



DYNAMITE[®]

**CUSTOM PUBLISHING
AND
CREATIVE SERVICES**

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ABOUT DYNAMITE ENTERTAINMENT

Dynamite was founded in 2004 and is home to several best-selling comic book titles and properties, including *The Boys*, *The Shadow*, *Red Sonja*, *Warlord of Mars*, *Bionic Man*, *A Game of Thrones*, and more. Dynamite owns and controls an extensive library with over 3,000 characters (which includes the Harris Comics and Chaos Comics properties), such as *Vampirella*, *Pantha*, *Evil Ernie*, *Smiley the Psychotic Button*, *Chastity*, and *Peter Cannon: Thunderbolt*. In addition to their critically-acclaimed titles and bestselling comics, Dynamite works with some of the most high profile creators in comics and entertainment, including Kevin Smith, Alex Ross, Neil Gaiman, Andy Diggle, John Cassaday, Garth Ennis, Jae Lee, Marc Guggenheim, Mike Carey, Jim Krueger, Greg Pak, Brett Matthews, Matt Wagner, Gail Simone, Steve Niles, James Robinson, and a host of up-and-coming new talent. Dynamite is consistently ranked in the upper tiers of comic book publishers and several of their titles - including Alex Ross and Jim Krueger's *Project Superpowers* - have debuted in the Top Ten lists produced by Diamond Comics Distributors. In 2005, Diamond awarded the company a GEM award for Best New Publisher and another GEM in 2006 for Comics Publisher of the Year (under 5%) and again in 2011. The company has also been nominated for and won several industry awards, including the prestigious Harvey and Eisner Awards.

INTELLECTUAL PROPERTY DEVELOPMENT EXPERIENCE

Dynamite has a tremendous amount of experience in Intellectual Property development. We are experts at working with existing properties to give them fresh new spins, and also at creating brand new properties from the ground up.

TOP NOTCH TALENT

Dynamite has a huge and diverse talent pool of writers and artists, along with a full editorial and design staff, to help create whatever the need or style that is desired for any project.

CUSTOM PUBLISHING

Combining the use of story and art to convey messages like no other medium can do, comics are a great way to add impact for a variety of purposes.

Custom comics can be used to:

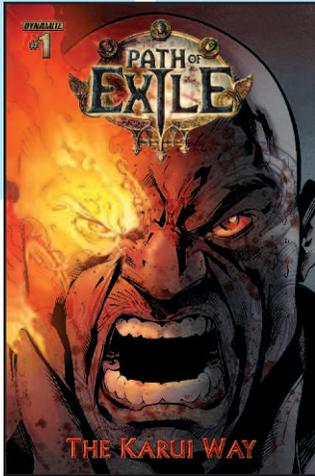
- Provide value as an in-pack or on-pack gift with purchase
- Market new services or products
- Incentivize freebie for signing up for email list, social media, or other promotional purpose
- Give away at a convention or trade show
- Create educational programs that reach a younger audience
- Further your brand, and tell stories in a different medium

ADDITIONAL CREATIVE SERVICES

Dynamite can also:

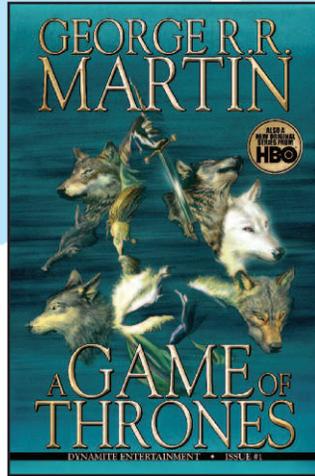
- Create eye-popping custom illustrations for marketing
- Produce fantastic concept/character designs & model sheets
- Package licensed comics, developing all story and art
- Provide stunning motion graphics

EXAMPLES OF CUSTOM PUBLISHING



PATH OF EXILE

Working with Grinding Gear Games, Dynamite is producing a 4 issue comic book series that ties in closely with the hit game's storyline, while providing additional lore to fans. The comic is being made available digitally via in-game purchase with game items, or separately. The comic is also being released digitally via Dynamite's digital distribution partners.



GAME OF THRONES

Working with Random House and George RR Martin, Dynamite helped package the Game of Thrones comics, publishing the single issues while Random House focused on releasing the NYT Bestselling graphic novel collections.



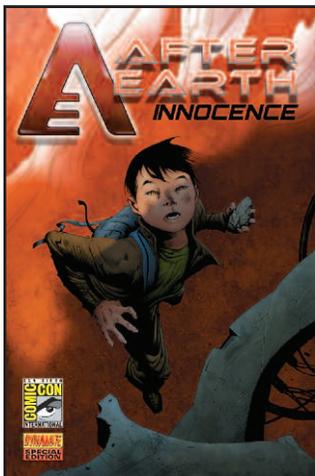
PATHFINDER

Working with leading RPG-creator Paizo, Dynamite created exclusive cover art for all the Paizo.com editions of their comic and gn collections, which Paizo used to sell via their site direct to their subscriber base.



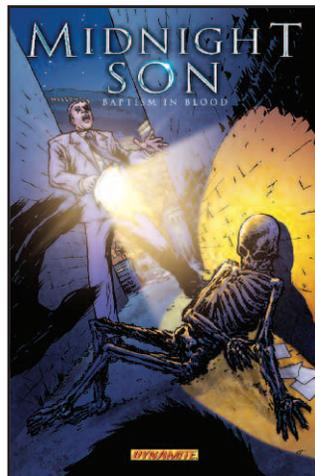
POWER UP HEROES

Working with Ubisoft, Dynamite created a custom mini comic that was included in the Xbox 360 game.



AFTER EARTH

Working with Del Rey, Dynamite created an exclusive prelude story to the motion picture starring Will Smith, which was distributed at San Diego Comic Con, and also re-packaged and published by Dynamite.



MIDNIGHT SON

Working with the filmmakers, Dynamite created an exclusive comic that expanded on the story from the movie, and is now available for free digital download.



HIGHLANDER

Working with Manga Entertainment, Dynamite created a special edition mini comic which was packaged with the DVD to the Highlander: Search for Vengeance anime.



BATTLESTAR GALACTICA

Working with Universal [Studios, Dynamite created a special edition mini comic that was packaged in the DVD box set as a value added item.

THE PRODUCTION PROCESS

All projects start with a conversation and an idea, and a goal for what is looking to be accomplished. For a custom comic book, we work with an industry professional writer, who breaks the story into an outline, and then into full comic book scripts for each issue. The scripts are fed to a professional artist, who draws translates the script into panels and artwork, making the story come to life. After the final artwork is in, it's then fed to a professional colorist to color all the pages, and add digital. And finally the color pages are given to a professional letterer to add all the words, captions, and sound effects. Each production stage is approved before moving on to the next stage.

Creating a custom comic:

- 1) Script
- 2) Art layouts
- 3) Tighter pencils
- 4) Final inks
- 5) Digital colors
- 6) Digital lettering
- 7) Printing and/or digital release

RELEASE STRATEGY

The final book can be released as a digital exclusive, or simultaneous digital and print, or justprint... whatever is desired. For print, a variety of sizes, paper stocks, and page counts are available, depending on the need and budget for the project, and can all be discussed.

2

PAGE 1 - (6 PANELS)

Four rows. First row: 1 panel. Second row: 1 panel. This panel should extend to the width of the page. The first, third, and fourth panels can all be slightly inset. Third row: 2 panels. Fourth row: 2 panels.

PANEL 1 - EXT. SARN, DAYBREAK

WIDE, ESTABLISHING SHOT.

The capital city of the Eternal Empire, what the Roman Empire would've looked like had it still been around in the Renaissance.

[SEE REFERENCE FOR LOCATION DESCRIPTION AND PSD]

The city has suffered great devastation during the recent Purity Rebellion, but workers are busily fixing the walls with ropes, pulleys, and scaffolds.

The sun rises, casting the capital in a warm, diffuse glow. The mood is optimistic, promising. The palette skewed to warm yellows.

Loc Caption: My city gleams like a conquered lover, rising breathless and weak-kneed to greet the coming day.

PANEL 2 - EXT. PERANDUS MARKETS, MORNING - CONT

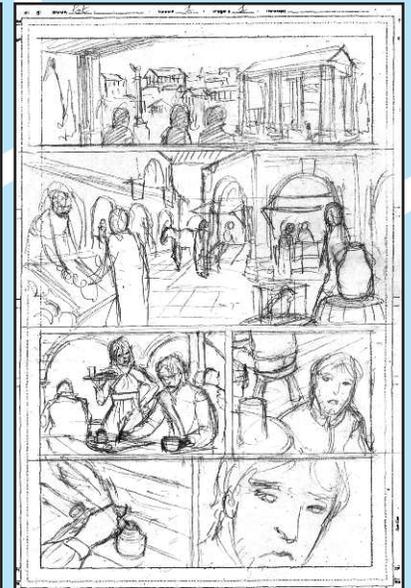
WIDE, ESTABLISHING SHOT, LARGEST PANEL.

Even at this early hour, the markets are teeming. Vendors sell fruits, grain, textiles, and all manner of other goods. We're outside rather than inside, but you could do worse than referencing the Grand Bazaar in Iran for its business and vibrancy.

For look, though, I'd suggest referencing the work of Johannes Lingelbach, leaning most on "The Roman Market".

Loc Caption: Perandus Markets
Sarn

Caption: The words on all lips: the **Purity Rebellion** is over.



1: SCRIPT



2: LAYOUT



3: PENCILS



4: INKS



5: COLORS

6: LETTERS



CONTACT INFORMATION:

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