

#LCSD MARKETING GUIDE



AND RETAILER'S HANDBOOK 2016

#LCSD MARKETING GUIDE AND RETAILER'S HANDBOOK (2016)

This marketing guide and retailer's handbook will give you tools and ideas for running a successful event.

It is divided in 3 sections. The MARKETING GUIDE, The FREQUENTLY ASKED QUESTIONS (FAQ), and the RULES.

SECTION ONE: MARKETING GUIDE

All the downloadable marketing materials mentioned in this handbook can be found here:

<http://localcomicshopday.com/downloads/>

We have provided the following:

- Logos for you to use in your own marketing materials.
- Two mini-posters to print out (black and white & color).
- A sample Shelf Talker you can print up.
- A Sample Press Release
- Digital assets for social marketing: Facebook, Instagram, Websites, Twitter
- Twitter Info
- Links to cover galleries.
 - Facebook:
https://www.facebook.com/LocalComicShopDay/photos/?tab=album&album_id=891638967646563
 - Website:
<http://localcomicshopday.com/27-local-comic-shop-items-for-2016/>

LOGOS



You can use our logo on any advertising material that you would like. All we ask is that you email us a copy of the marketing material. Please email the sample to lcsd@comicspro.org. Also, when mentioning Local Comic Shop Day® please use the registered trademark symbol. And if you mention #LCSD, #LCSD2016, #LocalComicShopDay or #LocalComicShopDay2016, please use the hash mark.

MINI-POSTERS



The two 8.5" by 11" fliers are print ready. Print it on your own printer at the store or send it to a local copy shop.

SHELF TALKERS



The shelf talker is designed to be used on top of the comic or on the bottom of the comic, depending on the shelving unit. We recommend printing on colored cardboard. The extra side strip, after you cut it off, can be used for advertising as well.

SAMPLE PRESS RELEASE

Please customize this press release and send it out to local news sources.



PRESS RELEASE
FOR IMMEDIATE RELEASE

(YOUR NAME)
(YOUR STORE NAME)
(YOUR TELEPHONE NUMBER)
(YOUR EMAIL ADDRESS)

LOCAL COMIC SHOP DAY® SHINES SPOTLIGHT ON (YOUR STORE NAME) *November 19 Event Packs Excitement with Exclusive & Limited Items*

(Date) – Local Comic Shop Day®, the day that celebrates the independent spirit of local comic book shops, returns for its second annual event on Saturday, November 19th at 550 storefronts worldwide. Local Comic Shop Day® calls attention to the unique role of local comic book shops as the true fire-starters of Pop Culture.

Locally, (*Your Comic Book Store*) will host Local Comic Shop Day events. [Sentence or paragraph describing what's happening at your store, such as sales, guest signings, charity, etc]

Twenty-eight different Limited Edition items are being released exclusively for participating Local Comic Shop Day® stores. These items include unique editions of the hottest new releases, exclusive hardcover versions of popular collections, collectible statues and toys. Please note: some LCSD items are available in extremely limited quantities.

Available products include (tailor this list to your orders):

Action Lab

Dollface Print

Dollface #1 LCSD Exclusive Cover

Aftershock

Rough Riders Nation #1

Archie

Archie Meets Ramones One Shot

Black Hood Season 2 #1

Black Mask

Godkiller Secret Item

Godkiller Deluxe HC
Forevers Secret Item
Kim and Kim #1
Disciples HC Vol 1

Boom

Klaus HC
WWE Ltd. Edition Bundle

Dark Horse

Serenity No Power in the Verse #1

DC

DC Comics Bombshells Killer Frost Statue
DC Universe Rebirth Deluxe Edition HC

Diamond Select

Lost in Space Antimatter B9 Vinimate

IDW

Transformers Revolution #1

Image

Outcast HC Vol 1
Lying Cat Statue
Moonshine #1

Marvel

Champions #1
Doctor Strange Oath Exclusive HC

New England Comics

The Tick (One Shot)

Oni

Rick and Morty #0
Invader Zim #0

Titan

Warhammer 4000 Will of Iron #1

Valiant

Harbinger Renegades #1
Bloodshot USA #

For information about Local Comic Shop Day®, and a full list of participating retailers, please visit www.localcomicshopday.com

ABOUT LOCAL COMIC SHOP DAY®— Local Comic Shop Day® is conceived and implemented by ComicsPRO retailers to put the focus on locally owned independent comic book specialty stores--- where Pop Culture begins!

ABOUT ComicsPRO— ComicsPRO is the comics' industry's trade organization dedicated to the progress of direct market comic book retailers. The goals of ComicsPRO are to help direct market retailers speak with a single, strong voice on important industry issues, to provide educational and mentoring opportunities to current and future retailers, and to offer opportunities for retailers to reduce fixed costs. For more information about ComicsPRO, please visit www.comicspro.org.

DIGITAL ASSETS - GRAPHICS





Save the Date!

Without Your LOCAL COMIC SHOP There'd Be No Comics Culture!

Support Your LOCAL COMIC SHOP!

Saturday November 19, 2016



**NOVEMBER 19
2016**

DIGITAL ASSETS - TEXT

FACEBOOK-READY POST TEXT

Exclusive Local Comic Shop Day® comics and graphic novels only available here on Saturday, November 19, 2016!

As a way to say thank you for your continued support of our business, we have partnered with ComicsPRO to bring you the first annual Local Comic Shop Day®! These #LCSD exclusive comics will only be available in-store, at participating local comic shops around the world! You will not find them as digital content, online or at the big box retailers. Long Live the Local Comic Shop!

For more info on this worldwide event, ASK US or visit: localcomicshopday.com

INSTAGRAM-READY POST TEXT

On Saturday, November 19th we will be offering exclusive Local Comic Shop Day® comics and graphic novels! These are only be available in-store, at participating local comic shops around the world! You will not find them as digital content, online or at the big box retailers. Long Live the Local Comic Shop!

#localcomicshopday #exclusive #comics #comic #comicspro #LCSD2016 #LCSD
#LOCALCOMICSHOPDAY2016

TWITTER

Most publishers and artists use twitter heavily. So by mentioning the publishers and artists/authors in your tweet, you will start up a conversation, which fans can follow.

Here's a sample tweet followed by contact information for publishers and artists/authors.

SAMPLE TWEET

#LCSD 2016 ARCHIE MEETS RAMONES #1 available at (YOUR STORE) on Nov 29 for Local Comic Shop Day® @ArchieComics @alex_segura @GiseleLagace

Note: Because tweets have to be shorter than 144 characters, you might have to delete or change some of the text when you add your store name.

CONTACT INFO

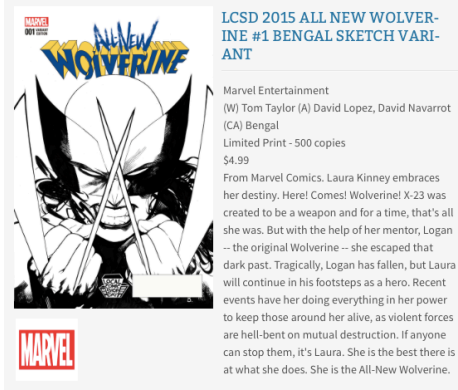
PUBLISHERS

@ActionLab
@AfterShockComix
@ArchieComics
@blackmaskstudio
@boomstudios
@DarkHorseComics
@DCComics
@CollectDST
@IDWPublishing
@ImageComics
@Marvel
@NEcomics
@OniPress
@TitanComics
@Valiant Comics

CREATORS

Archie Meets Ramones @alex_segura @GiseleLagace
Black Hood: @swierczy
Bloodshot #1 @JeffLemire @dougbraithwaite @antonio_fuso
Champions @MarkWaid @humberto_ramos @nealadamsdotcom
DC Universe Rebirth @geoffjohns @1moreGaryFrank
Disciples: @SteveNiles @Chris_Mitten
Dollface #1: @zombietramp
Forever: @CurtPires @ryanwriter
Godkiller @pizzolo
Harbinger Renegades #1: @plasticfarm @DarickR @StephenSegovia
Invader Zim: @JhonenV @essrose
Killer Frost Statue @AntLucia1 @TKMillerSculpt
Klaus: @grantmorrison @Danmora_c
Moonshine #1: @brianazzarello
Outkast: @RobertKirkman @paulazaceta @bettieb
Rick and Morty: @tomfowlerbug @TheKyleStarks
Rough Riders: @AdamGlass44
Serenity #1: @chris_roberson @KabaLounge @f_francavilla
Tick @JeffMcClelland
Transformers: @TheJohnBarber @glovestudios @marcelomater
Warhammer: @George_Mann @TazioBettin (@PasqualeQualano
WWE Bundle: @HopelessDent @Danmora_c @danielbaylissb

COVER JPEGS



You can find snippets of information and cover jpegs for all 28 Local Comic Shop Day™ in two places.

https://www.facebook.com/LocalComicShopDay/photos/?tab=album&album_id=891638967646563

<http://localcomicshopday.com/27-local-comic-shop-items-for-2016/>

Please use any information that you want in your advertising.

SECTION TWO: FREQUENTLY ASKED QUESTIONS (FAQ)

What should I price Items at?

By law, ComicsPRO can't and won't dictate prices. Individual retailers must determine for themselves how to price LCSD items. Publishers provide suggested retail prices (SRP), and it all boils down to what's fair and what works for you.

Are there ways to give all interested consumers an equal chance to buy limited edition items?

Here's a few options that retailers used last year:

1. Raffle. Everyone showing interest in an LCSD limited edition item gets a free raffle ticket. Maybe your regulars are rewarded with extra tickets. Perhaps those waiting in line when your shop opens on LCSD get extra tickets to improve their chances. Then draw the winning ticket near the end of the event day to determine who gets to purchase the limited item.
2. Sell tickets for specific items. If there are excess proceeds, consider having them go to a charity of your choice. Please be aware that in some areas, this might be considered a lottery, so some local laws may forbid this.
3. Do it on a strict "First Come/First Served" basis. If that means there's a line outside of your store when you open on November 28, maybe you'll have other specials in mind for those shoppers.
4. Offer it a regular price but with an \$X purchase. Make that number high enough it should disincline the re-seller, satisfy laws of supply and demand, encourage store spending, and give the book a perceived value commensurate with its scarcity.
5. Offer it to the first person who makes a \$X donation to the charity of your choice. (A local charity, CBLDF, Hero Initiative, etc).

What are participating retailers planning for the weekend?

Last year retailers planned the following:

- Sales
- Creator Signings
- Amateur Artists drawing favorite comic characters.
- "Wish list" - Customers let you know what LCSD items they want and relatives doing their holiday shopping have an easier time buying gifts.

If you have any other imaginative ideas, please share! Please send your ideas to info@comicspro.org and we will try to disseminate them to participating retailers.

SECTION THREE: THE RULES

- * LCSD items are not to be "pre-ordered" or reserved in advance in an effort to push traffic to participating shops on the event day.
- * LCSD items will not be sold prior to 8 AM local time on November 19th.
- * Retailers agree to make every effort to sell exclusive LCSD items in store rather than through other sales channels.
- * If unsold LCSD stock exists after LCSD, Participating Retailers agree to wait for two days (Monday, November 21st, 8AM EST) before selling it on eBay, other online aggregation sites, or their own websites.
- * LCSD retailers are asked to actively thwart speculators. That is, if you receive only a few copies of a limited edition item and someone asks to buy them all, you will not agree to do it
- * LCSD retailers are asked to handle limited items prudently, so that as many people as possible can have a fair chance to get the limited items.
- * LCSD retailers will not hold back limited items to sell later for inflated prices.
- * When a retailer signs this agreement, ALL employees must abide by it. You are accepting responsibility to educate your staff about what LCSD is, what the LCSD items are, why they require special handling outside regular stock and what they can't do with them (like put them on eBay or online or hold them in advance).
- * Any retailer not adhering to these LCSD requirements may be banned from participating in Local Comic Shop Day® for up to 3 years, will lose their registration fee (no refund), and/or could be subject to legal action by ComicsPRO for breaking the terms of the Local Comic Shop Day® License.

If anybody hears of any store breaking these rules, please let us know. Email us at info@comicspro.org. Thanks!

ACKNOWLEDGEMENTS

Logo design by Andrew Neal
Available for design, illustration, and art direction work.
Website: <http://wanderlane.com>
Email: neal@wanderlane.com

2016 Mini-Poster art by Andrew Mitchell

andy@ajmitchellart.com

ajmitchellart.com

Advertising Materials graphic design by Amanda Magnetta

amanda@tatescomics.com

Local Comic Shop Day Committee:

Peter Dolan, Joe Field, Barry Herring, Bret Parks, Todd Merrick, Tim Stolfus, Matthew Brady, Brainy Singh, and Marco Davanzo.

ComicsPRO Board of Directors

Peter Dolan (President), Jamye Foster (Vice-President), Ralph Mathieu (Treasurer), Chris Brady (Secretary), Jenn Haines, Patrick Brower.