



darkhorse.com

DARK HORSE

CUSTOM PUBLISHING



“I’ve successfully worked with Dark Horse on several custom publications which helped drive sales of major Fox DVD releases. My accounts have been thrilled with the specialized books we’ve used as free gifts with purchase and pre-sell incentives. Dark Horse is a wonderful partner who always accommodates my budget and tight deadlines.”

— Paul Olshan,
Manager Retail Marketing,
Fox Home Entertainment



Custom Publishing

Dark Horse Comics—publisher of *Star Wars*, *Sin City*, *Hellboy*, *Conan the Barbarian*, and other best-selling comics and graphic novels—also specializes in creating dynamic and effective custom publications. Custom comic books are based on your brand, property, or concept and are created specifically to suit your needs. If you're looking for an exciting and affordable promotional item, a custom comic is the answer!

Working with the finest writers and artists in the industry and a full editorial and design staff on site, Dark Horse's ability to deliver unique marketing messages is unlimited . . .

Examples of Dark Horse's custom publications

- **Motorola** | We created a series of five comics based on *SpyBoy*, a popular Dark Horse property. These 16-page comics were handed out at Motorola-sponsored snowboarding events throughout the world.
- **TV Guide** | Original comics based on *Buffy the Vampire Slayer* and *Angel* ran inside the publication as a treat for readers.
- **General Mills** | Customized *Jonny Quest* comics were available through a mail-in offer on boxes of Honey Nut Cheerios.
- **AG Edwards Foundation** | Original anti-smoking comics were distributed to thousands of school students throughout New York.
- **Vivendi Universal Games** | Created original 16-page comics based on their hit game *FEAR*. The books were packaged in the game's director's cut edition available at all major retailers.
- **Playmates Toys** | Exclusively for Target, an original *King Kong* comic was created as an on-pack item for thousands of Playmates *King Kong* action figures.
- **Twentieth Century Fox** | As a pre-order incentive, we produced a new *Star Wars* art comic book that collected some of our favorite *Star Wars* art from the last five years. The comics were available exclusively at Transworld's mall stores. We also made *AVP* custom mini-comics for Fox that were in-packed in the director's cut edition DVDs.
- **Sony** | To promote the movie *The Fog*, Sony had us create a custom 80-page graphic novel that was sold through regular distribution channels and eventually offered as a free gift with purchase of the DVD exclusively at Circuit City.
- **Kellogg's** | Custom *Star Wars* comics were available through a mail-in offer on boxes of Apple Jacks.
- **Buena Vista Entertainment** | Customized *Sin City* comics were offered to consumers exclusively at Best Buy stores when the initial DVD released. In addition, a re-purposed 208-page graphic novel was created to go in hundreds of thousands of special edition DVDs.
- **Milwaukee Brewers** | Original comics series given away at baseball games and schools showcased Brewers players fighting against spit tobacco addiction.

Concepts to Consider

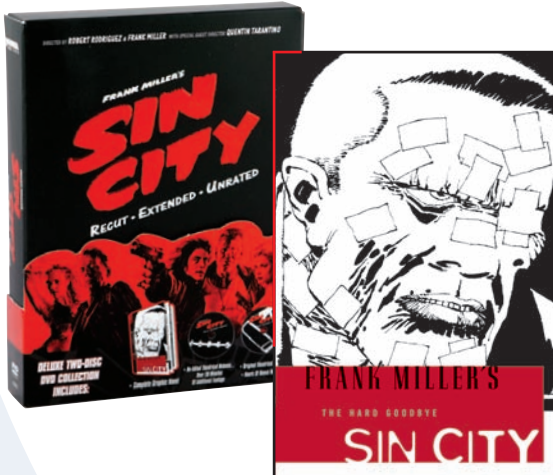
- Promote new products and services
- Create event marketing handouts
- Produce marketing mailers
- Generate in-pack or on-pack gift with purchases
- Extend your brand
- Make tradeshow giveaways
- Develop educational tools
- Provide enhancement to an existing program



Why Dark Horse?

In addition to publishing comics from top talent such as Frank Miller, Mike Mignola, Sergio Aragonés, Neil Gaiman, and comics legend Will Eisner, Dark Horse is also recognized as the world's leading publisher of

licensed comics. Our highly successful line of comics based on popular properties includes *Star Wars*, *Shrek*, *AVP*, and *The Incredibles*.



We can create a new property for you, utilize your existing property, or you can select from our existing portfolio of well-known brands to relay your message.

Let Dark Horse create a custom publishing program for you!

How it works

A comic book begins with a story idea, which is turned into a script by an established comics writer. Once the script is approved, the penciller breaks down the story into a series of images. After the pages have been initially drawn, they're sent to an inker and letterer. The inker covers the pencil lines in black ink to add depth and texture while the letterer adds word balloons and text into the drawings. The colorist determines what

colors will be added, considering each shade and nuance needed. Finally, the editor oversees the entire production process, ensuring each stage is done properly and on time.

Average timeline for a custom comic is five months, depending upon page count and trim size.



Pencil



Ink



Color

Typical Formats

Standard | 32 pages, full color, the basic comic book size.

Digest | 16 pages, full color, 5" x 8". Sized for a DVD box.

Slim | 16 pages, full color, 6" x 10"

Mini | 8 or 16 pages, full color, 4" x 4.5". Fits inside a CD case.

For more information about Dark Horse Comics, custom publications, or products:



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