



FREE COMIC BOOK DAY
SPONSORSHIP OPPORTUNITIES
2015

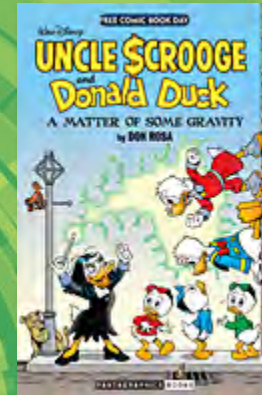




2014 ATTENDANCE

1,000,000+ Comic & Pop-Culture Fans
2,000+ Locations (US, Canada, UK, more)





2014 FCBD COMICS

4,656,080+ Comics Ordered

(3% Increase, 2013: 4,501,632)

60 Titles (40 Publishers)

(15% Increase, 2013: 52)





IGN



2014 PUBLICITY

\$3.2 million in earned media in 30 days
(45% Increase)

1,086 Local & National News Reports
4,000+ Internet Articles



Audience Overview

Apr 1, 2014 - May 6, 2014

Email Export Add to Dashboard Shortcut



All Sessions
100.00%



+ Add Segment

Overview

Sessions

vs. Select a metric

Hourly

Day

Week

Month

Sessions

300,000

150,000



Sessions

784,723

Users

597,614

Pageviews

2,196,524

Pages / Session

2.80

Avg. Session Duration

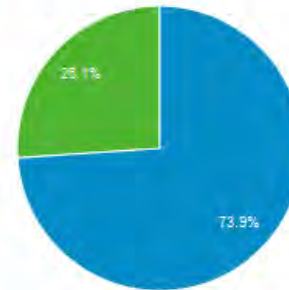
00:02:10

Bounce Rate

46.57%

New Visitor

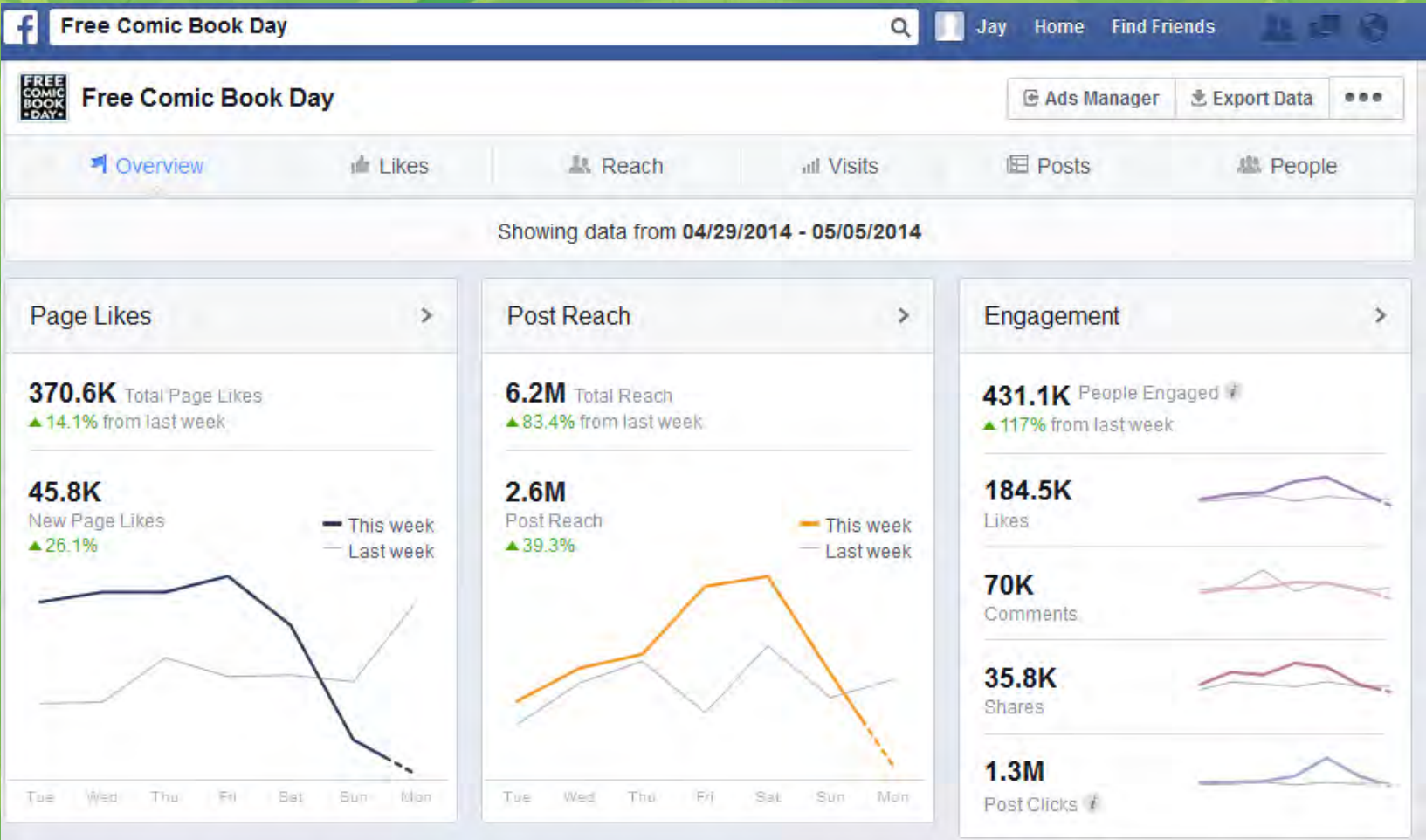
Returning Visitor



FCBD.com WEB TRAFFIC

597,614 Unique Visitors (25% Increase)

**FREE
COMIC
BOOK
-DAY-**
1st SATURDAY
IN MAY!
May 2, 2015
www.freecomicbookday.com



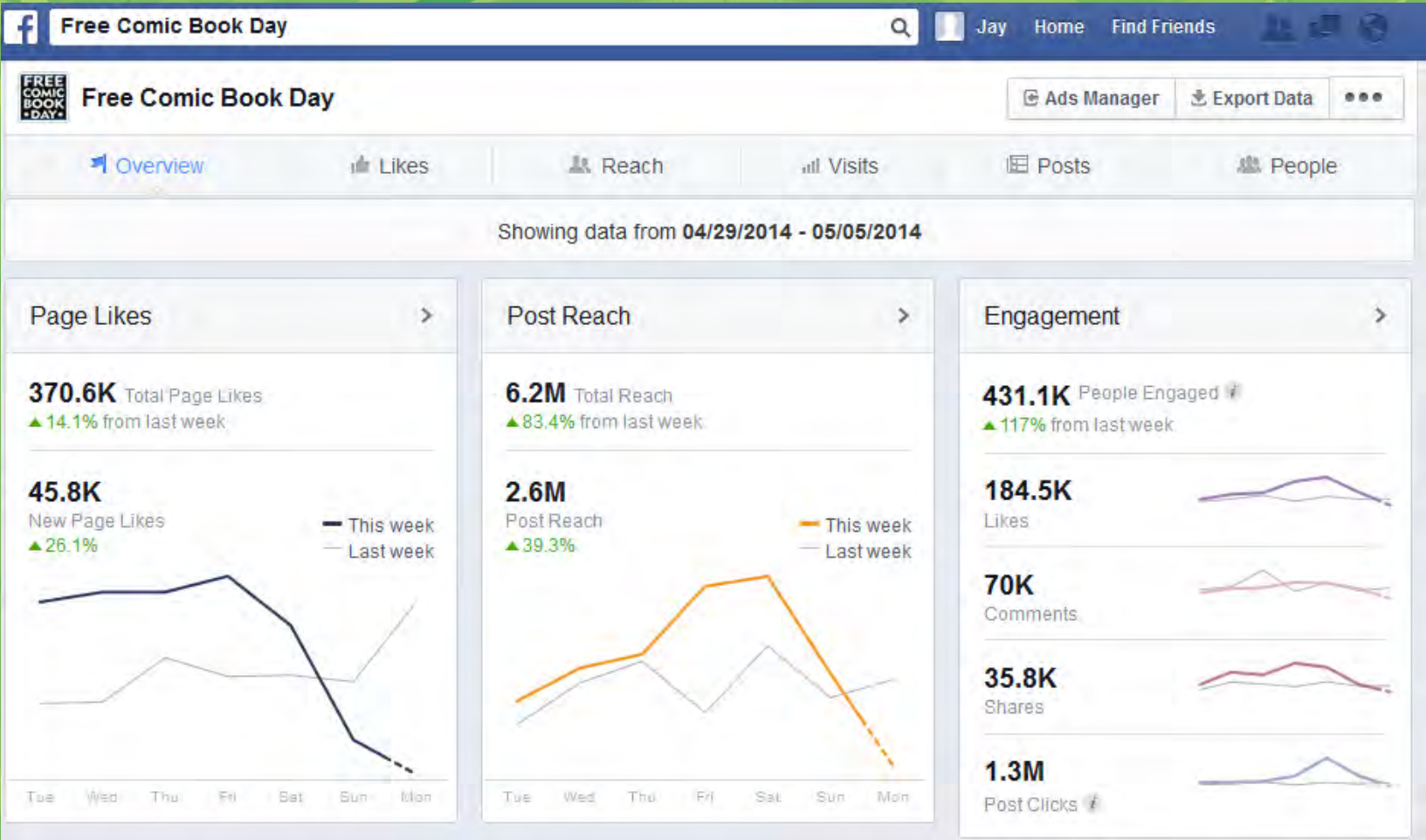
FACEBOOK

458,000+ Comic & Pop-Culture Fans

(370,600+ on FCBD 2014 - 494% Year-to-Year Increase)

Est. 850,000+ on FCBD 2015





FACEBOOK

458,000+ Comic & Pop-Culture Fans

(370,600+ on FCBD 2014 - 494% Year-to-Year Increase)

Est. 850,000+ on FCBD 2015





Free Comic Book Day

April 30 at 5:00pm · Edited ·

Free Comic Book Day is this Saturday!

Find a comic shop near you at <http://bit.ly/FCBDStoreLocator>.

Help us get over 15,000 shares on this post so more people can find out about #fcbd by Saturday so they can go get free comics too!



Like · Comment · Share 3,382 96 4,327

367,616 People Reached

15,368 Likes, Comments & Shares

8,422 Likes	3,382 On Post	5,040 On Shares
-----------------------	-------------------------	---------------------------

2,446 Comments	115 On Post	2,331 On Shares
--------------------------	-----------------------	---------------------------

4,500 Shares	4,327 On Post	173 On Shares
------------------------	-------------------------	-------------------------

6,378 Post Clicks

5,024 Photo Views	1,148 Link Clicks	206 Other Clicks
-----------------------------	-----------------------------	----------------------------

NEGATIVE FEEDBACK

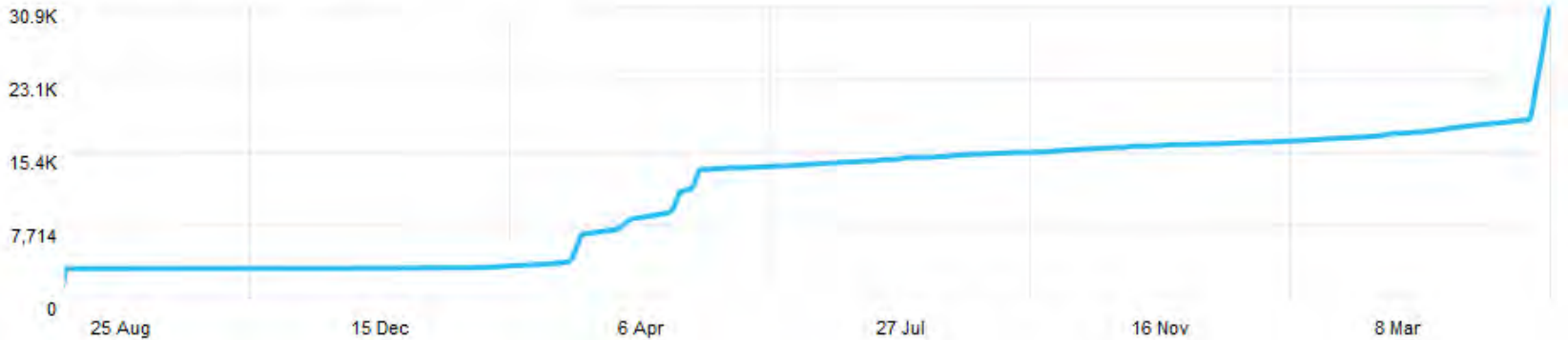
- Hide Post
- Hide All Posts
- Report as Spam
- Unlike Page

BRAND ADVOCATES:

100,000+ Shares by Fans
2,000+ Grassroots Promoters



30,646 followers as of 5/3/2014 (days shown in Pacific time)



Interests

Most unique interests (?)

- 69% Comics
- 67% Sci-fi and fantasy (Movies and televi...
- 58% Sci-fi and fantasy (Hobbies and inte...
- 39% Cartoons
- 11% Drawing and sketching



Top interests (?)

- 69% Comics
- 67% Sci-fi and fantasy (Movies and televi...
- 58% Sci-fi and fantasy (Hobbies and inte...
- 56% Comedy (Movies and television)
- 53% Action and adventure
- 47% Movie news and general info
- 39% Animation (Movies and television)
- 39% Cartoons
- 27% Gaming news and general info
- 26% Console gaming

TWITTER

31,027+ Comic & Pop-Culture Fans

100,000+ FCBD Mentions

National Trend: #FCBD & #FreeComicBookDay





STAN LEE



LEVAR BURTON



JASON MEWES

2014 CELEBRITY ENDORSEMENTS:

Positive PR Mentions



Post Details



Free Comic Book Day

April 28 · 🌐

Reading Rainbow's host LeVar Burton promotes Free Comic Book Day!

Reading activist LeVar Burton encourages you to participate in Free Comic Book Day as it is a great day to discover new types of stories and keeps kids actively reading!

See what LeVar has to say about his own experience with comic books and why Free Comic Book Day is important at <https://www.youtube.com/watch?v=Oi8HNxilsEk>.



Levar Burton Promotes Free Comic Book Day!

Reading activist and host of the PBS Show Reading Rainbow, Levar Burton encourages readers of all ages to check out Free Comic Book Day on Saturday May 3rd, ...

YOUTUBE

Like · Comment · Share · 2,075 30 1,042

167,744 people reached

Boost Post ▾

167,744 People Reached

4,686 Likes, Comments & Shares

3,291
Likes

2,075
On Post

1,216
On Shares

290
Comments

32
On Post

258
On Shares

1,105
Shares

1,042
On Post

63
On Shares

1,964 Post Clicks

5
Photo Views

580
Link Clicks

1,379
Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

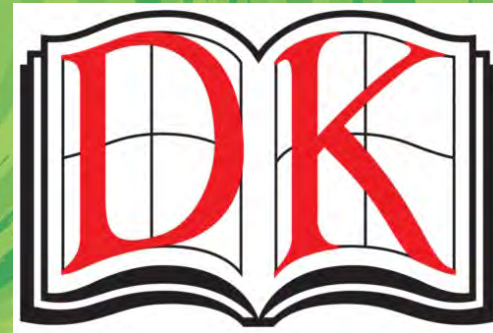
2 Unlike Page

2014 CELEBRITY ENDORSEMENTS:

Results



2014 SPONSORS





Free Comic Book Day

May 3 at 3:30pm · Edited ·

Spider-Man Swings into Action to Save The Day!

COMMENT, saying who your favorite Spider-Man villain is to be entered to win the LEGO Marvel Super Heroes Spider-Helicopter Rescue.

Swoop to the rescue of Mary Jane with the help of Power Man in the speedy Spider-Helicopter when she is seized by the evil Green Goblin and flown away on his terrifying glider. You can get your own LEGO Marvel Super Heroes, Villains and other characters at

www.lego.com/marvelsuperheroes. Thank you ... See More



Like · Comment · Share · 2,224 4,224 161

193,600 People Reached

6,801 Likes, Comments & Shares

2,315 Likes **2,224** On Post **91** On Shares

4,325 Comments **4,240** On Post **85** On Shares

161 Shares **161** On Post **0** On Shares

7,162 Post Clicks

3,988 Photo Views **33** Link Clicks **3,141** Other Clicks

NEGATIVE FEEDBACK

- 0** Hide Post **0** Hide All Posts
- 0** Report as Spam **3** Unlike Page

2014 SPONSOR CONTEST (LEGO):

193,000 People Reached 6,801 Engagements




Post Details

FREE COMIC BOOK DAY **Free Comic Book Day**
 April 26 at 4:15pm · 📍

Free Comic Book Day is in 7 Days!

COMMENT, tagging one friend to be entered to win the Warhammer 40,000 Space Marines Model Set from Games Workshop who is one of the sponsors of #fcbd2014!

Customize your own army of Space Marines with the model kit. 200 participating comic shops will be giving out free Space Marine Snap-Fit models for fans to discover. Learn more about War Hammer and how you can get your own free kit at <http://bit.ly/GamesWorkshop2014>.... See More



Like · Comment · Share · 👍 1,228 🗨️ 2,168 ↻ 128

116,096 People Reached

3,730 Likes, Comments & Shares

1,306 Likes	1,228 On Post	78 On Shares
2,282 Comments	2,213 On Post	69 On Shares
142 Shares	128 On Post	14 On Shares

3,826 Post Clicks

3,024 Photo Views	46 Link Clicks	756 Other Clicks 📄
-----------------------------	--------------------------	------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page

2014 SPONSOR CONTEST (GAMES WORKSHOP):

116,096 People Reached
3,730 Engagements




Post Details

FREE COMIC BOOK DAY Free Comic Book Day 17 hrs · Edited ·

The Sky is Falling!

COMMENT, saying whether or not you are going to watch the new season of Falling Skies to be entered to win the DVD of Season One!

Catch the all new season of Falling Skies premiering Sunday June 22 at 10/9c only on TNT! See more about the show at <http://www.fallingskies.com/>. We thank TNT's Falling Skies for being a sponsor of FCBD!... See More



Like · Comment · Share · 926 1,500 64

92,832 People Reached

2,546 Likes, Comments & Shares

955 Likes	926 On Post	29 On Shares
1,527 Comments	1,504 On Post	23 On Shares
64 Shares	64 On Post	0 On Shares

1,845 Post Clicks

1,377 Photo Views	33 Link Clicks	435 Other Clicks
-----------------------------	--------------------------	----------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	2 Unlike Page

2014 SPONSOR CONTEST (FALLING SKIES):

92,832 People Reached
2,546 Engagements



Free Comic Book Day - Enter for a Chance to Win "The Amazing Spider-Man 2"...

<http://www.freecomicbookday.com/Home/1/1/27/206?articleID=146765>



bleslie1982

shortened Apr 28, 2014



6,240

clicks on
your BitLink

100%

of clicks from
your BitLink

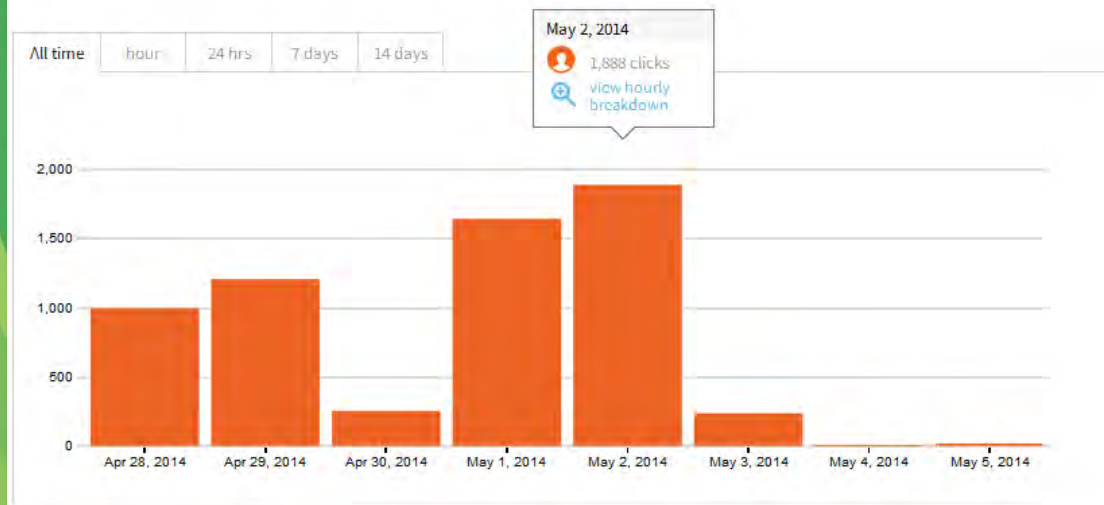
bit.ly/1nyHigg

Copy



All 6,240 clicks to this content came from this Bitlinks.

Clicks



2014 PROMOTIONAL PARTNER (IMAX):

6,240 Clicks
4,000+ Opt-In Emails



STEP INSIDE THE MARVEL UNIVERSE

Marvel Encyclopedia
432 pages fully updated to include the latest facts, story lines, and major crossover events with newly commissioned cover art by Mike Deodato Jr.

Marvel Comics: 75 Years of Cover Art
Available August 2014
Pre-order your copy today!
Celebrate 75 years of Marvel with some of the most impactful, inspiring, and never-before-seen comic cover art to come out of the Marvel vault.

DECI31413 MARVEL.COM
MAY141796 MARVEL.COM

DK 40 A WORLD OF IDEAS: SEE ALL THERE IS TO KNOW

US.DK.COM

Prepare for a new war.

FALLING SKIES

ALL NEW
SUNDAY JUNE 22
10/9c

TNT

LEGO DC COMICS
SUPER HEROES

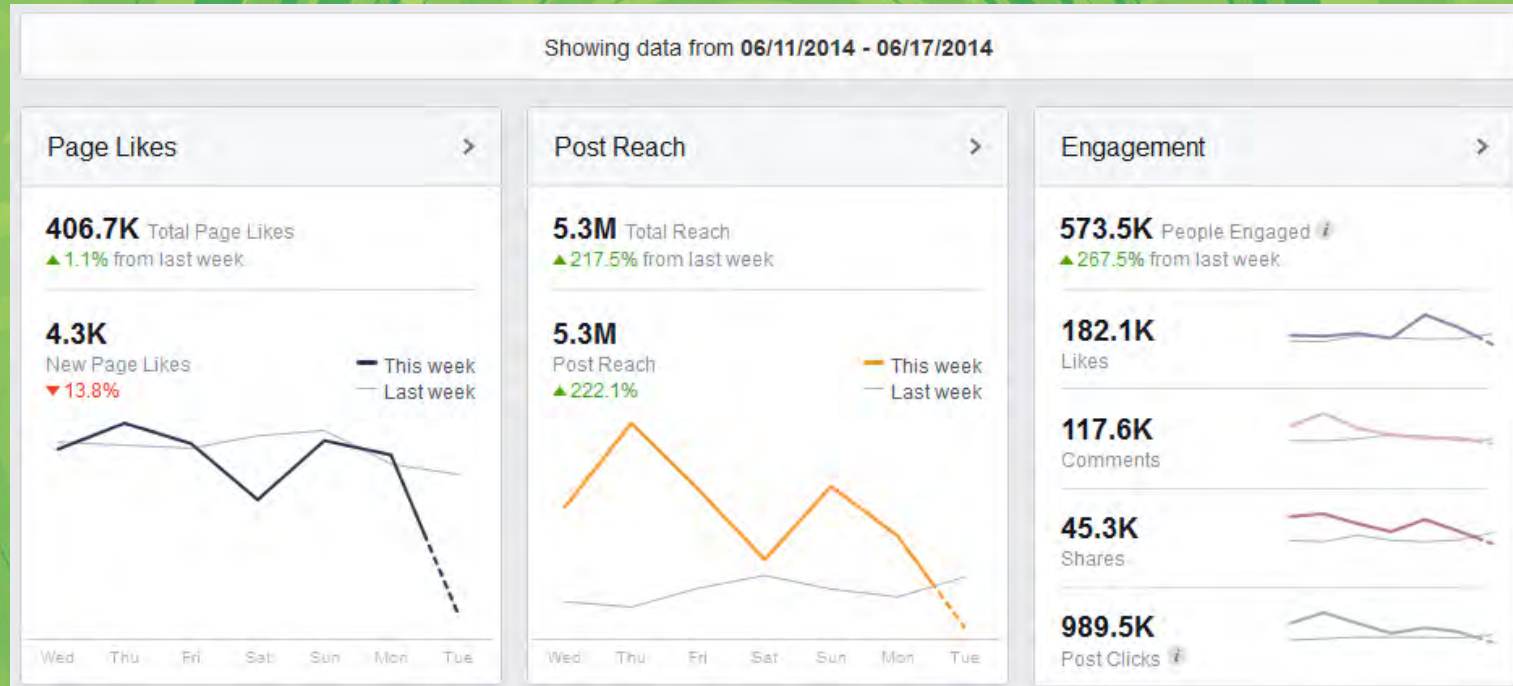
BE THE SUPER HERO!
LEGO.COM/SUPERHEROES

2014 SPONSORS (PRINT ADVERTISING):

50,000+ PREVIEWS Distribution
3,000+ Comic Book Specialty Stores

FREE COMIC BOOK DAY
 1st SATURDAY IN MAY!
 May 2, 2015
 www.freecomicbookday.com

365 Days OUTREACH & PROMOTION



100,000+

Clicks to www.comicshoplocator.com
to find a local comic shop since Jan 1st, 2014



365 Days OUTREACH & PROMOTION



CLICKS TO WEB SITES:

73,751 clicks to products
in last 30 days



365 Days

OUTREACH & PROMOTION

YOU		Free Comic Book Day	418.2K 	▲ 1.1% from last week	26	135.5K 
5		Comic Book Resources	262K 	▲ 1% from last week	217	85.2K 
6		Record Store Day	258.3K 	▲ 0.3% from last week	11	3.7K 
7		Newsarama	241.2K 	▲ 0.4% from last week	61	33K 
8						

ENGAGEMENT COMPARISON:

7 Day Comparison



365 Days OUTREACH & PROMOTION

Post Details

FREE COMIC BOOK DAY Free Comic Book Day
May 9 at 5:00pm · 🌐

Hey! Listen!


From the best-selling *The Legend of Zelda: Wind Waker*, comes a Nendoroid of the beloved hero Link from Good Smile Company (ENGLISH).

This will be available in comic shops on October 29th, if you want to make sure you get one, contact your local comic shop and pre-order now before the end of the month. These are being imported for Japan. For more info: <http://bit.ly/NendoroidLink>

Let your local retailer know that it is Item Code: MAY142613. \$49.99

Find a comic shop to order yours at <http://bit.ly/findcomicshop>.

Do you plan on getting one of these? Let us know in the comments.



Like · Comment · Share · 👍 1,818 · 💬 137 · ➦ 275

79,904 People Reached

2,590 Likes, Comments & Shares

2,055 Likes	1,818 On Post	237 On Shares
260 Comments	151 On Post	109 On Shares
275 Shares	275 On Post	0 On Shares

3,511 Post Clicks

2,312 Photo Views	78 Link Clicks	1,121 Other Clicks
-----------------------------	--------------------------	------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	4 Unlike Page


PRODUCT
PROMOTION:
Pre-Order

365 Days OUTREACH & PROMOTION

Post Details

Free Comic Book Day
June 3 at 3:03pm · 🌐

"Enough said!"
Pre-order now at your local comic shop, ITEM CODE (JUN142520)
For more info: <http://bit.ly/SharknadoPOP...> See More



261,248 People Reached

17,438 Likes, Comments & Shares

10,883 Likes	4,159 On Post	6,724 On Shares
3,811 Comments	484 On Post	3,327 On Shares
2,744 Shares	2,676 On Post	68 On Shares

6,879 Post Clicks

5,406 Photo Views	627 Link Clicks	846 Other Clicks
-------------------	-----------------	------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Like · Comment · Share · 4,159 · 441 · 2,676

261,248 people reached

Boost Post

PRODUCT
PROMOTION:
Pre-Order



365 Days OUTREACH & PROMOTION

Post Details

FREE COMIC BOOK DAY Free Comic Book Day
May 7 at 5:00pm · 🌐


"I Am The One Who Knocks"- Walter White

COMMENT, tagging one friend who also likes Breaking Bad to be entered to win a Walter White collectible figure for you and your friend!

The Walter White figure is available now and you can pre-order the Jesse Pinkman figure at your local comic shop. Check out the Jesse collectible at <http://bit.ly/JessePinkmanFig>.

Retailers: The Walter White is still available for re-order. Use item code: MAR138420.

This promotion is in no way sponsored, endorsed, or administered by or associated, with Facebook. See the official rules: <http://bit.ly/2014Rules>



Like · Comment · Share · 👍 4,641 · 💬 4,410 · ➦ 922

281,728 People Reached

12,148 Likes, Comments & Shares

5,945 Likes	4,641 On Post	1,304 On Shares
5,238 Comments	4,550 On Post	688 On Shares
965 Shares	922 On Post	43 On Shares

11,551 Post Clicks

9,224 Photo Views	306 Link Clicks	2,021 Other Clicks
-----------------------------	---------------------------	------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	9 Unlike Page

**PRODUCT
PROMOTION:
Contest
&
Pre-Order**




365 Days OUTREACH & PROMOTION

Post Details

FREE COMIC BOOK DAY

Free Comic Book Day
What Was It Like for Darth Vader to Have Kids? Find Out!
COMMENT, tagging a friend who is also a Jeffrey Brown fan, to win this prize pack which includes a "signed copy" of Kids Are Weird, and copies of **Darth Vader™ and Son** and **Vader's Little Princess**!
The books are out now in comic shops! Check out the video for the Kids Are Weird book: <http://youtu.be/Ev3xsOnDNLw>. ... See More



Posted by Deborah Moreland [?] · on Friday

Like Comment Share 2,042 Likes 1,828 Comments 256 Shares

109,440 people saw this post Boost Post

109,440 People Reached		
4,474 Likes, Comments & Shares		
FROM YOUR PAGE AND POSTS		
2,042 Likes	1,828 Comments	256 Shares
FROM LIKES, COMMENTS & SHARES		
236 Likes	98 Comments	14 Shares
TOTAL		
2,278 Likes	1,926 Comments	270 Shares
2,359 Post Clicks		
2,320 Photo Views	39 Link Clicks	0 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

PRODUCT
PROMOTION:
Contest
&
In Stores


**FREE
COMIC
BOOK
DAY**
1st SATURDAY
IN MAY!
May 2, 2015
www.freecomicbookday.com

365 Days OUTREACH & PROMOTION

Post Details

FREE COMIC BOOK DAY Free Comic Book Day
June 14 at 1:00pm

What Is The Goon?
COMMENT, answering "Do you read The Goon from Eric Powell" to be entered to win the series!
Prize provided by Dark Horse Comics
You can get The Goon comics and graphic novels at your local comic shop. Find a shop at <http://bit.ly/findcomicshop> to start your own collection.
This promotion is in no way sponsored, endorsed, or administered by or associated, with Facebook. See the official rules: <http://bit.ly/2014Rules>



Like · Comment · Share · 1,707 · 2,389 · 95

147,712 people reached

Boost Post

147,712 People Reached

4,326 Likes, Comments & Shares

1,783 Likes	1,707 On Post	76 On Shares
2,447 Comments	2,394 On Post	53 On Shares
96 Shares	95 On Post	1 On Shares

3,818 Post Clicks

2,203 Photo Views	32 Link Clicks	1,583 Other Clicks
-----------------------------	--------------------------	------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	5 Unlike Page

PRODUCT
PROMOTION:

Contest
&
Consumer
Surveys

365 Days OUTREACH & PROMOTION


Post Details

FREE COMIC BOOK DAY Free Comic Book Day
April 14 at 5:00pm · 🌐

Enter to win a new collectible that comes out on Wednesday!

LIKE this post to be entered to win the Retro Sofubi Batman and Joker collectibles from Medicom Toys! They come out in comic shops starting on Wednesday and you could get them for free! You can learn more about what Sofubi is and more about these collectibles at <http://bit.ly/SofubiCollectibles>.

Find a comic shop near you using the comic shop locator at <http://bit.ly/findcomicshop> to get your own Batman and Joker Sofubi!



144,000 People Reached

12,336 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
10,355 Likes	670 Comments	494 Shares
FROM LIKES, COMMENTS & SHARES		
690 Likes	120 Comments	7 Shares
TOTAL		
11,045 Likes	790 Comments	501 Shares

1,756 Post Clicks

1,559 Photo Views	197 Link Clicks	0 Other Clicks
-------------------	-----------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Like · Comment · Share · 👍 10,355 🗨️ 666 ➦ 494

PRODUCT
PROMOTION:
Diamond
Exclusives
Support

**FREE
COMIC
BOOK
-DAY-**
1st SATURDAY
IN MAY!
May 2, 2015
www.freecomicbookday.com

365 Days OUTREACH & PROMOTION

PRODUCT
PROMOTION:
Diamond
Exclusives
Support


Post Details

FREE COMIC BOOK DAY

Free Comic Book Day
It's A Walking Dead Weekend! You could win your very own The Walking Dead Monopoly!

COMMENT with which game token you would play as in the game, to be entered to win The Walking Dead Monopoly from **USAopoly!** You can see what the characters are for the game at <http://bit.ly/WDGames>.

You can get The Walking Dead Monopoly and Risk games at your local comic shop. Find a comic shop near you at <http://...> See [More](#)



Posted by Deborah Moreland (?) · on Saturday

Like Comment Share 3,003 Likes 3,291 Comments 1,071 Shares

222,400 people saw this post Boost Post

222,400 People Reached		
9,388 Likes, Comments & Shares		
FROM YOUR PAGE AND POSTS		
3,003 Likes	3,291 Comments	1,071 Shares
FROM LIKES, COMMENTS & SHARES		
1,319 Likes	684 Comments	20 Shares
TOTAL		
4,322 Likes	3,975 Comments	1,091 Shares
5,870 Post Clicks		
4,232 Photo Views	777 Link Clicks	861 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	1 Unlike Page	

**FREE
COMIC
BOOK
-DAY-**
1st SATURDAY
IN MAY!
May 2, 2015
www.freecomicbookday.com

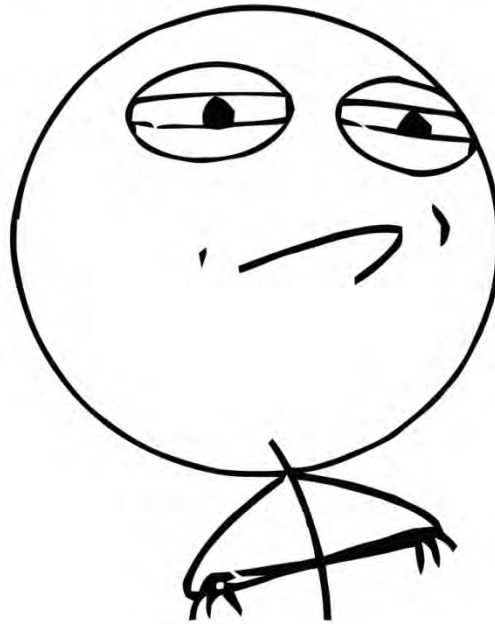
SPONSORSHIP OPPORTUNITIES

- **FCBD STORE BAG – SPONSORSHIP**
- **FULL PAGE AD – 2,000,000+ COMICS**
- **SOCIAL MEDIA – CONTEST GIVEAWAYS**
- **SOCIAL MEDIA – PRODUCT PROMOTION**
- **DISTRIBUTION – PRODUCTS TO TOP RETAILERS**
- **DIGITAL ADVERTISING – BANNER ADS**
- **DIGITAL ADVERTISING – E-NEWSLETTERS**
- **PRINT ADVERTISING – PRODUCT CATALOG**
- **WEB SITE – STORE LOCATOR SPONSOR**



SPONSORSHIP OPPORTUNITIES

CHALLENGE ACCEPTED



- We can work with you to create something that fits your needs, products, and budget!



FREE COMIC BOOK DAY

Reach 3,000,000+
Comic & Pop-Culture Fans in 2015



INTERESTED?



CONTACT:

JASON S. BLANCHARD

AD/PR MANAGER

bljason@diamondcomics.com

443-318-8381

**FREE
COMIC
BOOK
-DAY-**

1st SATURDAY
IN MAY!

May 2, 2015

www.freecomicbookday.com