



**COMICS BAKERY PRESENTS...
GUIDE TO STUFF
PART 2**

MAKING PROMO ITEMS.

Promoting yourself is one of the most important parts of being an artist!

At conventions, art shows, gallery openings, etc, it's always good to have some giveaways so people can find out more about your projects afterwards in their free time.

If you set up at a comics show, it's nice to have extra things to sell at your booth, to help make back your investment. Here is a list of people we have used and recommend for printing promotional items.

Overnight Prints

www.overnightprints.com

Great prices on full color business cards. Matte and Glossy. Rounded corners!

POSTCARDS AND PRINTED ITEMS:

www.onlineprinthouse.com

2500 bookmarks for \$150 (with shipping) full color both sides.

They do postcards and banners and all sorts of other stuff, too.

We've used them several times to print full color double-sided postcards and bookmarks, all of which turned out great! Their turnaround time is often very fast.

Modern Postcard

1675 Faraday Avenue

Carlsbad, CA 92008

1800-959-8365

www.modernpostcard.com

Quantity: 500 New: \$95 Reprint: \$65
Quantity: 1,000 New: \$145 Reprint: \$115
Quantity: 2,000 New: \$230 Reprint: \$195
Quantity: 3,000 New: \$305 Reprint \$275
Quantity: 4,000 New: \$375 Reprint \$345

Modern Postcard's cards are slightly bigger than most places, and the colors the crispest I've seen. Great deals, especially on reprints. They ship the cards really quickly and shrink-wrap them in bundles of 500, which is convenient. I love them.

Original Postcard

50 West 17th Street, 8th Floor, New York, NY 10011
212-414-0317
www.originalcards.com

500 digital double-sided \$149

Quantity: 1,000 Postcards New: \$199
4-5 Day Standard Turnarounds

They also produce Color Stickers, Posters, and Catalogs. Located in NYC. Avoid shipping charges by picking up the cards yourself. You can stop by to check out the color proofs before cards go to print. Sometimes they overprint and let you keep the extras!

STICKERS

Sticker Guy

www.stickerguy.com

Great deals on simple B&W or 2-color stickers. Slow turnaround depending on how backed up they are. Quality can vary. They specialize in stickers for indie punk bands and skaters.

We did one black-and-red sticker that turned out great, but the reprints were off-register so we had to get them redone. Recently, I printed Astronaut Elementary stickers that glow in the dark, and they turned out awesome. Great deals if you want to print multiple stickers at once. Overall recommended.

2.13" x 2.75" or 4.25" x 1.38" = 250 stickers for \$20 (postage paid)

5.50" x 1.42" or 2.75" x 2.75" = 250 stickers for \$25 ppd

4.25" x 2.75" or 5.50" x 2.14" = 250 stickers for \$34 ppd

Jak Prints

(see T-shirt page for contact info)

We printed a roll of 1,000 full-color (4-color process) die-cut, circle-shaped stickers (Clockwork Family). They turned out beautifully, and are really high quality. These weren't cheap: \$495.00 (including shipping) but they were as professional as you can get, and people really seemed to respond to them and grabbed them up.

1000 Roll Vinyl Stickers - \$99, Choice of 4" Circle or Square (Halftones or 2nd color additional)

They also do posters: 1000 11"x17" Posters - \$350, Full color one side on 100 lb. gloss text

T-SHIRTS

JAK Prints

Willoughby, OH

www.jakprints.com

info@jakprints.com

We've printed most of our T-shirts with Jak Prints (who also did our full color stickers). They have a really useful website that allows to you to get direct quotes for different amounts, brands, etc. Prices can really vary depending on how many ink colors you will use on a shirt and also what brand of shirt you print them on. American Apparel are usually the most expensive brand of shirts because they supposedly produced in Los Angeles and are sweatshop free. But many people really like the quality because they are comfortable and also very stylish compared to the usual Hanes, Fruit of the Loom or Gildan brand of T-shirts. So you pay more upfront, but you might also sell more to non-comics fans who just want cool T-shirts to impress their hipster friends! On the downside American Apparel shirts tend to run small and thin, so larger people tend not to like them as much.

A sampling of Jak Prints prices:

100 Dark T-shirts - \$375, Plus \$15 screen charge, One print/One location

100 White T-shirts - \$275, Plus \$15 screen charge, One print/One location



Raina Telgemeier printed this 1-color shirt on American Apparel (always more expensive than other brands)

with Jak Prints:

\$6 each for men's sizes, \$6.25/women's,
But she had to order 100 shirts to get that price.

CafePress

www.cafepress.com

John created a full site of merchandise on the site: www.cafepress.com/crypticpress

Quality varies and items are overpriced, so it's hard to make a profit off selling them. The biggest benefit is that items are made to order, so there is no inventory or risk of producing too many of an unpopular shirt. Their mugs and mouse pads are my favorite items. Their T-shirts are okay until you wash them. They are similar to iron-ons, and fade after washing a few times. Sometimes items go on sale, which is cool. Overall I'd say it's worth trying them out and experiment with making different times of merchandise. Just don't expect to retire early.



Beat Graphics

<http://www.beatgraphics.com/>

Beatgraphx@aol.com

A small T-shirt/silkscreening company run by cartoonists Duane Ballenger and his friend Kevin Brown. Together they can do any print job you throw at them and it's been said they even smile while they work. Great if you want to deal with a real person who can walk you through it. I did a shirt using 3 ink colors (Black for the lineart and light and dark blue for the inside colors of the character). It was printed on special order Hanes Ringer T's for about 8 dollars each. Which seemed like an okay price till I shopped around a bit more and found places like Jak Prints, which would have done the job for less. Printing on non-ringer shirts would have also brought the price down, but I really though that added a nice touch which would make them stand out more at conventions.



A company that I haven't tried yet but is often recommended is:

<http://www.brunettotshirts.com/>

Lots of webcomickers like Rich Stevens (Diesel Sweeties) and Dorothy Gambrell (Cat And Girl) use them. Brunetto has good prices, low minimums, and doesn't charge a screen fee--all good points in my book.

BUTTONS

There are hundreds of button making services online. The prices usually vary by only a few dollars here and there. Some places have free shipping, or have bulk rates. Like most things the more you buy the cheaper they get per unit.

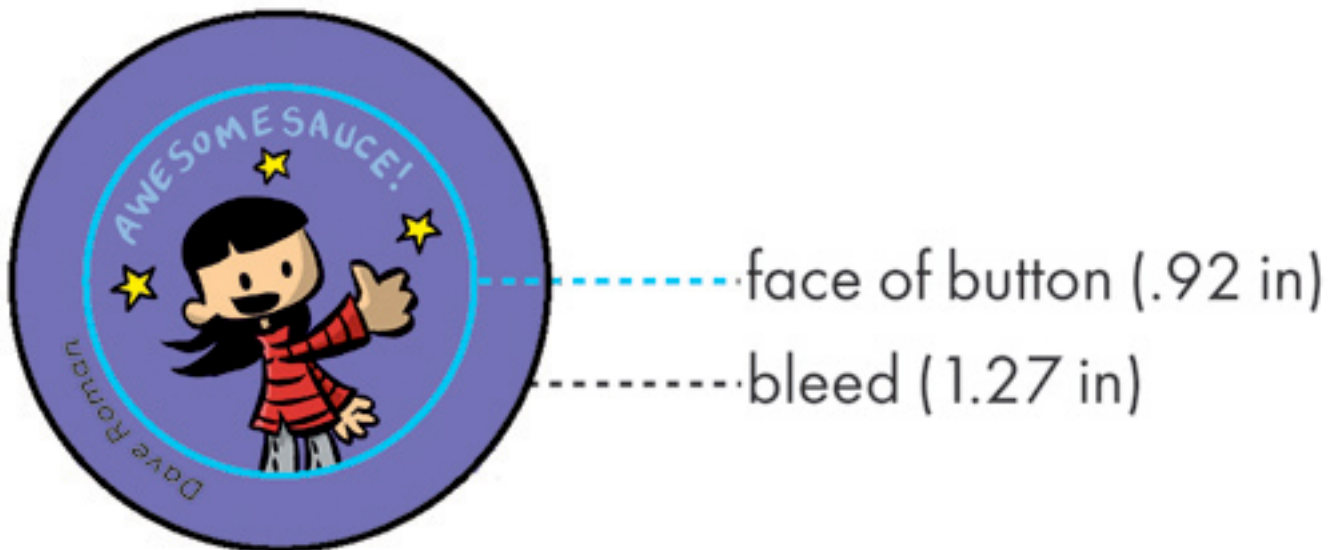
The place I've used the most for buttons is:

<http://www.busybeaver.net/>

They have great service, quick turnaround times and a very cool and useful website. 100 buttons (1-inch size) cost about \$30. There are some cheaper places but I've been happy with every order I've placed with Busy Beaver so I keep going back to them. They also seem to have the widest variety of sizes too. One of the few places that does 1.5 inch buttons.

Button making machines are also readily available to buy via the internet. So if you have the time to make them yourself that could be a good investment. You could make the buttons you need and hire out your services to others!

1 INCH BUTTON



*Cropping sample for button design sent to Busy Beaver.

Text and illustrations © Dave Roman/Cryptic Press

Logo design by Craig Thompson

www.realmSend.com

REFERENCE:

Tiki Tees

Printed on color Fruit of the Loom Lofteez 100% cotton pre-shrunk.

One Color: \$6.25 per shirt x 50 shirts =\$312.50

Two Color: \$7.00 per shirt x 50 shirts =\$350.00

Haven't used them yet but we are currently considering using them. They Printed James Kochalka's yellow *Peanutbutter and Jeremy* shirt, and Sara Varon's recent shirts.

Collision Industry

<http://home.earthlink.net/~rhythmcol/ci/page3.html>

Your logo custom-embroidered into high quality, professional-looking patches. Look great when applied to work shirts or by themselves. Each includes a stitched border. They look great on backpacks, jackets, hats, etc. Cool promotional/re-sellable items for bands, labels, companies.

PRICE SCALE

QTY PER PATCH

100.....\$2.25

200.....\$1.50

400.....\$1.35

600.....\$1.25

800.....\$1.15

1000.....\$1.05

2000.....\$.86

<http://t--shirts.com>

Friends have recommended this place.

Lo-Fi with Love

3832 Sutton Place Apt.1009

Winter Park, FL 32792

407.671.5212

Contact: Joseph Cenker.

<http://www.indiepages.com/lofiwithlove/quote.html>

Dave printed the green Maribelle Mellonbelly shirt through them. But I think they may be out of business!

WEB SITES

<http://phpwebhosting.com/>

We use them to host most of our sites.

<http://www.hostrocket.com/>

We use them to host Lifemetercomics.com

Go Daddy

<http://www.godaddy.com/default.aspx>

We use them mostly for domain registrations.

They're one of the biggest companies out there so I'm sure there's a lot of negatives. But I've never had any problems with them and really appreciate their 24-hour customer service in which you can call a human being. And when you are on hold they play Squirrel Nut Zippers!

Shop around!

REMEMBER: These opinions are ours alone. Everyone will have different experiences both bad and good.

For more information, email us at

info@comicsbakery.com

www.comicsbakery.com

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