- GREENWOOD HEIGHTS: Brooklyn now has a hip hop hotel nyp.st/HaKl5w
- So @NYmag thinks that the new HBO show 'Girls' is awesome. A lot of it was filmed in Bushwick. What do you guys think? ow.ly/9UlnZ
- We are swooning over (Yard tenant) Susan Wood's Aswoon Spring Collection for Bergdorf Goodman. Check it out, 7th floor, 5th Ave store
- City Room: Officer Convicted in Sexual Assault nyti.ms/GUFw3v

Big Sky Brooklyn Artifacts (Home page)

Big Sky Brooklyn Artifacts is my online store where I sell a variety of merchandise. The designs are based on images/themes from the blog. (The store is hosted on Zazzle.com.) [\[Link to Big Sky Brooklyn Artifacts\]](#)

Big Sky Brooklyn Artifacts [Manage my store](#)

One of a kind photo-design products: T-shirts, bags, drinkware, calendars, mousepads, iPad & iPhone cases, keychains, and more . . . Evoking the splendor of Brooklyn—a unique mesh of desolate and sublime.

Visit [BigSkyBrooklyn.com](#) (the blog) & [Flickr photosets](#).

*** Big Sky Brooklyn Artifacts = Customization ***

In addition to the products available on this site now, you can have *any image* on the blog or Flickr made into a product of your choice. Many items to chose from ([view selection](#)). Simply match the image(s) with the product(s), then send an e-mail with your choices to adam@bigskybrooklyn.com.

Department

- Clothing (34)
- Office Products (31)
- Home & Pets (28)
- Accessories (27)
- Cards & Postage (9)
- Art & Posters (9)
- Electronics (7)
- Other Products (4)

Design Options

- Customizable (85)
- Template Products (7)

Browse this Store

- T-shirts
- Accessories
- Home & Office
- Unique Gifts
- Prints & Posters

Content Filter: **Safe**
[Change](#)

[Promote This Store](#)

T-shirts

Accessories

Home & Office

Unique Gifts

Featured Products

[View all products](#)

Wrong Number T-shirt

Rocking Horse on Tote Tote Bags

Doll in Trash Ladies Spaghetti Top Tshirts

Big Sky Brooklyn Artifacts (Home & Office Products)

Big Sky Brooklyn Artifacts is organized by product lines (like the example below); and product groups (calendars, tote bags, drinkware, etc.). [[Link to Home & Office products](#) . . . [Link to bags](#)]

The screenshot displays the 'Home & Office' category page on the Big Sky Brooklyn website. The page features a dark blue sidebar on the left with navigation options such as 'Search this Store', 'Department', 'Browse this Store', and 'Promote This Store'. The main content area is titled 'Home & Office' and includes a 'Manage this category' link, a list of product types (Mousepads, Calendars, Drinkware), and a display count of '(Displaying 1 - 23 of 23)'. The products are arranged in a grid:

- Cemetery Gates Mousepad:** A mousepad featuring a photograph of a weathered, teal-colored metal gate with a padlock.
- Lone Wolf Liquors Frosted Mug:** A white frosted mug with a handle, featuring a photograph of a liquor store named 'Lone Wolf LIQUORS'.
- Calendar: Brooklyn Bars:** A spiral-bound calendar showing a photograph of a bar named 'Lounge'.
- Rusted Anchor Mousepad:** A mousepad featuring a photograph of a large, rusted metal anchor.
- Wrong Number Frosted Mug:** A white frosted mug with a handle, featuring a photograph of a building with a sign that says 'THE WRONG NUMBER'.
- Calendar: Brooklyn by the Sea:** A spiral-bound calendar showing a photograph of a boat on the water.
- Hydrant Mousepad:** A mousepad featuring a photograph of a blue and red fire hydrant.
- Calendar: Ornamental Brooklyn:** A spiral-bound calendar showing a photograph of a red building with an American flag and a statue.
- Conical Duct Mug:** A white mug with a handle, featuring a photograph of a large industrial conical duct.

Artifacts (Blog Tab)

The Artifacts tab on the blog includes a flash panel. It displays, in moving sequence, all the merchandise available from Big Sky Brooklyn Artifacts. (Other types of flash panels—e.g., for a product group—can be easily made and embedded in a blog post or any Website.) [\[Link to Artifacts blog tab\]](#)

[Share](#) [Report Abuse](#) [Next Blog»](#)


BIG SKY BROOKLYN


BLOG / NOVEL / ARTIFACTS

Home
Artifacts (Online Store)
Slideshow of the Week
Big Sky Brooklyn: The Novel


Artifacts (Online Store)

All Products
SEND TO A FRIEND
COPY PANEL
MAKE MY OWN






Brooklyn Artifacts (23) 11



Brooklyn Artifacts

See all products →


Be the first to rate it!


MAGNIFY
DETAILS
COMMENTS
RATE IT!
SHARE IT!

CLICK . . .

- images to enlarge
- labels for related posts (INDEX)

E-mail: adam[at]bigskybrooklyn[dot]com




FOLLOW ME ON [twitter](#)

BLOG ARCHIVE

- ▶ 2011 (18)
- ▶ 2010 (23)
- ▶ 2009 (39)
- ▶ 2008 (24)
- ▶ 2007 (102)

ABOUT BIG SKY BROOKLYN (BSB)



VIEW MY COMPLETE PROFILE

Visit Big Sky Brooklyn Artifacts for one-of-a-kind photo-design products, including:

- T-shirts
- Accessories
- Home & Office Products
- Prints & Posters
- Unique Gifts

New products and designs regularly.

Big Sky Brooklyn Artifacts = Customization

You can also have *any image* on this blog, or in the Flickr photosets, made into a product of your choice . . . Many items to choose from, including: T-shirts, hoodies, tote bags, mugs/beer steins, calendars, mousepads, keychains, and more ([view selection](#)).

Single Product Blog Post (Artifacts)

This type of post can be coordinated with Twitter, e-mail, and other vehicles for an integrated campaign. (The copy here is from the Big Sky Brooklyn Artifacts site.) [Links: [Blog post](#) . . . [Product](#)]

[Share](#) [Report Abuse](#) [Next Blog»](#)


BIG SKY BROOKLYN

BLOG / NOVEL / ARTIFACTS

Home
Slideshows
Big Sky Brooklyn: The Novel
Artifacts (Online Store)

SUNDAY

Big Sky Brooklyn Artifacts: Product of the Week



This relic of the Brooklyn waterfront may be old, but it still has heft—to keep you anchored to the task at hand.

Rusted Anchor Mousepad

from **Big Sky Brooklyn Artifacts**

POSTED BY ADAM E. AT 1:15 PM

Recommend this on Google

LABELS: BIG SKY BROOKLYN ARTIFACTS

SHARE (FOR POST - CLICK TITLE)

CLICK . . .

- [images to enlarge](#)
- [labels - related posts \(Index below\)](#)

adam[at]bigskybrooklyn[dot]com

FOLLOW ME ON [twitter](#)

BLOG ARCHIVE

- ▶ 2011 (11)
- ▼ 2010 (27)
 - ▶ November (2)
 - ▶ June (10)
 - ▼ April (4)
 - Murals
 - Cemetery Tour Group
 - Big Sky Brooklyn Artifacts: New Product Alert
 - Big Sky Brooklyn Artifacts: Product of the Week
- ▶ February (3)
- ▶ January (8)
- ▶ 2009 (40)
- ▶ 2008 (27)
- ▶ 2007 (111)

Single Product E-mail Promo (Artifacts)

This type of e-mail can be used as part of a campaign, to promote a product and thematically similar content. (The copy here is from the Big Sky Brooklyn Artifacts site.) [\[Link to product\]](#)

The screenshot shows a Yahoo! Mail interface. The top navigation bar includes 'WHAT'S NEW', 'INBOX (6)', 'CONTACTS', 'Fw: Zazzle mug fro...', and 'Wrong Number Fros...'. Below this is a 'Compose Message' section with buttons for 'Send', 'Cancel', and 'Save as Draft', and a note that the draft is auto-saved at 1:47 AM. The left sidebar shows folders like 'Inbox', 'Drafts', 'Sent', 'Spam', and 'Trash', along with 'Smart Folders' and 'Applications'. The main content area shows an email draft with the following fields: TO: Adam, CC: (empty), BCC: (empty), and SUBJECT: Wrong Number Frosted Mug. Below the draft fields is an 'Attach Files' button. The email content features a Zazzle advertisement. The Zazzle logo is at the top left of the ad, with navigation links for 'CREATE', 'APPAREL', 'MUGS', 'POSTAGE', 'CARDS', 'POSTERS', 'GIFTS', and 'ALL'. The ad text reads 'Check this out!' followed by a description: 'Frosted mug with photo of Wrong Number Cocktail Lounge . . . Classic Brooklyn in every sip . . . Insert your favorite beverage, then guzzle nostalgia.' Below the text is a photograph of a frosted mug with a handle, featuring a photo of 'The WRONG NUMBER Cocktail Lounge' building. At the bottom of the ad, it says 'Wrong Number Frosted Mug by BigSkyBrooklyn' and 'Find more at Zazzle.' The browser's status bar at the bottom shows 'Internet | Protected Moc'.

Facebook Promotions (Artifacts)

Products from Artifacts posted on a Facebook page. The copy in these posts (above the product) is from the Artifacts site. [Links: [Cemetery Gates iPad Case](#) . . . [Lounge Frosted Mug](#) . . . [Doves Kissing Keychain](#)]

The screenshot shows a Facebook profile for 'Titus Orb'. The page layout includes a left-hand navigation menu with sections for FAVORITES (Welcome, News Feed, Messages, Events, Find Friends), APPS (Apps and Games, Photos, Music, Notes, Questions, Links, Pokes), GROUPS (Create Group...), and FRIENDS (Close Friends, Family). The main content area displays three posts from the profile, each featuring a product from Zazzle.com. The first post is for a 'Cemetery Gates iPad Case', the second for a 'Lounge Frosted Mug', and the third for a 'Doves Kissing Keychain'. Each post includes a product image, the product name, the Zazzle.com URL, a description, and engagement options like 'Like', 'Comment', and 'Share'. The right-hand side of the page shows 'Friend Requests' (Fort Greene Assn) and 'Sponsored' advertisements (U.S. Chamber of Commerce, Nokia Lumia 710, WebDrafter.com, Instantcheckmate.com).

facebook Titus Orb Find Friends

Search

Update Status Add Photo / Video Ask Question

What's on your mind?

Titus Orb
Cemetery gates photo on iPad case . . . All that stands between you and the bone yard is your creative vitality . . . Laugh at mortality with every keystroke.

Cemetery Gates iPad Case from Zazzle.com
www.zazzle.com
24 hour shipping on most orders. This Cemetery Gates iPad Case created by BigSkyBrooklyn can be customized with your own images and text or ordered as shown.

Like · Comment · Share · a few seconds ago

Titus Orb
Frosted mug with photo of Brooklyn dive . . . Classic Brooklyn is thirsty Brooklyn . . . With every sip a taste of nostalgia.

Lounge Frosted Mug from Zazzle.com
www.zazzle.com
24 Hour Shipping on most orders. Lounge Frosted Mug created by BigSkyBrooklyn. This design is available on coffee mugs, travel mugs, steins and is totally customizable.

Like · Comment · Share · about a minute ago

Titus Orb
Doves kissing lawn ornament photo on keychain . . . The spirit of Brooklyn—in relief . . . Every neighborhood a plaster and concrete menagerie.

Doves Kissing Keychain from Zazzle.com
www.zazzle.com
24 Hour Shipping on most orders. Doves Kissing Keychain created by BigSkyBrooklyn. Customize this design with your own text and pictures or order as shown.

Friend Requests
Fort Greene Assn
1 mutual friend
Confirm Friend

Sponsored
U.S. Chamber of Commerce
Free Enterprise Government? Chamber leader for American policies that c Like the Cham
Like · 133,002 people like this.

Be a local anywhere.
Discover amazing wherever you Local Scout from the new NOKIA Lumia 710.
Like · 631 people like this.

WebDrafter.com
Click "Like" to we can help y improve its W presence. Bet Better search placements.
Like · 631 people like this.

Laugh at Arrest Records
instantcheckmate.com
Search anyone arrest records Just two steps Name and Sta Subscribe to a results.

Links in this Document (and in Screenshots)

Expanded Literature: Novel / Social Media / Licensing:

[Blogger](#) . . . [Flickr](#) . . . [Twitter](#) . . . [Big Sky Brooklyn Artifacts](#)

BigSkyBrooklyn.com (Blog): [Blog](#)

Big Sky Brooklyn: The Novel (Blog Tab): [Blog tab for NCPs](#) . . . [All NCPs \(Novel label on blog\)](#)

The Ghost Town of Memory (Novel Complement Post): [Novel Complement Post](#)

Slideshow of the Week Archive: [Blog label](#)

Flickr Photo Sets: [Flickr sets](#)

Individual Flickr Photo: [Photo](#)

Individual Flickr Photo (E-mail Promo): [Flickr photo](#)

Twitter: [Twitter profile page](#)

[Links in Screenshot: [Brooklyn Still Lives](#) . . . [Excerpt: The Ghost Town of Memory \(NCP\)](#) . . . [Slideshow: Brooklyn by the Sea](#) . . . [Bedtime for Maritime](#) . . . [Intoxicating Variety](#) . . . [Home & Office Products](#) . . . [Calendar: Brooklyn bars](#) . . . [Plastic bags on barbed wire](#) . . . [Sunset over billboard](#)]

Big Sky Brooklyn Artifacts (Home page): [Big Sky Brooklyn Artifacts](#)

Big Sky Brooklyn Artifacts (Home & Office Products): [Home & Office Products](#)

Artifacts (Blog Tab): [Artifacts blog tab](#)

Single Product Blog Post (Artifacts): [Blog post](#) . . . [Product](#)

Single Product E-mail Promo (Artifacts): [Product](#)

Facebook Promotions (Artifacts):

[Cemetery gates iPad case](#) . . . [Lounge frosted fug](#) . . . [Doves kissing keychain](#)