

SANTA CRUZ COMICS

Upcoming Issue # 1. Six Stories and Troll Ads. 46 pages

DONOR & ADVERTISER PROSPECTUS

- Advertising, product placement, and student entrepreneurship support opportunities exist
- Politically progressive artistically innovative comics magazine
- Target an *up and coming* demographic: traditionally dominated by male readers, comics readership is now estimated at up to 40% female, with most readers in their late teens to early 40's.
- Subjects include horror, sci fi, drama, and comedy, with first issue titles including: *Fairy and Troll*, *Against the Wall*, *Life on Mars: an LGBT Epic*, *Moscow Hitman*, *Tokyo Ghost Story*, and a series of short *How Not to....*" guides beginning with *How Not to Surf*.
- Spoof ads (in the tradition of Mad Magazine & Saturday Night Live) mixed in with strange but real troll ads, so readers can enjoy puzzling out which are real and which are fake, for example candy made from mummified corpses and truffle dogs for rent.
- Upside down backwards riddles and puzzles readable form a "hidden treasure map" that readers can solve as part of a "no purchase necessary" contest to win comics T-shirts
- **100% of donations** for student entrepreneurship will be paid out to students for project labor & student travel costs (list of student work performed and funds distributed documentation provided back to donor; this compares well to charities that typically use 15-40% of donated funds for overhead)¹
- A portion of ad/product placement proceeds go to UCSC and Cabrillo College students
- Santa Cruz Comics provides students valuable startup, publishing, and product management experience, allowing advertisers to promote the fact they are supporting student employment training projects
 - Manga #1 credits the following student contributors: Janell Mora, Tony Caudillo-Leiva, Annette Yao, Gian Paredes, Anan Ma, Aaron Exon-Lum, Thovatey Tep, & Eric Ware
- Product inclusion opportunities exist to show your product or service in a story, making it extremely memorable for readers
- Minimum distribution of 3,000 copies guaranteed, or shortfall % of your ad or inclusion investment will be refunded!²

¹Please note Santa Cruz Comics is not a 501 c3. If endowed with a major gift 501 c3 paperwork could be arranged. Santa Cruz Comics intends to pay for overhead and printing costs with advertising

² Unit minimum includes both online downloads such as but not limited to ebooks, and paper copies, including versions in English and Japanese. Total units to be calculated 24 months after softback English version copy is released for sale in California, payable in 30 days. Refund to exclude any interest or penalties. Example: if only 2,000 units distributed, advertiser would get 33% refund without interest. It's risk-free-ish advertising!

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Product Inclusion Opportunities: Including your company logo or product in popular media such as movies and magazines is a proven way to subtly build brand awareness. If the logo is included in a manner that is funny or works well with the plot, the ad can be particularly impactful. Including a real cemetery ad next to a story about zombies, for example, would generate tremendous publicity. As a comics variety magazine, a variety of opportunities exist given the variety of settings, with products used by both protagonists and antagonists:

- *Fairy and Troll*, as the longest story has more scenes and thus more prospective product inclusion opportunities: swords, hard liquor, rolling papers, marijuana, taquerias, windsurfers, motorboats, cops, guns, cars, trucks, food stands, corn dogs, catsup, mustard, police, office equipment, and a host of other products
- *How Not to Surf* has surfing and boating product inclusion opportunities, for example a company logo could be on one of the surfboards used in the comic and depicted on the front cover
- *Against the Wall* is the second longest comic, featuring desert scenes with clothing, cars, trucks, playbills/newspapers blowing across the barren desert/stuck on cacti, and retail facades.
- *Tokyo Ghost Story* includes scenes with clothing, cellphones, makeup, and horticulture
- *Life on Mars* includes scenes with Martian gadgetry, Chinese food, government offices, bankers, psychologists, and military recruiters
- *Moscow Hitman* includes scenes in cafes, offices, funeral homes, kitchens, hotels, and sewers
- *Troll Ads:* Include your product/service in a funny spoof ad. (Mustard used as toothpaste, clothing used as surfboards, tax advice or legal services for cats and dogs or androids, etc.) Santa Cruz Comics can work with your marketing department to come up with a powerful advertising concept that will breathe new life into your brand!

Print Ad Pricing:

- Take advantage of special low pricing on the first issue!
- Advertisers in the first issue get guaranteed same-rate availability in the second and third issues, even if rates go up.
- Free online ad included at SantaCruzComics.com

1/8 page \$300

¼ page or small product inclusion \$600

½ page \$1200

Full page \$2400

Front page, small ad or product inclusion: \$1000

Back cover \$5000 whole/\$2500 half

Terms cash in advance, ad artwork 300 dpi minimum CMYK digital files, or camera-ready artwork

Contact: dougbragdon@gmail.com

Prelaunch website under construction: santacruzcomics.com