NATIONAL PRESS COMICS

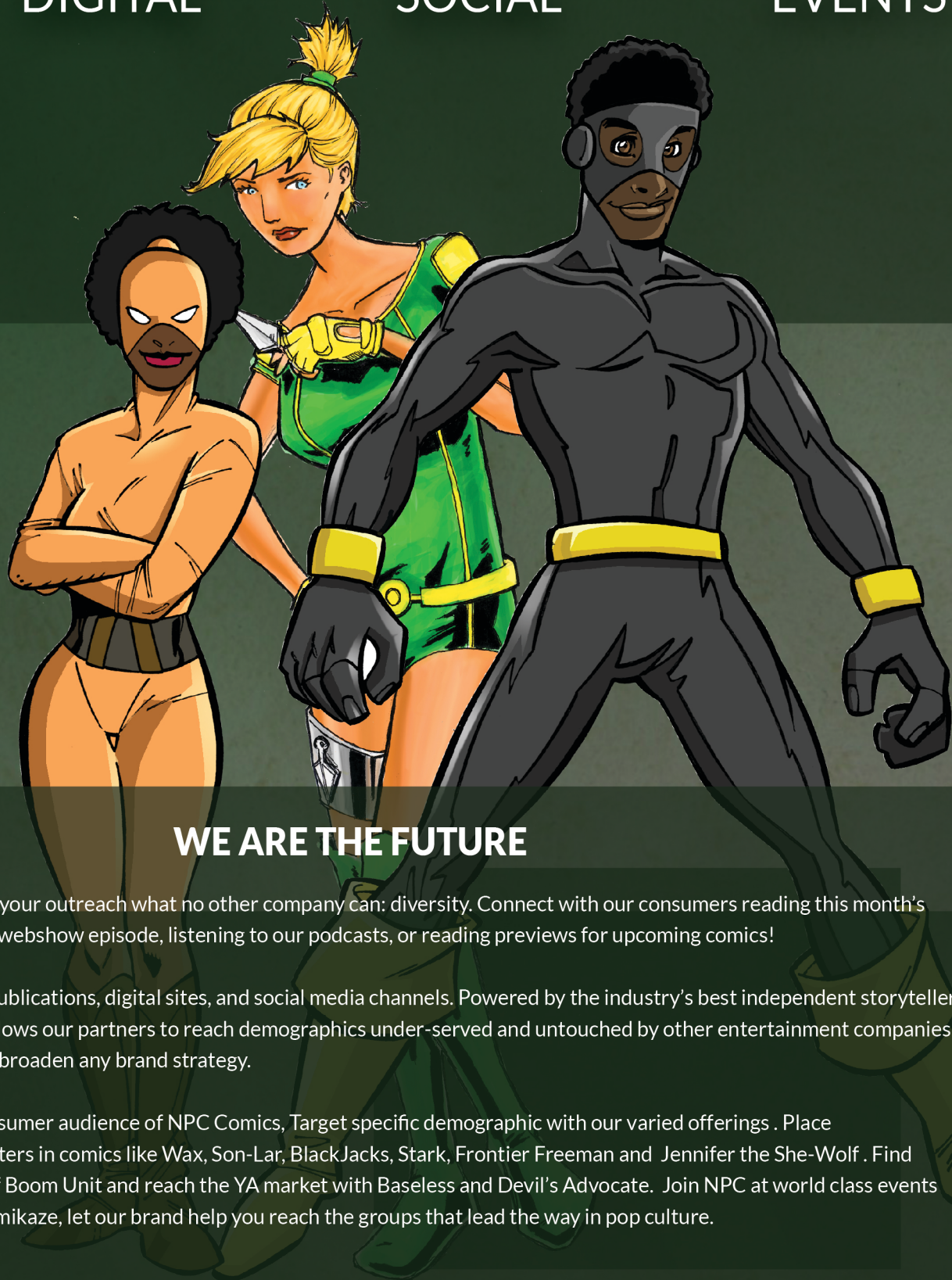# 2016 MEDIA KIT

PRINT   DIGITAL   SOCIAL   EVENTS

WE ARE THE FUTURE

National Press Comics brings to your outreach what no other company can: diversity. Connect with our consumers reading this month's print issues, watching our latest webshow episode, listening to our podcasts, or reading previews for upcoming comics!

Leverage our growing reach of publications, digital sites, and social media channels. Powered by the industry's best independent storytellers, artists and creative staff, NPC allows our partners to reach demographics under-served and untouched by other entertainment companies. We are the missing link that can broaden any brand strategy.

Reach core 18-34 millennial consumer audience of NPC Comics, Target specific demographic with our varied offerings . Place ads alongside the hottest characters in comics like Wax, Son-Lar, BlackJacks, Stark, Frontier Freeman and Jennifer the She-Wolf . Find young consumers in the pages of Boom Unit and reach the YA market with Baseless and Devil's Advocate. Join NPC at world class events like New York Comic Con, or Comikaze, let our brand help you reach the groups that lead the way in pop culture.

Contacts:
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SCHEDULE

ON SALE	AD CLOSE	AD MATERIALS DUE
June	3/09/16	4/06/16
July	4/13/16	5/04/16
August	5/11/16	6/01/16
September	6/08/15	7/06/16
October	7/13/16	8/03/16
November	8/10/16	9/07/16
December	9/14/16	10/05/16
January	10/12/16	11/02/16
February	11/09/16	12/07/16
March	12/14/16	1/04/17
April	1/11/17	2/01/17
May	2/08/17	3/01/17

AD RATES

**National Press Comics Network
Rate Base
500,000**

	OPEN	2-4x	5-8x	9-12x
Full Page	$1000	$ 900	$800	$750
Cover 2,3	$1500	$1375	$1250	$1100
Cover 4	$2000	$1850	$1725	$1600

Copy safe = 6.125 x 9.687
Trim = 6.625 10.1875
Bleed = 6.875 x 10.4375

COMIC AD PAGE SPECS

MAC & WINDOWS PC FORMATTED FILES ACCEPTED

REMOVABLE MEDIA: CD-ROM/DVD-ROM/BD-ROM

ACCEPTED SOFTWARE: Adobe Creative Suite 6 (CS6)

Photoshop • Illustrator • InDesign

ACCEPTED FILE FORMAT: PSD • PDF • TIF • EPS • JPEG

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"
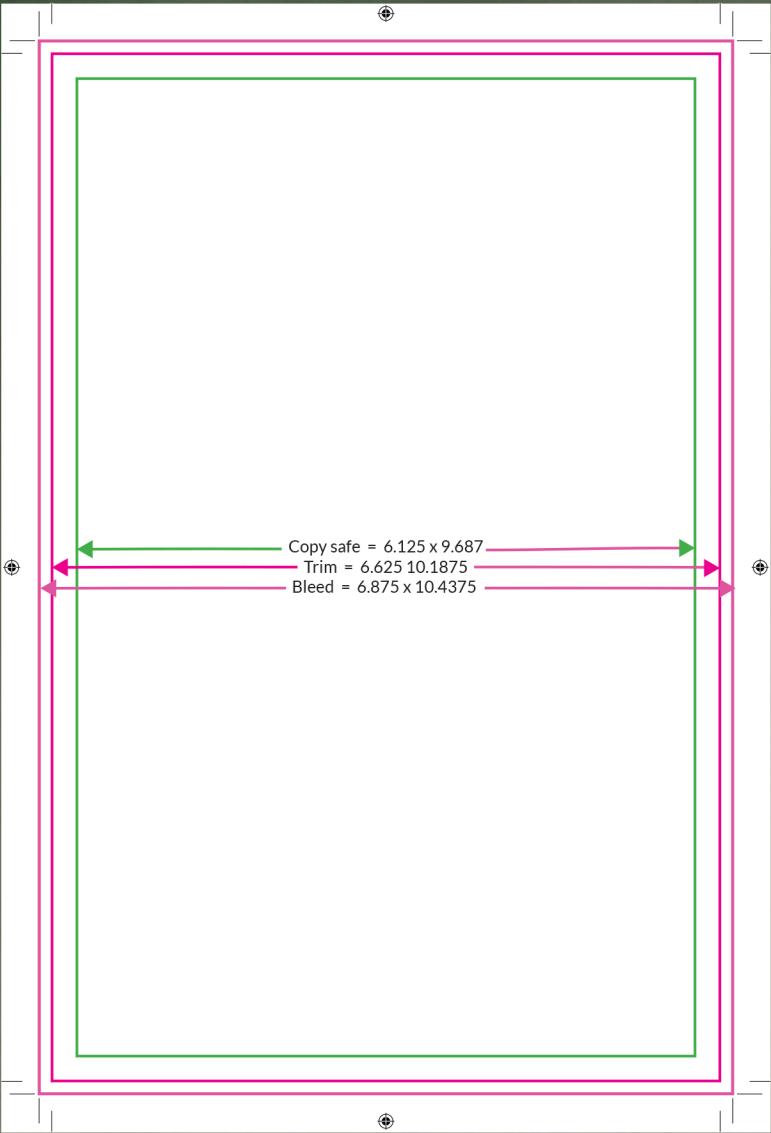
NATIONAL PRESS COMICS
CALENDAR

2016
THIRD QUARTER
Comics - Wax

Comics - Son - Lar

Comics - Boom Unit

Events - Modesto Con

Events - Long Beach Comic Con

Events - StocktonCon

Events - San Francisco Comic Con

Events - Wizard World Sacremento

Online - Lander: The Webcomic

FOURTH QUARTER
Comics - DooDoo Jones

Comics - Blackjacks

Comics - A Werewolf Ruined My Date!

Events - New York Comic-Con

Events - Comikaze

Online - NPC: The Show

Online - The NPC Podcast

2017
FIRST QUARTER
Comics - Jennifer the She-Wolf

Comics - Devil's Advocate

Events - Wondercon

Events - Silicon Valley Comic Con

Schedule also includes:
Monthly print and digital comic periodical releases
Monthly merchandise releases
Biweekly podcasts & YouTube programs.