

Self-Publishing Comics

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Trademark and Copyright

- A trademark will protect concept, name, and logo, which a copyright will protect a story, script, and visual artistic representation.
- One cannot trademark a story in which the trademarked name or title appears; one can only copyright that story concept to protect it.

The indicia

- The indicia is the technical information that appears at the front of every publications, including the volume, issue number, and the date of publication of the works, telling the reader who the trademark and copyright holders are.

The background features a gradient of blue shades, transitioning from a darker blue on the left to a lighter, almost white blue on the right. Several bright, diagonal light streaks or lens flare effects cross the frame, adding a dynamic and modern feel.

Mail it to yourself!

Printing Process

- How many colors you have? (1-6)
- Get a quote from printers and get it in writing.
- Be there at the press time (during printing).

Specifics you need while contacting a printer

- Comic book: 32 pages, plus cover
- Interiors: 1/1 (means one color over one color throughout. A full-color comic will be 4/4)
- Interior stock: 40 lb, brand name of paper. (Paper is measured in pounds, from 35-50 lb.)
- Trim size: 6 5/8 x 10 1/4 standard. (keep your size close to the paper size will save your money)
- Covers: 4/1
- Cover stock: 60 lb (gloss finish, range from 50 to 80 lb.)
- Dylux (blue proof).

Specifics you need while contacting a printer (2)

- Binding: Saddle stitching (magazines)
- Packaging for shipping
- Shipping
- Printers should schedule press time months ahead to guarantee that they will produce your comic books on time.



Small Press

- <http://www.comicsbulletin.com/smallpress/>
- http://www.comic-con.org/cci/cci_smallpress.shtml

Comic book distribution and sales

- The direct market (comic shop distributors).
--the distributors sell on a non-returnable basis to the comic shops.
- The newsstand distributors
--the distributors pay an advance of certain percentage of wholesale value. 2nd: 60 days, based on retailer information. 3rd: 60 days, final settlements.
- Bookstore distribution
- The foreign market
- Subscriptions and sell directly to retailers.
- Internet