

## Advertising in Fantagraphics Comics & Magazines

Last Updated Thursday, 02 April 2009

Currently, Fantagraphics only offers advertising opportunities in one of its publications: The Comics Journal. To advertise in The Comics Journal, please refer to the Journal's Advertising Info page on TCJ.com.

The Comics Journal

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Love and Rockets: New Stories

**ALL NEW LOVE AND ROCKETS COMICS NOW AVAILABLE TO THE BOOK TRADE!**

Like Chris Ware's Acme Novelty Library, Gilbert, Jaime and Mario Hernandez' Love and Rockets — one of the longest-running U.S. alternative comics series, with millions of books and comics sold worldwide — has been rebooted into a fat annual with all-new stories, perfect for online sales, comics shops and bookstores. Love and Rockets: New Stories takes lives of Jaime's L. A. punk rockers Maggie and Hopey in a thrillingly epic direction and is the showcase for Gilbert and Mario's literary, surreal shorts. L&R continues to gather critical acclaim (Jaime Hernandez' "Maggie La Loca" was serialized in The New York Times) and both mainstream and alternative media attention for the quality of its cartooning and its relevance to the Latino/a, GLBT, punk and feminist communities.

**AD SPECS AND RATES:**

Rates range from \$200 for a black-and-white quarter-page to \$1200 for a full-color inside front cover. [Click here to download the Rate Card \(PDF format, 69 KB\).](#)

All print ads should be sent digitally.

Ad art should be sent in the TIFF/JPEG format with a resolution of no less than 300 DPI (1200 for line art). We accept Mac-friendly files only (photoshop, pdf, jpegs, tiffs).

Files can be e-mailed to Kristy Valenti at the address below.

We also have an FTP server for receiving your ad online. Please contact Kristy Valenti for more information.

**AD DEADLINE:**

The deadline to advertise in Love and Rockets: New Stories #1 is May 1, 2008.

## CONTACT:

Kristy Valenti

Phone: (206) 524-1967

Toll free: 1-800-657-1100

E-mail: kvalenti "at" fantagraphics.com

## WHY YOU SHOULD ADVERTISE IN Love and Rockets: New Stories #1

- The reboot is a perfect entry point for new readers, while long-time fans will thrill to fantastic new storylines
- Debut at 2008 Comic-Con

## LOVE AND ROCKETS READERS:

- are loyal customers to both the comic and retailers. 52% of L&R readers have been reading the comic for 10 years or more.
- are well-educated. 72% have a college degree.
- are readers. 62% spend more than \$20 a month on books.
- are international. Over a fourth of the readers of Love and Rockets do not live in the U. S.!

## INDUSTRY AWARDS

Gilbert Hernandez

- Best Writer Harvey 1989 for Love and Rockets
- Best Writer Harvey 1990 for Love and Rockets
- Best New Series 2001 Luba's Comix and Stories

Jaime Hernandez

- Best Inker Harvey 1992 for Love and Rockets
- Best New Series Harvey 1998 for Penny Century
- Best Single Issue Harvey 1999 for Penny Century #3
- Best Artist Harvey 1999 for Penny Century

- Best Inker Harvey 2000 for Penny Century
- Best Artist Harvey 2001 for Penny Century
- Best Inker Harvey 2003 for Love and Rockets Vol. II

#### The Brothers Hernandez

- Best Continuing or Limited Series Harvey 1989 for Love and Rockets
- Best Continuing or Limited Series Harvey 1990 for Love and Rockets
- Best Single Issue or Story Harvey 2004 for Love and Rockets Vol. II #9 (tie)
- Best Single Issue or Story Harvey 2006 for Love and Rockets Vol. II # 15

#### Hate Annual

What happens when Buddy Bradley, the Seattle slacker who we've followed from Neat Stuff to Hate, has a kid, gets married, returns to his New Jersey homestead, and... still doesn't have a clue as to how to be an adult? Hate Annual! Peter Bagge's solo comic also includes tales of would-be hipster Lovey, short autobio, pop culture and political strips and rants by the award-winning cartoonist whose work has appeared in Reason, on Salon.com, the late Suck.com, and on the covers of countless alternative periodicals. Hate Annual is the perfect comic book for the Generation X demographic.

{product\_snapshot:id=636,false,false,false,left}PRAISE FOR PETER BAGGE

"I enjoy [Bagge's] work immensely. It cracks me up. I think he's an up-and-coming great cartoonist of our time... I can count on one hand the number of comic artists of his generation whose work is as strong... maybe on two or three fingers... It's a laff riot, what can I tell ya?" &ndash; R. Crumb

"I love Hate!" &ndash; The Simpsons creator Matt Groening

"Hate is devastatingly accurate." &ndash; The Village Voice

"Rude, inspired elastic, cartoony, [Hate] tips its hat to comic-strip tradition with every exaggerated bug of an eye-ball." &ndash; Entertainment Weekly

"Pete Bagge is the funniest cartoonist in existence... I love Hate and hope Peter becomes rich, fat, and one day takes over this country." &ndash; Ren & Stimpy creator John Kricfalusi

## AD RATES

Size / Location

Color

B&W

Printed Size

### Covers

#### BACK COVER

\$650.00

Not Available

Trim: 6.625"w X 10.1875"

Bleeds: Please add .25" on all sides

#### INSIDE FRONT COVER

\$600.00

\$500.00

Trim: 6.625"w X 10.1875"

Bleeds: Please add .25" on all sides

#### INSIDE BACK COVER

\$500.00

\$450.00

Trim: 6.625"w X 10.1875"

Bleeds: Please add .25" on all sides

### Interior Ads

#### FULL PAGE

\$350.00

\$250.00

Trim: 6.625"w X 10.1875"

Bleeds: Please add .25" on all sides

#### HALF-PAGE

(horizontal)

\$200.00

\$150.00

6"w X 4.625"

#### QUARTER PAGE

\$100.00

\$80.00

2.875"w X 4.625"

Ads need to fit the size specifications printed on the Ad Rates Sheet above.

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Summer 2008.

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