

MARVEL

2014
MEDIA KIT





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PARTNER LIST

- | | | | | |
|--------------------------|-------------------------------------|-----------------------------------|---------------------------|-------------------|
| 2K Games | Concorde Home Video | Honda | Navy | Triple A Baseball |
| 7 Eleven | Cutie Clementine | The Hub | Nicktoons | Ubisoft |
| AAFES | D3 Publisher of America | Interscope Records | Nintendo | Unilever |
| ABC Networks | Deep Silver | Jakks Pacific | Nissan | Universal Studios |
| ACE | Department of Energy | JEEP Patriot | NYC Mayors Office | Upper Deck |
| Activision | DIESEL | Joe Kubert School | Old Navy | USA Today |
| Acura | Disney Books | Kelloggs | Oracle | USPS |
| Amazon | Disney Mobile | Kia | Oxygen | Vans |
| AMC | Disney Motion Pictures Distribution | Kiehl's | Paramount | Verizon |
| American Cancer Society | Disney XD | Kimberly Clark | Parfum de Coeur | Visa Signature |
| American Welding Society | Dr Pepper | Klondike | PBS Kids | Vivendi |
| Army National Guard | Dunkin Donuts | Konami | Philadelphia Eagles | Walmart |
| AT&T | Elks | LEGO | Playdom | Warner Brothers |
| Audi | ESPN | LG | Playhut | WellPoint |
| Ball Park Franks | Esurance | Lincoln Center for the Performing | Red Baron | Williams Sonoma |
| BBC | Farmers Insurance | Arts | Rockstar Games | Wrigley's |
| BBDO | Fast Forward | Lionsgate | Sega | Wyndham Hotels |
| Benefit Cosmetics | FDNY | M&Ms | Semir | XXL Magazine |
| Best Buy | Feld | Madame Tussauds | Showtime | Yesteryear Comics |
| Bravo | Florida Blue | Magic Johnson Foundation | Siemens | |
| Brooklyn Nets | FOX | Make-A-Wish | Sleepys | |
| Burger King | Fruit of the Loom | MARS | Sony Home Entertainment | |
| Capcom | Gamefly.com | Mazda | Sony Online Entertainment | |
| Cartoon Network | Gameloft | McDonalds | Spike TV | |
| Childrens Place | Gazillion Entertainment | MegaBrands | Stride Rite | |
| Church & Dwight | Hachette Book Group | Microsoft | Symantec | |
| Cirque du Soleil | Harley-Davidson | Microsoft Xbox | Taco Bell | |
| Cisco | Hasbro | Milk PEP | Target | |
| Colantotte | Hershey | Namco | T-mobile | |
| Comedy Central | Hitachi | National Education Association | Toyota | |

SADDLE-STITCHED COMIC SPECS

ALL FILES SHOULD BE MAC FORMATTED

NO WINDOWS PC FILES ACCEPTED

REMOVABLE MEDIA: CD-ROM/DVD-ROM

ACCEPTED SOFTWARE: Adobe Creative Suite 4 (CS4)

Photoshop • Illustrator • InDesign

Quark 8 is accepted but not encouraged.

ACCEPTED FILE FORMAT: PDF/X-1a • PDF • TIF • EPS

All images should be linked and updated in the page layout program.

Please include all fonts!

When using fonts in Illustrator, please "Create Outlines" prior to saving as EPS format.

COLORSPACE/DPI: All files should be CMYK • NO RGB files!

Minimum file resolution is 300dpi

Maximum Ink Density is 300%

FILE DELIVERY: You will receive an email containing a password and link for uploading files via a web browser.

Single-Page Bleed (inches)

Copy Safe = 6.125" x 9.687"

Trim = 6.625" x 10.187"

Bleed = 6.875" x 10.4375"

MARVEL SADDLE-STITCHED COMIC SPECS

ALL FILES SHOULD BE MAC FORMATTED. NO WINDOWS PC FILES ACCEPTED.
REMOVABLE MEDIA: CD-ROM

ACCEPTED SOFTWARE: Native file format - Adobe Creative Suite (CS)
(PREFERRED) Photoshop • Illustrator • InDesign - Quark 8.5 is accepted, but not encouraged.

ACCEPTED FILE FORMAT: Linked file format - (PREFERRED) PDF/X-1a - PDF • TIF • EPS
All images should be linked and updated in the page layout program. Please include all fonts.
When using fonts in Illustrator, please "Create Outlines" prior to saving as EPS format.

COLORSPACE/DPI: Minimum file resolution is 300dpi. All files should be CMYK. • NO RGB files.
Maximum Ink Density is 300%

Single-Page Bleed (inches)

Copy Safe = 6.125 x 9.687

Trim = 6.625 x 10.1875

Bleed = 6.875 x 10.4375

All rates, deadlines, specs subject to change.

For Marvel Comics contact adcommitments@marvel.com

Marvel Entertainment, LLC. • 135 W 50th Street, 7th Floor • New York, NY 10020



<u>Comic On Sale</u>	<u>Space Close</u>	<u>Ad Materials Deadline</u>
January	11/13/13	11/20/13
February	12/11/13	12/18/13
March	1/15/14	1/22/14
April	2/12/14	2/19/14
May	3/19/14	3/26/14
June	4/16/14	4/23/14
July	5/14/14	5/21/14
August	6/18/14	6/25/14
September	7/16/14	7/23/14
October	8/13/14	8/20/14
November	9/17/14	9/24/14
December	10/15/14	10/22/14

Ad Rates

Marvel Network

Rate Base: 2,500,000

	Open	2-4X	5-8X	9-12X
Rate/	\$95,900	\$77,350	\$74,950	\$71,300
CPM	\$38.36	\$30.94	\$29.98	\$28.52
Cover 2&3/	\$106,875	\$86,675	\$82,550	\$78,600
CPM	\$42.75	\$34.67	\$33.02	\$31.44
Cover 4/	\$111,700	\$89,350	\$86,200	\$82,025
CPM	\$44.68	\$35.74	\$34.48	\$32.81

Digital Media Opportunities

- Original Video Integrations
- Live Stream Sponsorship Opportunities: Movie Premieres, Comic Con, & Other Live Events
- Custom Editorials
- Email Marketing / E-Newsletter Advertising
- Homepage & Section Front Takeovers
- ROS, Display, & Mobile Advertising
- Digital Comics App Sponsorship
- Custom Augmented Reality Programs
- Custom Digital Comics

All rates, deadlines, specs subject to change.

MARVEL Custom Solutions

Our favorite ideas are ones we haven't thought of yet



Custom Activations

Customized print and digital content – Comics, games, animation, and more!

Advertising

*Print and digital ad placements
Over 15MM dedicated readers per month!*



Digital Media

*Digital comics, animated comics & trailers,
mobile, videos, and more!*



Product Placement

Organic placement within films and comics



still from **THOR**

Events, Retail Activations, Contests/Sweepstakes

Sponsorship and sampling



Augmented Reality



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CUSTOM
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