MARVEL

2015 MEDIA KIT

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PARTNER CASE STUDIES

MARS M&M'S

Marvel created a 12-page custom comic for M&M's to use in conjunction with the release of the Marvel's *Iron Man 3* Blu-Ray and DVD as an exclusive offer at Walmart retail stores. Marvel also created a custom 30-sec animated trailer to help promote the custom program.

Click Here to Read the Comic

KIEHL'S

Printed copies of the Captain America / Kiehl's custom comic were distributed as a gift-with-purchase at Kiehl's stores and inserted into the June 2013 issue of the Wall Street Journal. A digital version of the comic was also made available on Kiehl's website.

Click Here to Read the Comic

LEXUS

Marvel and Lexus created a custom comic book featuring Lexus vehicles and characters from Marvel's *Agents of S.H.I.E.L.D.* Printed copies of the comic were handed out at the Marvel booth during SDCC and a digital preview of the book was posted in the Marvel Unilmited digital comics library

Click Here to Read the Preview

PIRATE'S BOOTY

Marvel and Pirate's booty teamed up to create an 8-page custom digital comic featuring the Avengers and Pirate's Booty characters Pirate and Crunchy. Marvel also helped Pirate's Booty revamp the design for the Pirate character.

Click Here to Read the Comic

FLORIDA DEPT. OF CITRUS

Marvel worked with the Florida Department of Citrus to help redesign the look and backstory of FDOC's original character Captain Citrus. Marvel created a custom comic (featuring the Avengers and Captain Citrus) and an informative teacher's guide for distribution in schools.

Click Here to Read the Comic

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"

All rates, deadlines, specs subject to change.
For Marvel Entertainment contact custom_adsales@marvel.com
Marvel Entertainment, LLC. • 135 W 50th Street, 7th Floor • New York, NY 10020

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

Ad Rates

	Open	2-4X	5-8X	9-12X
Marvel Network Rate Base: 2,500,000				
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!

HULK LIKE NEW BOOM BOX!

IT'S ANYTHING BUT CUTE.

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

MARVEL COMICS

Product Placement
Organic placement within films and comics

still from THOR

Events, Retail Activations, Contests/Sweepstakes
Sponsorship and sampling

Augmented Reality

MARVEL AR

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