



# **2019 #LCSD RETAILER HANDBOOK MARKETING GUIDE**

version 10.19.19

October 19, 2019

Thank you for participating in Local Comic Shop Day® 2019!

Local Comic Shop Day® is an opportunity to do more than merely selling LIMITED and UNIQUE items (but it is that, too!). LCSD gives you a platform to show your local community what makes your local comic shop unique and attractive. It's a great day to schedule signings, sales, raffles, cosplay, tournaments etc. Local Comic Shop Day® is your comic book store's pre-Holiday OPEN HOUSE.

We hope that this Retailer Handbook/Marketing Guide will help you bring in lots of people into the store and will give you tools and ideas for running a successful event.

It is divided into 5 sections.

- LCSD SUCCESS TIPS
- PLANNING for Local Comic Shop Day®
- The MARKETING GUIDE
- The FREQUENTLY ASKED QUESTIONS (FAQ),
- And the RULES.

Besides this Retailer Handbook/Marketing Guide, I also wanted to point out three other benefits that you receive being a Local Comic Shop Day® participant.

- DISCOUNTS AND SPECIAL DEALS

This year we've got some deals from [BCW Supplies](#), [Poster Emporium](#), and [Ata-boy](#). We will email you with the specifics in the next couple of weeks.

- FACEBOOK ADVERTISING.

In the next few weeks, ComicsPRO is buying FACEBOOK and INSTAGRAM advertising targeting comics and pop culture lovers. The ads are targeted to the zip codes of participating retailers in an effort to drive traffic to your store.

- EVENT LOCATOR LISTING.

Your storefront should be displayed on <http://localcomicshopday.com/participating-stores/>. This should drive traffic into your store. Please let us know if any of the information is wrong and needs to be changed by emailing [marco@comicspro.org](mailto:marco@comicspro.org).

Best,

Marco Davanzo  
Executive Director  
ComicsPRO

## **SECTION TWO: LCSD TIPS**

The key to having a successful Local Comic Shop Day®, is to ENGAGE and THANK your customers.

Our experience in the first four years of LCSD have shown that SOLE DEPENDENCE on the LCSD branded items doesn't guarantee sales success. Retailers having more successful LCSD events use these exclusive products as the ground floor in building an event showcasing the unique attributes of your shop at the start of the holiday season.

As a retailer posted on the Final Cutoff Forum, “I think we've learned from this event as we've gone on. We use it now to get the exclusive books but also time it with something cool, whether that's an in store signing or a themed sale.”

Coupled with the LCSD exclusive products, LCSD can be used as a day to engage your regular customers and the wider comics, games and toy fans in the community around your shop.

Being the Saturday before Thanksgiving, it also makes sense to tie into doing something in which you THANK your customers for their patronage.

### **TIPS**

Each year after LCSD, we poll retailers to find out what worked for them. Based on that feedback, here's your GAMEPLAN for a successful LCSD:

- \* Focus Local Comic Shop Day® on showcasing your store and THANKING your customers and local community for their support.

- \* Find ways to set your LCS apart from others in the area.

- Sales

- Creator Signings

- Local Artists Sketching

- Working with local non-profits

- Customer Art Contests

- After Hours Customer Appreciation Party

- Graphic Novel Give-Away

- \* Get the word out. Start promoting early to get your message out there before the onslaught of holiday advertising.

- \* Order the LCSD exclusive items that fit your shop.

- \* Order for the holiday season, not just for LCSD on November 17.

- \* Go deeper on the evergreen items you'll be able to sell all year long.

- \* Use the pre-Thanksgiving event as a way to thank your customers and make new ones!
- \* Use LCSD as a springboard into Black Friday Weekend Sales the next week.
- \* Use Local Comic Shop Day® to start your holiday selling message early and to get your shop prepped for the busy season ahead.

## **SECTION TWO: PLANNING FOR LOCAL COMIC SHOP DAY®**

Successful retailers also tell us that the key to having a successful holiday season is to plan for and schedule a series of events, with each event building on top of the other.

So, don't procrastinate! Here's some events that you may want to plan.

- Halloweenfest
- Local Comic Shop Day® - a way to THANK and ENGAGE with your regulars.
- Black Friday
- A pre-Christmas Sale or event
- A post-Christmas Sale or event
- A New Year Sale or event.

Take the time TODAY to schedule the holiday season before you get caught up in it!

### **Planning Steps**

1. Decide what you are going to do for Local Comic Shop Day to make it special. (See section 1 – Tips). How are you going to showcase your store? How will it fit in with the other events you will be having?
2. Double-check your map listing.  
The event locator is here: <http://localcomicshopday.com/participating-stores/>.  
Let us know if there is anything wrong with the listing and let us know if you have any special plans that we can advertise for you. Email [marco@comicspro.org](mailto:marco@comicspro.org)

3. Order BRANDED SHOPPING BAGS for Local Comic Shop® Day.

We've contracted with [American Retail Supply](#) to make us retail bags for Local Comic Shop Day. The white bags have our logo, website, and no date; if you don't use them up this year, you can use them next year!



The cost for 500 bags is \$32 + shipping. Order today! Once we sell out, we probably won't have any more. **Special Deal this year: You will get the bags and shipping for free if you order some custom bags for your store!**

Please contact [Jenn Mills](#) at American Retail Supply to order the bags.

Jenn Mills  
American Retail Supply  
1-800-426-5708 ext 1309  
[jenn@americanretailsupply.com](mailto:jenn@americanretailsupply.com)

4. Read Section 3 Marketing Guide to determine how you will market the day.
5. Start Advertising and Marketing!

### SECTION THREE: MARKETING GUIDE

All the downloadable marketing materials mentioned in this handbook can be found here:  
[http://localcomicshopday.com/downloads\\_2019/](http://localcomicshopday.com/downloads_2019/)

We have provided the following:

- Logos for you to use in your own marketing materials.
- Four mini-posters to print out
  - 2 Posters that focus on the event (black and white & color).
  - 2 Posters that focus on the Limited and Exclusive Items. (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
- Coloring Book Page – Hand it out to kids of all ages!
- Twitter Info
- Links to cover galleries of the Exclusive Items.
  - Facebook: [https://www.facebook.com/pg/LocalComicShopDay/photos/?tab=album&album\\_id=1700428140100971](https://www.facebook.com/pg/LocalComicShopDay/photos/?tab=album&album_id=1700428140100971)
  - Website: <http://localcomicsshopday.com/unique-items/>

## 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](mailto:lcsd@comicspro.org). Also, when mentioning Local Comic Shop Day® please use the registered trademark symbol. And if you mention #LCSD, #LCSD2019, #LocalComicShopDay or #LocalComicShopDay2019, please use the hash mark.

## MINI-POSTERS

The 8.5" by 11" fliers are print ready. Print them on your own printer at the store or send them to a local copy shop. We created 2 different types of posters.

### TYPE 1: *ASK US HOW WE ARE CELEBRATING LOCAL COMIC SHOP DAY®*

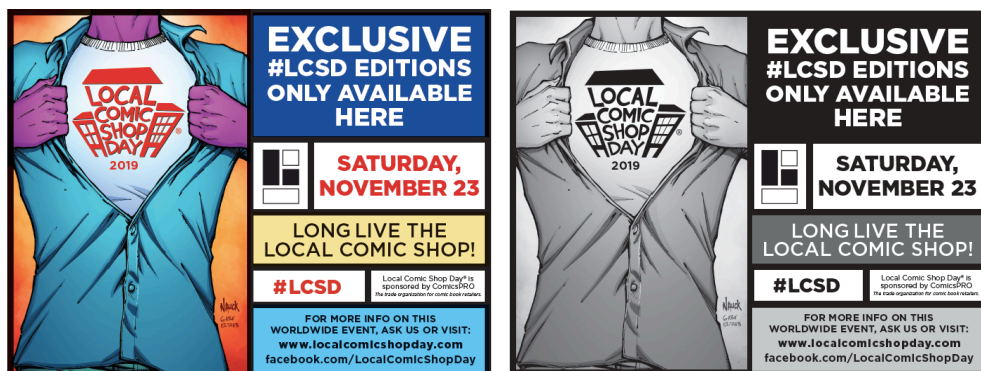
These posters should be used when the store is putting more emphasis on Local Comic Shop Day® as an event. (Less emphasis on the LCSD exclusive items).





## TYPE 2: *EXCLUSIVE #LCSD EDITIONS ONLY AVAILABLE HERE*

These posters should be used when you want to showcase the LCSD exclusive items



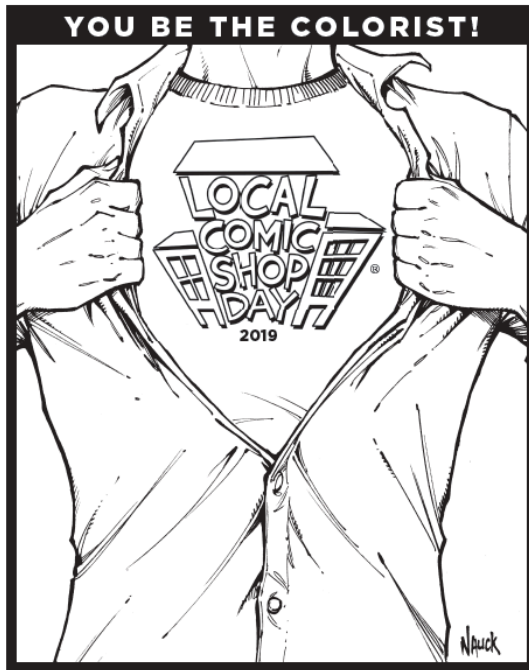
## SHELF TALKERS



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.

## COLORING BOOK PAGE

We've created a coloring book page that you can hand out to kids of all ages! Have a coloring contest! Or keep kids busy while their parents shop! Send us some of the best attempts at [lcscd@comicspro.org](mailto:lcscd@comicspro.org) and we will post on Facebook and/or our website.



Write your name here: \_\_\_\_\_ had fun coloring at Local Comic Shop Day® 2019!

## SAMPLE PRESS RELEASE

If you don't have time to create your own press release, please customize this one 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 23rd 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 fifth annual event on Saturday, November 23rd at 614 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]

18 Limited Edition items are being released exclusively at participating Local Comic Shop Day® stores. These items include unique editions of the hottest new releases, exclusive hardcover versions of popular collections, and other collectibles. Please note: some LCSD items are available in extremely limited quantities.

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

Boom

MIGHTY MORPHIN POWER RANGERS SHATTERED GRID BLIND BOX  
MIGHTY MORPHIN POWER RANGERS YEAR ONE & TWO HC SET

Dark Horse

HAZEL & CHA CHA SAVE CHRISTMAS TALES UMBRELLA ACADEMY

DC

DCEASED HC - JOKER COVER  
LEGION OF SUPER HEROES #1

IDW

CROW HARK THE HERALD #1 SEELEY COVER

Image

THE WALKING DEAD: THE ALIEN  
KILLADELPHIA #1  
SUPER DINOSAUR #1 SPECIAL EDITION

Lion Forge

CATALYST PRIME SEVEN DAYS #1 (OF 7)

Mad Cave Studios

OVER THE ROPES #1 (OF 5)

Marvel

ABSOLUTE CARNAGE #5 (OF 5) VIRGIN VARIANT  
ABSOLUTE CARNAGE #5 (OF 5) LCSD ARTIST VARIANT

## NEW MUTANTS #1 ARTIST VARIANT

Oni

INVADER ZIM TREASURY EDITION

Titan

DOCTOR WHO 13TH HOLIDAY SPECIAL #1

DOCTOR WHO 13TH HOLIDAY SPECIAL #2

Vault

THESE SAVAGE SHORES TP VOL 01 GOLD EDITION

For information about Local Comic Shop Day®, and a full list of participating retailers, please visit [www.localcomicshopday.com](http://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](http://www.comicspro.org).

## DIGITAL ASSETS – GRAPHICS

Please download them from [http://localcomicshopday.com/downloads\\_2019/](http://localcomicshopday.com/downloads_2019/)





#### DIGITAL ASSETS – TEXT

**IMPORTANT:** We've given you these text snippets to spread the word about the exclusive items. However, if you focus **ONLY** on the exclusive items, your event might not get traction. Please add information about your **EVENT** to these snippets!

**Remember:** Successful stores use LCSD Exclusives as a building block to build a successful event.

#### FACEBOOK-READY POST TEXT

Exclusive Local Comic Shop Day® comics and graphic novels only available here on Saturday, November 23, 2019

As a way to say thank you for your continued support of our business, we have partnered with ComicsPRO to bring you the fifth 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](http://localcomicshopday.com)

#### INSTAGRAM-READY POST TEXT

On Saturday, November 23rd 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 #LCSD2019 #LCSD #LOCALCOMICSHOPDAY2019

## **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.  
Note: We've only listed twitter addresses that we could verify.

## **SAMPLE TWEET**

#LCSD2019 THE WALKING DEAD: THE ALIEN available at (YOUR STORE) on  
Nov 23 for Local Comic Shop Day @ImageComics @HeyBKV

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**

@boomstudios  
@DarkHorseComics  
@DCComics  
@IDWPublishing  
@ImageComics  
@lionforge  
@MadCaveStudios  
@Marvel  
@OniPress  
@Skybound  
@TitanComics  
@thevaultcomics

### **CREATORS**

**w=writer**

**a=artist**

**ca=cover artist**

- ABSOLUTE CARNAGE #5 (OF 5) Virgin and LCSD variants  
@Doncates, @Marvel, @RyanStegman
  - (w) DONNY CATES
  - (a) RYAN STEGMAN
- CATALYST PRIME SEVEN DAYS #1 (OF 7)  
@GailSimone, @sinKEVitch, @lionforge
  - (W) Gail Simone
  - (A) José Luis
  - (CA) Bill Sienkiewicz
- CROW HARK THE HERALD #1 SEELEY COVER  
@HackinTimSeeley, @merdett, @IDWPublishing

- (W) Tim Seeley
  - (A) Meredith Laxton
  - (CA) Fei Chen
- DCEASED HC - JOKER COVER (W) Tom Taylor
  - (A) Trevor Hairsine, @DCComics
  - Stefano Guadiano
  - (CA) Francesco Mattina
- DOCTOR WHO 13TH HOLIDAY SPECIAL #1 and SPECIAL #2
 

@Jody\_Houser, @TitanComics, @Robbertopoli, @ErenAngiolini

  - (W) Jody Houser
  - (A) Roberta Ingranata,
  - Enrica Eren Angiolini
  - HAZEL & CHA CHA SAVE CHRISTMAS TALES UMBRELLA ACADEMY
  - @gerardway, @ScottAllie, @sinKEVitch, @tommyleedwards
  - (W) Gerard Way, Scott Allie
  - (A) Tommy Lee Edwards
  - SPECIAL COVER BY BILL SIENKIEWICZ
- INVADER ZIM TREASURY EDITION
 

@erictrueheart, @verticaldraws, @Krooked\_Glasses, @OniPress

  - (W) Eric Trueheart
  - (A) Maddie C.
  - (CA) Krooked Glasses
- KILLADELPHIA #1
 

@TheRodneyBarnes, @jasonshawnalex, @ImageComics

  - (W) Rodney Barnes
  - (A/CA) Jason Shawn Alexander
- LEGION OF SUPER HEROES #1
 

@BRIANMBENDIS, @DCComics

  - (W) Brian Michael Bendis
  - (A/CA) Ryan Sook
- MIGHTY MORPHIN POWER RANGERS SHATTERED GRID BLIND BOX
 

@boomstudios

  - (A) Various
- MIGHTY MORPHIN POWER RANGERS YEAR ONE & TWO HC SET
 

@boomstudios

  - (A) Various
- NEW MUTANTS #1 ARTIST VARIANT
 

@JHickman, @edbrisson, @RodReis, @Marvel

  - (W) Jonathan Hickman, Ed Brisson
  - (A) Rod Reis
- OVER THE ROPES #1 (OF 5)
 

@JaySandlin\_WHN, @AntonelloCosen1, @Pat\_M\_Art, @MadCaveStudios

  - (W) Jay Sandlin
  - (A) Antonello Cosentino
  - (CA) Patrick Mulholland
- SUPER DINOSAUR #1 SPECIAL EDITION
 

@RobertKirkman, @theJasonHoward, @ImageComics, @Skybound

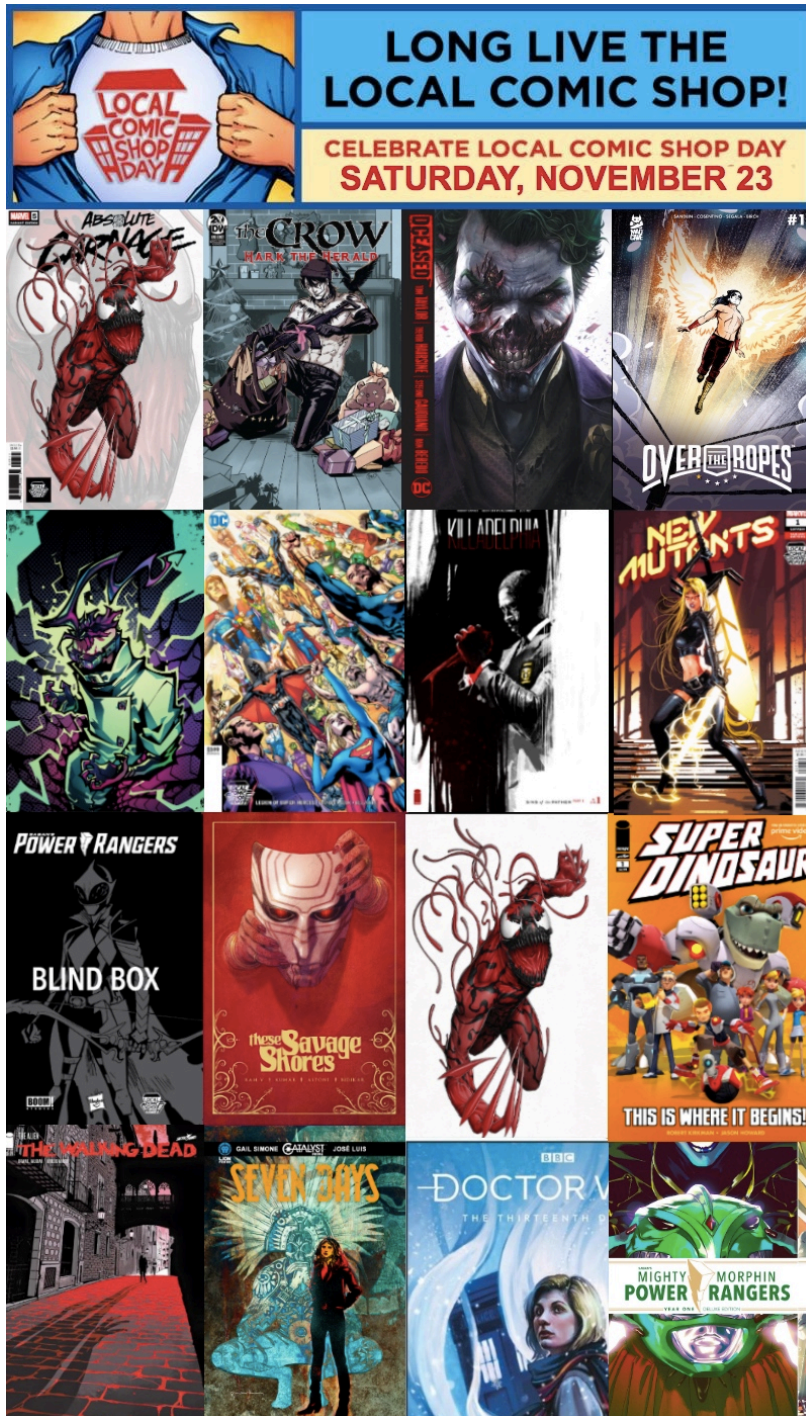
  - (W) Robert Kirkman
  - (A/CA) Jason Howard
- THESE SAVAGE SHORES TP VOL 01 GOLD EDITION
 

@therightram, @kumar\_sumit92, @AstoneVittorio, @thevaultcomics

  - (W) V. Ram
  - (A) Sumit Kumar, Vittorio Astone,



- ## COVER JPEGs





You can find snippets of information and cover jpegs for all 18 Local Comic Shop Day® items in two places.

[https://www.facebook.com/pg/LocalComicShopDay/photos/?tab=album&album\\_id=1406722202804901](https://www.facebook.com/pg/LocalComicShopDay/photos/?tab=album&album_id=1406722202804901)

<http://localcomicshopday.com/unique-items/>

Please use any information that you find there in your advertising.

## **SECTION FOUR: 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 have used:

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](mailto:info@comicspro.org) and we will try to disseminate them to participating retailers.

## **SECTION FIVE: 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 23rd.
- \* 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 25th, 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](mailto:info@comicspro.org). Thanks!

## ACKNOWLEDGEMENTS

Logo design

Andrew Neal

Available for design, illustration, and art direction work.

Website: <http://wanderlane.com>

Email: [neal@wanderlane.com](mailto:neal@wanderlane.com)

2018 Mini-Poster pencils and inks

Todd Nauck

<http://toddnauck.com>

[mail@wildguard.com](mailto:mail@wildguard.com)

Advertising Materials graphic design

Amanda Magnetta

[amanda@tatescomics.com](mailto:amanda@tatescomics.com)

Local Comic Shop Day Committee:

Peter Dolan, Joe Field, Bret Parks, Tim Stoltzfus, Joe Murray, Matthew Price, Brainy Singh, Eitan Manhoff, and Marco Davanzo.

ComicsPRO Board of Directors

Peter Dolan (President), Jenn Haines (Vice-President), John Dudas (Treasurer), Colin McMahon (Secretary), Steven Olsen, Tim Stoltzfus, Joe Murray

ComicsPRO Staff

Marco Davanzo – Executive Director

Todd Merrick – Administrative Director