

SUBMITTING TO DIAMOND COMICS (version 4-2015)

Thank you for your interest in distribution through Diamond Comic Distributors. In order to be considered as a potential account, we require a formal **submission package** which should include the following:

1. **PRODUCT SAMPLE** – Please include a sample of each product you wish to be considered. This sample can be a fully printed book if it is available. If the product is not yet formally printed, you may print the cover and interior pages from a computer and bind them together by staples, clips, etc. Our goal is to read the product from page to page and get a sense of how the story and art may look as a finished piece.
2. **PRODUCT INFO SHEET** – Please include a product info sheet filled out according to the product(s) you are submitting (found on page 3). **EACH** separate product you submit should have its **OWN** unique sheet.
3. **COVER LETTER** – Please include a letter that introduces yourself, your company, and any other details about your submission that you feel our staff should understand when reviewing your package.
4. **MARKETING PLAN** – Please include a document that gives a clear and thorough agenda on how you plan to market this book to customers and retailers in order to make it successful in the comic book market (see **MARKETING YOUR PRODUCT** for further details).

Please mail your submission package to our offices at:

Diamond Comic Distributors
ATTN: Jay Spence
10150 York Rd Suite 300
Hunt Valley MD. 21030

THE REVIEW PROCESS

Upon receipt of your submission, it is reviewed by several members of our purchasing staff. Our staff considers many variables when making their decision to distribute a product, including but not limited to; price, format, quality, and overall potential in the current comics market. The review process can take up to 4 weeks to complete but typically less. We ask for your patience in times where submission volume may be higher than usual. Once our staff has made their decision, you will receive a response from one of our staff members either by mail, email, or phone. In some cases, a brand manager may contact you in order to clarify a particular detail of your product before a final decision can be made.

MARKETING YOUR PRODUCT

Inclusion in the *Previews* catalog is a great way to increase your product's reach in the comic book direct market and our optional marketing services will assist publishers in strengthening this reach, but *Previews* is only the **first** step toward selling your product to comic shop retailers. A publisher's marketing strategy is often one of the largest factors in cultivating strong sales and this cannot be done with *Previews* alone.

We suggest that you consider your target audience for your project and create a marketing plan based on those readers you wish to reach. You'll want to reach as many comic readers as possible and that often means connecting with online sites and social media destinations that focus on comics. In some cases, your project may also appeal to less traditional comic markets that should be considered (ex. a comic about street racing may appeal to car/racing enthusiasts).

With your audience in mind, research as much about the current comics market as you can, taking into account the types of comics that are already being sold and by whom. We never recommend that a new publisher imitate what is being done by other publishers but it is important to be mindful of other projects that may be similar in story, genre, style, etc. to yours.

It is absolutely essential for new publishers with a new product to thoroughly plan out a marketing strategy that can be strong enough to gain attention. Publishers who do not focus enough on marketing will see far less response from their listing in *Previews*. A marketing plan that shows a strong understanding of the industry and your audience is essential for Diamond Comics to see when considering a new publisher.

BARCODES

Your submission may not yet have a barcode attached to it at time of submission but your final product **MUST** include at least **ONE** of the following two barcodes when it is ready to ship to retailers. Diamond will require this number at time of listing in *Previews* and your brand manager will be able to advise you on how to acquire this barcode if necessary.

UPC – This is a 12-digit number typically used for periodical comic books. The same 12 digits can be used for the length of the series and will be accompanied by a 5-digit supplement at the end. (ex. 712345678901-00111) For other examples, refer to most comic books being sold now. If your comic book is a one-shot with no subsequent issues, you wouldn't be required to include a 5-digit supplement.

ISBN/EAN – This is a 10 or 13-digit number typically issued for graphic novels and other types of square-bound books. The barcode typically printed on books uses the 13-digit ISBN number followed by a 5-digit supplement which indicates the retail price. If you only have the 10-digit ISBN, this number can easily be converted to 13-digits using an online converter.

FREQUENTLY ASKED QUESTIONS

Q. What types of product is Diamond Comic Distributors looking for?

A. In general, Diamond Comic Distributors prides itself on offering its retailers a wide variety of pop-culture and/or comic book related products for the direct market (comic shops). We are open to consider all genres and formats of comic books and material related to sequential art. If your chosen format is unusual or doesn't necessarily fit with the current market, a brand manager may contact you about adjusting the format to better suit the market.

Q. I have several projects I'd like to submit, can I submit them all?

A. Yes, you may submit as many different projects as you'd like and you can include them in the same submission package. If you have more than one project to submit, please fill-out and submit a **product info sheet** for **EACH** item.

Q. How many copies of my product can I expect to sell?

A. Every product we sell is different and the price, format, and marketing of each product can greatly influence sales. Once your product has been accepted by our review staff, your assigned brand manager will be able to explain how your product compares with the rest of the market and the sales you could possibly expect.

Q. How formal should my submission package be?

A. We don't require anything above and beyond the three items of your submission package mentioned above. We don't require that the package be bound or otherwise presented in an overly elaborate way. The most important part of your submission is that it presents the vital details (listed above) our review staff needs in order to make an accurate assessment of your product.

Q. How much should I discount my product?

A. The discount percentage (found on the info sheet) is the percentage OFF the retail price that Diamond Comic Distributors will be paying you for each copy of your product. Standard discount is typically 60% for most comics. This discount directly affects the cost retailers will pay for your book so a better discount to Diamond means a better discount to retailers and, typically, stronger sales. Keep in mind that shipping costs for sending your product to Diamond will be the responsibility of the publisher.

Q. How should I rate the content of my product?

A. There are THREE main ratings Diamond is concerned about when it comes to listing product. Most comics fall under an "all ages" rating and may contain some violence (within reason) and, perhaps, the lightest forms of profanity. Kids titles aren't specifically rated as such but are often marketed as "for kids" in the *PREVIEWS* catalog. A "mature" title typically contains full or partial nudity and/or profanity that wouldn't be permitted on television, like a rated "R" movie. An "adult" title would be more extreme than "mature" and typically means graphic sexual situations that would be considered pornographic or rated "X". Be aware that the "adult" comics market is very limited and Diamond is unable to market an "adult" title with the same visibility that other titles receive. "Adult" titles typically sell far less than their less graphic counterparts.

Q. Does Diamond Comics require a minimum amount of orders for my product in order to sell it?

A. Diamond Comics strives to make every product it offers as successful as possible but, in the pre-order, non-returnable market of comic books, there is never a guarantee for what those final orders will be. Our submission review staff does consider the amount of potential sales for your product based on the previous sales history of similar titles and our staff may choose to pass on a product if it does not show the adequate amount of potential for sales. Once Diamond Comics has accepted your product for listing in *Previews*, we will seek to fulfill any and all orders for your product regardless of quantity.

Q. What if I require a minimum quantity of orders for my book in order to proceed with manufacturing my final product?

A. As stated in the previous question, there is never a guarantee of what the final orders will be for a product. Any item Diamond offers to retailers **MUST** be available to retailers no matter what the final orders may be. Therefore, Diamond Comics cannot agree to a pre-set minimum of orders.

Q. I still have further questions that are not answered in this guide, can I speak with someone?

A. Please feel free to contact Jay Spence, the Submissions Coordinator, with any questions you may have about your submission. Jay Spence can be reached at jsay@diamondcomics.com or at 443-318-8272.

PRODUCT INFO SHEET FOR SUBMISSION

(Please complete this form and include with your submission package)

This form provides Diamond Comic Distributors with all the vital details of your project so we can better understand how you envision the final product. Some details like price or format can influence our decision to distribute a project so please be prepared to discuss some details that Diamond Comic Distributors may feel need to be adjusted in order to better fit with the current market.

Company Name:

Address:

Email Address:

Phone:

PRODUCT TITLE:

-Issue number:

-Frequency (One-shot, Monthly, Bi-Monthly, etc.):

Frequency pertains to the release schedule of your product and how often you expect the following issues/volumes will be released. For a standard-sized, periodical comic, we suggest releasing on a monthly or bi-monthly basis. A single, one-time comic or graphic novel would be a "one-shot".

-Number of Issues/Volumes in Series (or ongoing/no end):

-Intended Audience (All Ages, Kids, Mature, etc. SEE FAQ for details):

-Genre (Superhero, Sci-Fi, Fantasy, Horror, etc.):

-Format (comic book / softcover / hardcover):

-Page Count:

-Full Color, B&W, or Partial Color:

-Cover Dimensions:

-Retail Price:

-Diamond Discount % (need help? See FAQ):

-Printer name:

We understand that some publishers may be shopping around for a printer during the submission period and this isn't required to be final at time of submission.

-Country of Origin (printer location not publisher):

-Intended release month (or as soon as possible):

Writer(s):

Artist Name(s):

Cover Artist(s):

Other special notes to consider about the project: