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2008-2012 Advertiser List

ABC Networks
 Activision
 Art Institute
 AT&T
 Atari Champions
 Ball Park Franks
 BBC
 Brooklyn Nets
 Capcom
 Cartoon Network
 Church & Dwight Spinbrush
 Cirque du Soleil
 Cisco Product Placement
 Comedy Central
 DeNA
 Disney Books
 Disney Interactive – Epic Mickey
 Disney XD
 Dr Pepper
 Dunkin Donuts
 Eidos

ESP Films
 Esurance
 Farmers Insurance
 Fox HE
 Fox TV
 Fruit of the Loom
 Gamecock
 Gamefly.com
 Gazillion Entertainment
 Hachette Book Group
 Hands On Mobile
 Harley Davidson
 Hasbro
 Honda
 Jakks Pacific
 Joe Kubert School
 Kia
 Klondike
 Konami
 Land O' Frost
 Lionsgate

Lugz
 Madame Tussaud's
 Mazda
 Microsoft
 MegaBrands
 Mid-Town Comics
 Milk PEP
 Namco
 New Era
 Navy
 Nintendo
 Nissan Cube
 ONDCP
 Parfum de Coeur
 Rawlings Sporting Goods
 Red Baron Pizza
 Rockstar Games
 Sega
 Shout Factory

Showtime
 Sony On Line Entertainment
 Warner Brothers Interactive Ent.
 Spike TV
 Starz
 Symantec
 The Hub
 THQ
 Toyota
 Ubisoft
 Verizon
 Visa
 Wrigley's

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 6.5 is accepted, but not encouraged.
 ACCEPTED FILE FORMAT: Locked 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



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

Ad Rates

	Open	2-4X	5-8X	9-12X
Marvel Network Rate Base: 2,300,000				
Rate/	\$89,385	\$71,162	\$68,963	\$65,598
CPM	\$38.86	\$30.94	\$29.98	\$28.52
Cover 2&3/	\$98,316	\$79,736	\$75,935	\$72,306
CPM	\$42.75	\$34.67	\$33.02	\$31.44
Cover 4/	\$102,773	\$82,201	\$79,295	\$75,452
CPM	\$44.68	\$35.74	\$34.48	\$32.81

Digital Media Opportunities

- ROS and Targeted Display Advertising
- Online Section Sponsorships / Takeovers
- Weekly E-Newsletter Advertising
- Sponsorship of Digital Media Coverage for Movie Premieres, Comic-Con and Other Live Events
- Digital Comics App Sponsorship
- Custom Augmented Reality Programs
- Custom, Branded 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, Marvel Knights Animation, mobile, videos, and more!



Product Placement

Organic placement within films and comics



Events, Retail Activations, Contests/Sweepstakes

Sponsorship and sampling

still from **THOR**

MARVEL

CUSTOM

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Augmented Reality

See page 3 for more information!

