

UNITY

TIME IS NOT ABSOLUTE

CHAPTER ONE

VALIANT.



AUG NO.0

FREE

UNITY

TIME IS NOT ABSOLUTE



VALIANT™

Marketing Plans

May - December 1992

Voyager Communications Inc.
Presented to:
Capital City Sales Conference
May 5, 1992

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VALIANT:

March 1991 -to-date Overview

- In March 1991, just 14 months ago, VALIANT relaunched *Magnus Robot Fighter* as the first star in its universe. Supported by the Magnus "0" promotion, the launch was a major success.
- By the end of 1991, with four more titles -- *RAI*, *Harbinger*, *X-O Manowar* and *Solar, Man of the Atom* -- we attained a major market share in the direct market, according to the Capital sales figures.
- Today, with the additions of *Shadowman*, *Archer & Armstrong* and *Eternal Warrior*, VALIANT has eight monthly titles. Despite intense competitive pressure, VALIANT continues rapid growth due primarily to:
 - ° Strong RETAILER support
 - ° Strong DISTRIBUTOR support
 - ° Strong LAUNCH promotions
 - ° Strong on-going promotional support
 - ° QUALITY STORIES, QUALITY ART AND ON-TIME PUBLICATION
 - ° VALIANT's pledge to release no title that is not promoted.
- Consider, for example, UNITY....

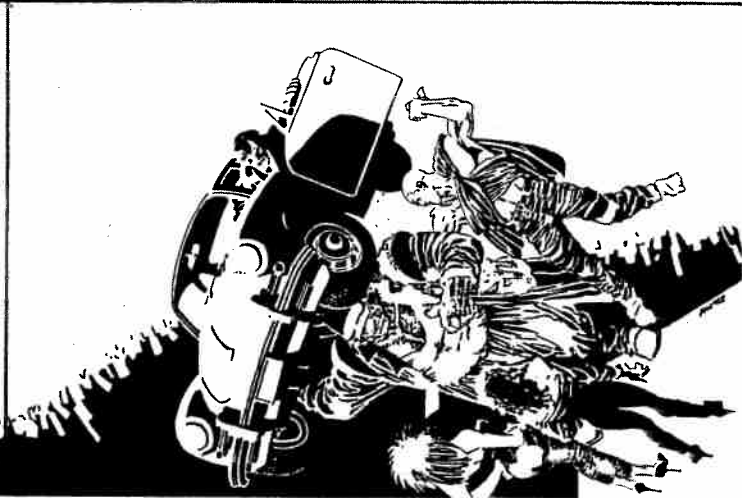
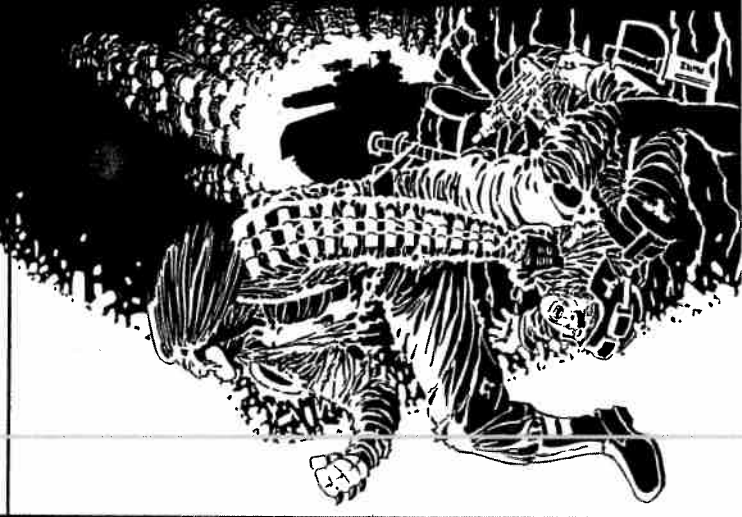
Creating The VALIANT Universe

UNITY Program Overview

- Orders for May UNITY books have reached an all time high to date with advance re-orders still pouring in.
- This volume, a milestone for Voyager:
 - Firmly establishes VALIANT's as the most important Universe to be created in the past two decades.
 - Has helped to reinforce our value to YOU, the retailer, in offering your customers an exciting universe that they can enter from the beginning -- and remain as loyal fans for years to come.

UNITY
RETAILER SUPPORT PROGRAM
RECAP

- We gave away free copies of *UNITY #0*, the sixteen page, full color introductory story to the UNITY issues.
- This prologue, written by Jim Shooter, drawn by Barry Windsor-Smith and inked by Bob Layton, shipped to retailers the week of April 14th, approximately 3 weeks before the next chapter in the *UNITY* storyline, *Eternal Warrior #1*.
- The allotment of *UNITY #0* to retailers was based on their May orders. For every one set of all eight titles they ordered, they received 2 copies of *UNITY #0*.
- We want to encourage retailers to not only give them away to UNITY customers, but also to create new VALIANT fans by giving away copies to customers who have never read a VALIANT Comic.
- We shipped a Barry Windsor-Smith UNITY point-of-purchase poster with distributors' March solicitation package.
- A second point-of-purchase poster, featuring art by Frank Miller, shipped with the April solicitation package.
- Header cards for UNITY will be provided to retailers who requested them. They will ship with *Eternal Warrior #1*, the first week in May.
- Shipping in July after the May and June Unity books have sold we will print "*UNITY #1*", a 16 page epilogue to the storyline. The allotment for *UNITY #1* will be based on June orders. For every one set of all eight chapters they order, retailers can buy one copy of *UNITY #1*. The cover price on *UNITY #1* will be \$1.50.
- Special gold & platinum limited editions of *UNITY #1* the epilogue will be given to all distributors who reach certain sales levels on VALIANT'S May and June books. These gold & platinum copies will be passed on to the distributors' customers (1 per retail account) as a thank-you for participating in the "team effort" it took to help their distributor reach those levels.
- **SPECIAL RED LOGO COVERS** - With every UNITY re-order of 100 mixed UNITY Titles we will give away during this Capital City Sales Conference 1 copy of *UNITY #0* with a Red Logo. Only 5,000 of the Red *UNITY "0"*s will be printed.



UNITY
Storyline Summary

May Books All covers by Frank Miller

(UNITY CHAPTER 2) ETERNAL WARRIOR™ #1 \$2.25

By JIM SHOOTER, JANET JACKSON and JOHN DIXON

Unlike his younger brother Armstrong, the ETERNAL WARRIOR is dedicated to using his great power to strive for freedom, human dignity and the betterment of man. He fought at Thermopylae, battled against the Mongols in China, and rode with Sitting Bull against Custer. Now, he is entering the greatest fight in all his millennia —UNITY.

(UNITY Chapter 3) ARCHER & ARMSTRONG™ #1 \$2.50 Deluxe Format

By JIM SHOOTER, BARRY WINDSOR-SMITH and BOB LAYTON

The best super-hero “buddy book” ever! Armstrong, a ten thousand year old reprobate with the strength of a battalion and Archer, a twenty year old who came back from the dead with super powers and a mission, team up to save the world, even if it kills them. Their #1 issue plays a pivotal role in UNITY.

(UNITY Chapter 4) MAGNUS ROBOT FIGHTER™ #15 \$2.25

By ROGER STERN and ERNIE COLON

Beautifully painted by Ernie Colón, this action thriller lays the groundwork for the revelation of the true origin of Magnus next issue.

(UNITY Chapter 5) X-O MANOWAR™ #7 \$2.25

By BOB LAYTON, MIKE LEEKE and TOM RYDER

X-O IS FAST BECOMING VALIANT’s hottest fan-favorite! Aric the Visigoth, armed with the most powerful weapon in the world, the Manowar armor, at last finds a battle fit for a barbarian and worthy of his power! Spectacular action! This is the essence of UNITY!

(UNITY Chapter 6) SHADOWMAN™ #4 \$2.50 Deluxe Format

By JIM SHOOTER, DAVID LAPHAM and TOM RYDER

Shadowman finds himself side by side with Solar–sun and shadow allied against the One who sits at the center of UNITY! A classic!

May Books (continued)

(UNITY Chapter 7)

RAI™ #6 \$2.25

By DAVID MICHELINIE, JOE ST. PIERRE and KATHRYN BOLINGER

The spirit Guardian of Japan witnesses the catastrophic end of his beloved nation as Japan plummets from the sky to its utter destruction — one of the keystone events in UNITY!

(UNITY Chapter 8)

HARBINGER #8™ \$2.50 Deluxe Format

By JIM SHOOTER, DAVID LAPHAM and GONZALO MAYO

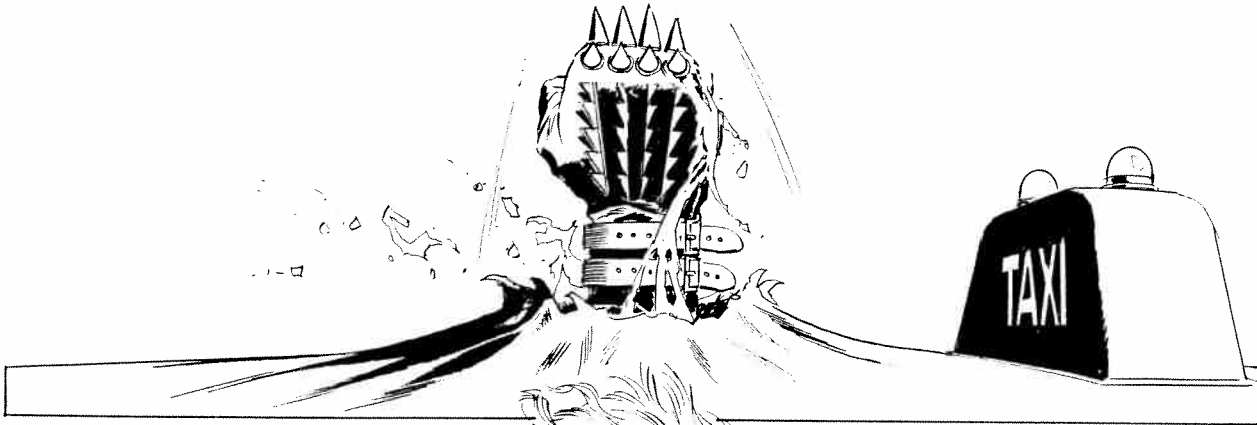
The kids face their greatest test, against the power of the Enemy, and within themselves. Who is the father of the child Kris carries?

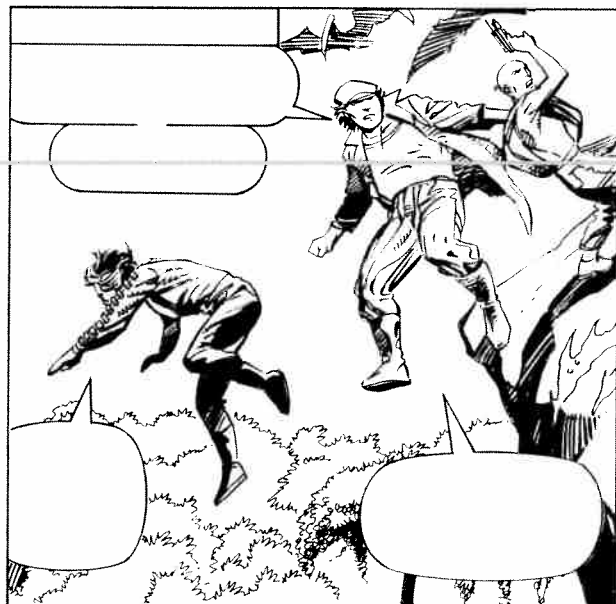
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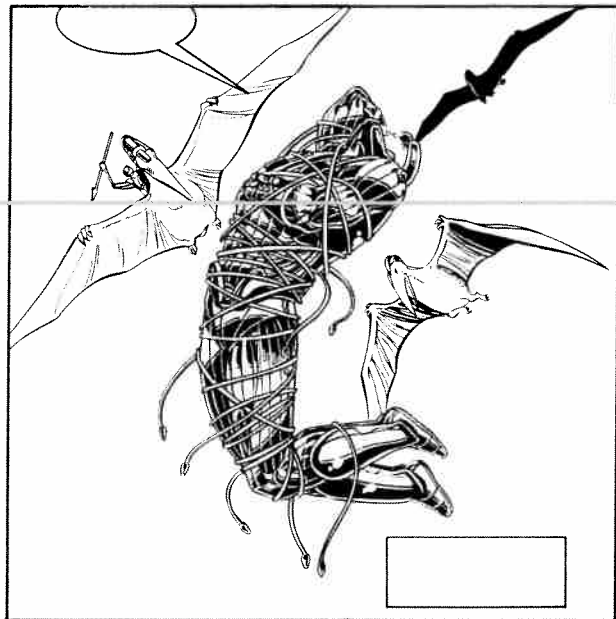
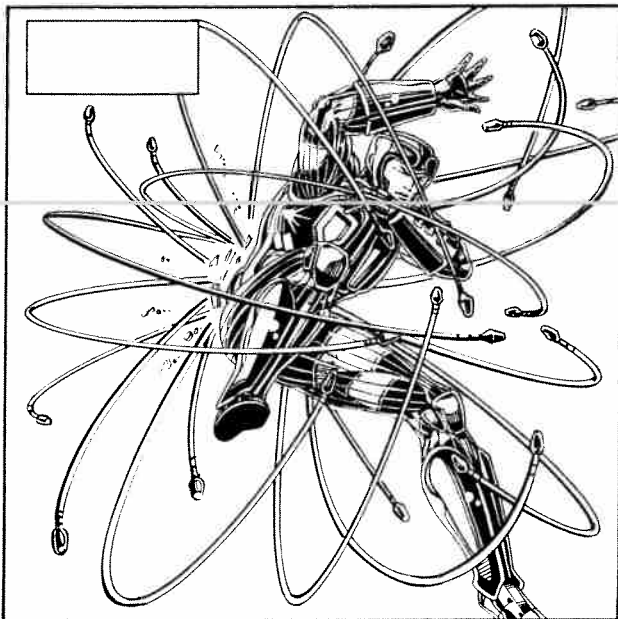
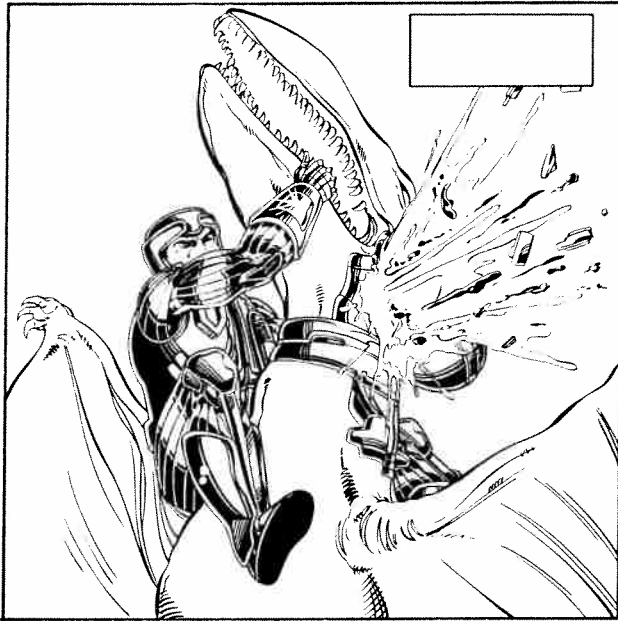
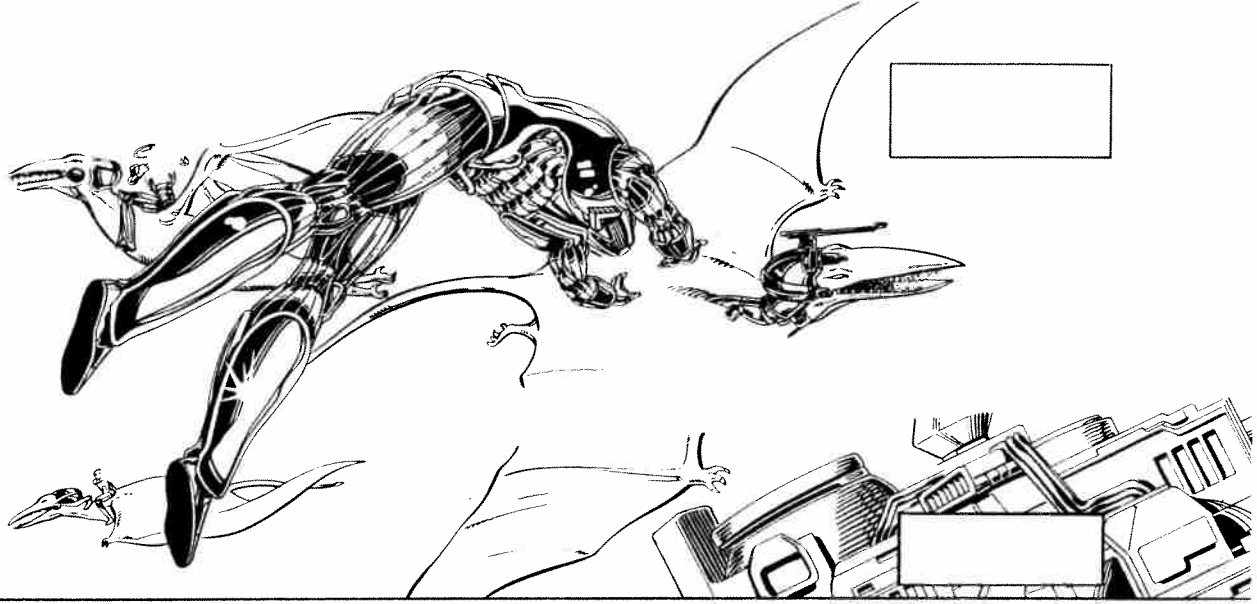
SOLAR, MAN OF THE ATOM™ #12 \$2.25

By JIM SHOOTER, D. DAVID PERLIN and STAN DRAKE

It all began in SOLAR, MAN OF THE ATOM. Now it reaches critical mass in the pages of this title as the Man of the Atom pays dearly for the murder of his own world.

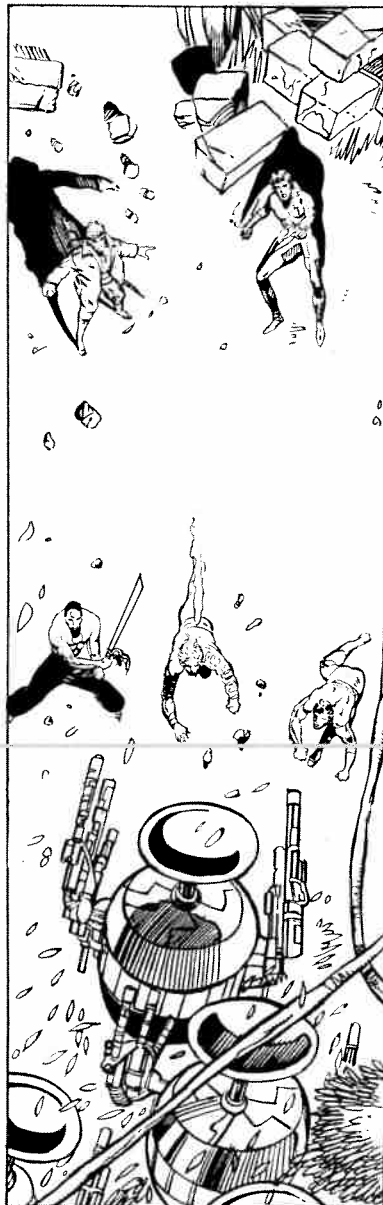
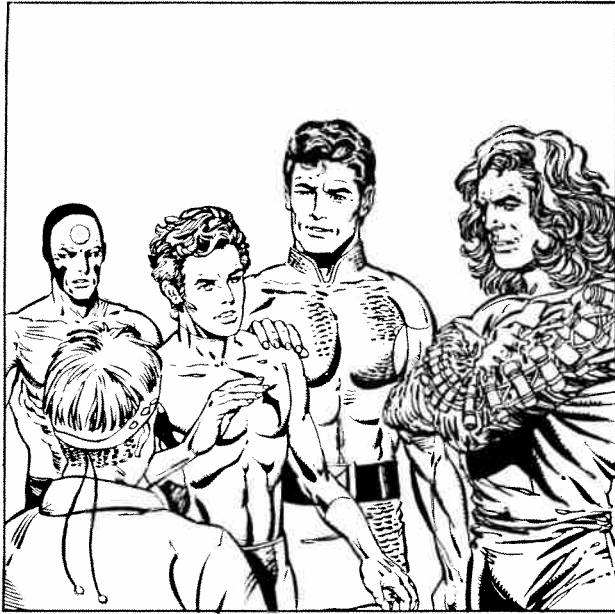


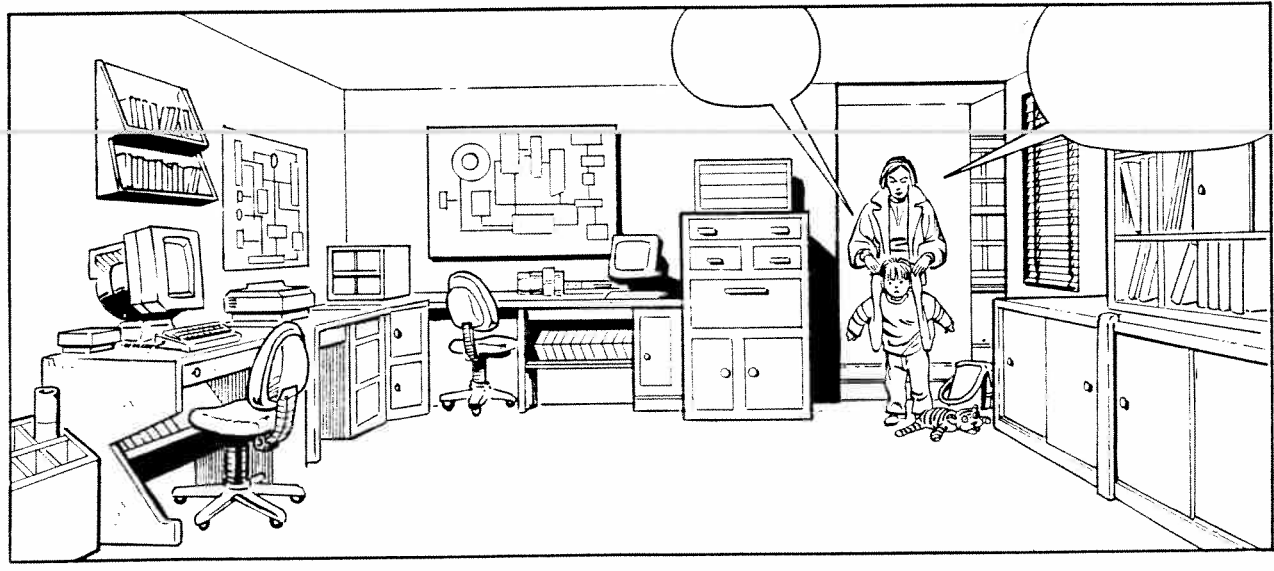
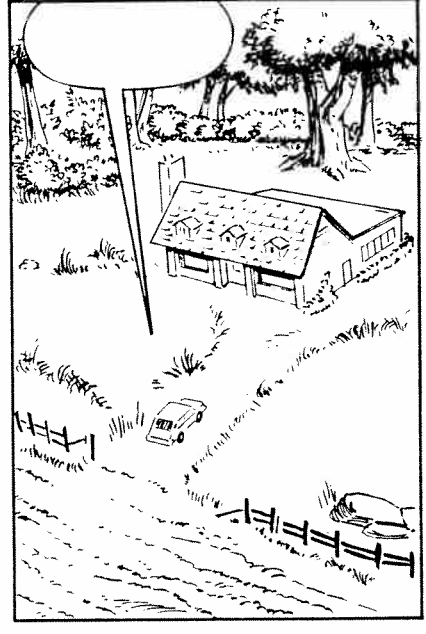
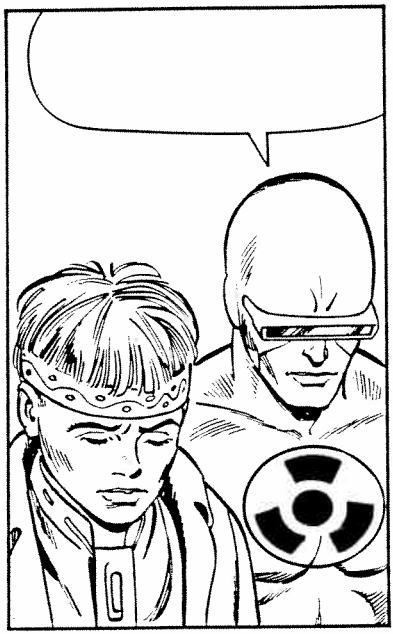
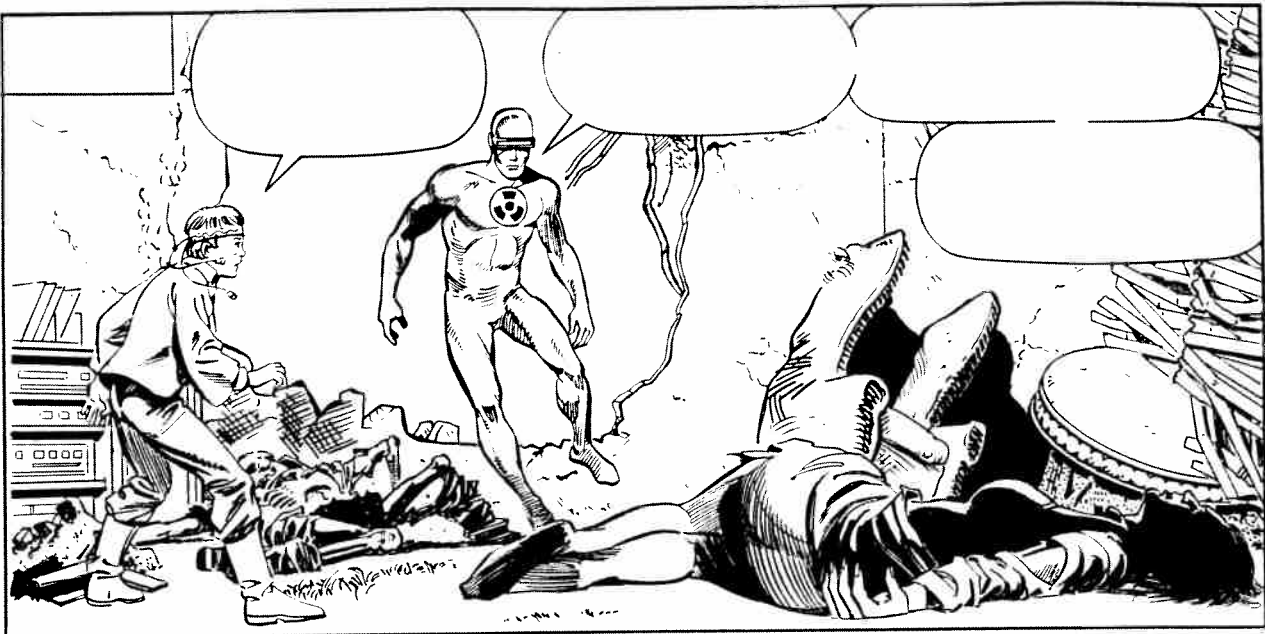












June Books - All Covers By Walt Simonson

(UNITY Chapter 10) ETERNAL WARRIOR™ #2 \$2.25

By JIM SHOOTER and JOHN DIXON and JANET JACKSON

Gilad, the Eternal Warrior, and his brother Armstrong, the eternal reprobate, renew 10,000 years of aggravation and battle for their lives against the Saurobots! Also starring Archer and Sting!

(UNITY Chapter 11) ARCHER & ARMSTRONG™ #2 \$2.50

By JIM SHOOTER, BARRY WINDSOR-SMITH and BOB LAYTON

Archer finds spiritual oneness with the Mother God of UNITY. Armstrong finds a party. Together, they find out how much they need each other when Turok's Legion of the Lost finds them!

(UNITY Chapter 12) MAGNUS ROBOT FIGHTER™ #16 \$2.25

By ROGER STERN and ERNIE COLON

Magnus's true origin is revealed! A major landmark!

(UNITY Chapter 13) X-O MANOWAR™ #8 \$2.25

BY BOB LAYTON, MIKE LEEKE and TOM RYDER

Bloodied but unbowed, the grievously wounded Aric battles an ancient foe armed with futuristic firepower. Guest-starring the Harbinger Kids.

(UNITY Chapter 14) SHADOWMAN™ #5 \$2.50

BY JIM SHOOTER, DAVID LAPHAM and TOM RYDER

Shadowman fights on the side of his beloved against the Eternal Warrior and Magnus. Years after UNITY ends, readers will still be talking about "Heart of Darkness".

(UNITY Chapter 15) RAI™ #7 \$2.25

BY DAVID MICHELINIE, JOE ST. PIERRE and KATHRYN BOLINGER

The turning point of the war...and the death of a major character. Features Sting.

June Books (continued)

(UNITY Chapter 16)

HARBINGER™ #9

\$2.50

BY JIM SHOOTER, DAVID LAPHAM and GONZALO MAYO

The birth of Kris's baby. And the wrath of Sting unleashed. Guest stars Magnus Robot Fighter in the story which is the lynchpin of all VALIANT Universe continuity.

(UNITY Chapter 17)

SOLAR, MAN OF THE ATOM™ #13

\$2.25

BY JIM SHOOTER, DON PERLIN and STAN DRAKE

The final battle with the god of UNITY, the utter destruction of the Lost Land, the cataclysmic climax of UNITY. Co-featuring everyone. This... is it!

(UNITY Chapter 18)

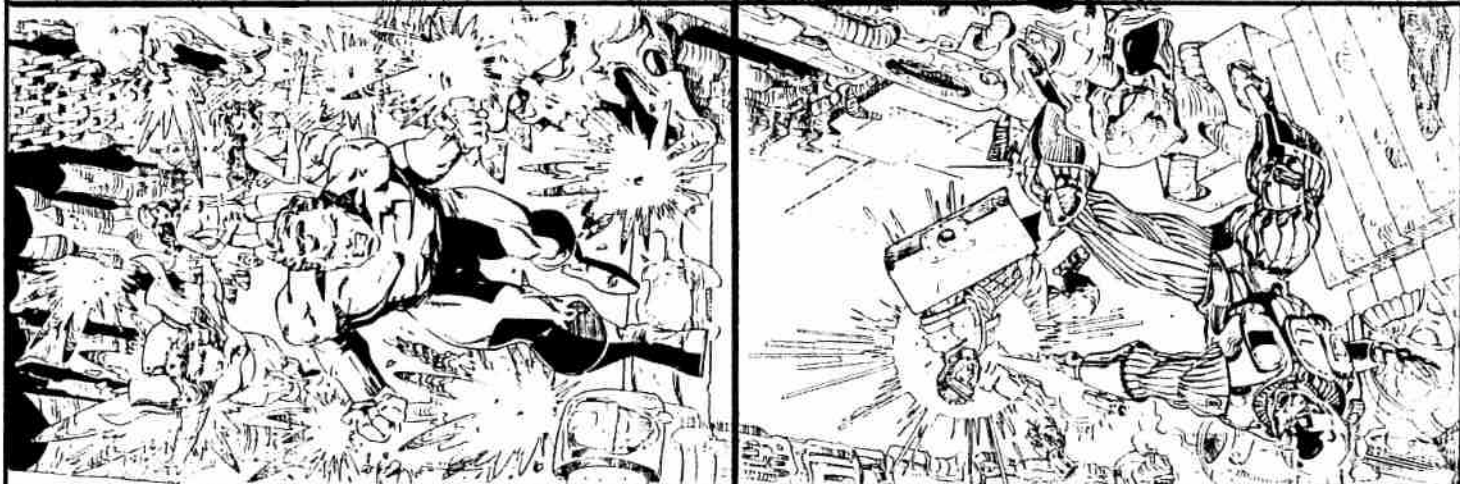
UNITY™ #1 (The epilogue)

\$1.50

BY JIM SHOOTER, BARRY WINDSOR-SMITH and BOB LAYTON

The aftermath of UNITY, as each of the survivors picks up the pieces of their lives.

NOTE: This book will ship in July and quantities will be limited. For every one set of all eight June titles a retailer orders, he can order 1 copy of UNITY #1.



Post UNITY

Month-By-Month Marketing Plans

Post UNITY Storylines:

ETERNAL WARRIOR™ #3 \$2.25

Guest-starring Archer & Armstrong!

By JIM SHOOTER, JOHN DIXON AND PAUL AUTIO

Gilad, the Eternal Warrior returns from UNITY to hunt down his secretary's killer — but not before he and his brother Armstrong settle a “family argument”.

ARCHER & ARMSTRONG™ #3 \$2.50

By JIM SHOOTER, BARRY WINDSOR-SMITH, BOB WIACEK, MAURICE FONTENOT

You’ve just returned from UNITY. You’ve saved all existence. It’s Miller time. Or, at least, that’s what Armstrong thinks...until they encounter the Killer Ninja Nun.

X-O MANOWAR™ #9 \$2.25

Aric returns to his home in 408 AD!

By BOB LAYTON, MIKE LEEKE, TOM RYDER AND JORGE GONZALEZ

From the Lost Land of UNITY, Aric returns to his original ancient home in 408 A.D., during Alaric’s invasion of Italy. Imagine the most powerful weapon the modern universe has ever seen loosed against the ancient world! It’s empire-shaking.

MAGNUS ROBOT FIGHTER™ #17 \$2.25

By ROGER STERN AND ERNIE COLON

Magnus returns to the world of 4001, ravaged by UNITY, critically damaged by the fall of Japan, and threatened by the indestructible free-will robot TALPA! Magnus is in for the one-on-one fight of his life.

RAI™ #8 \$2.25

The stunning last issue — until the new RAI is chosen! Guest starring the Eternal Warrior.

By DAVID MICHELINIE, JOE ST. PIERRE, SAL VELLUTO AND KATHRYN BOLINGER

This issue, the Rai series ends, due to the death of Rai in UNITY! The series will resume with issue #9 starting in January, featuring the new Spirit Guardian of Japan! This special story, which focuses on the awful consequences of the UNITY war to the world of 4001, is the foundation of the new Rai series and a unique event in comics history!

SHADOWMAN™ #6

\$2.50

By STEVE DITKO AND TOM RYDER

Shadowman's beloved Lilora is torn from his arms en route back from UNITY. His search for her leads him to discover another tragedy as Nettie has fallen into the hands of the brothers and sisters of the serial killer from issue #1. The nastier brothers and sisters.

HARBINGER™ #10

\$2.50

Special first appearance of THE H.A.R.D. Corps.

By JIM SHOOTER, DAVID LAPHAM AND GONZALO MAYO

The kids find a new enemy waiting for them after UNITY — The H.A.R.D Corps., who debut in their own monthly title in September! Also, the first appearance of the teams new members Shetiqua and Darryl.

SOLAR, MAN OF THE ATOM™ #14

\$2.25

By JIM SHOOTER, DON PERLIN, STAN DRAKE AND MIKE CAVALLARO

Solar brings Andar, the new Geomancer into modern day Earth, and sets out to right the ravages of UNITY. Meanwhile, Zachariah Muldoon stalks the Man of the Atom!

Current Promotions

Beginning with this meeting:

TRADING PLACES

- We often think that if we at VALIANT, and you the retailer, had to do each others jobs, even for one day, we would each have a better appreciation of what the other one must go through. So we have instituted a lucky-draw contest wherein the winners will trade places with one of us from VALIANT Comics. We will do your job and you will do ours.
- Each winner will receive an all-expenses paid trip to New York, to spend the day with VALIANT. We, in turn, will spend a day with you at your store. Imagine, you get to be Jim Shooter or Steve Massarsky for the day - and then they will come and work in the winner's store at a later date.
- We will be collecting business cards at shows and through the mail, beginning here at this Capital Conference. So be sure to fill out your card at the VALIANT Booth or mail in your business card at your convenience.
- Winners will be selected by an independent person after the San Diego Comic-Con in August. The following "Prizes" will spend a day at the winner's store and the winner will get to do their job for a day.

1st Prize	Jim Shooter, Editor In Chief
2nd Prize	Steve Massarsky, Publisher & Bob Layton
3rd Prize	Jon Hartz, VP Direct Sales & Don Perlin
4th Prize	Seymour Miles, VP Ad Sales & David Lapham
5th Prize	Ray Weitz, VP Custom Sales & Janet Jackson
- Arrangements will be made for the job trade during the Fall.

We admit there's a serious purpose behind this fun event: it gives several retailers the opportunity to spend quality time at our place, to get a real feel for what we do. And, maybe more importantly, it gives us the chance to spend time with you and your customers, so we don't lose sight of for whom we're creating the VALIANT universe.

Promotions and Events Month - by - Month

JULY:

- Is the release of UNITY #1:The Epilogue
- Post UNITY - see how characters resume their lives post - UNITY with the massive changes they suffered during the epic saga.
- Harbinger #10 will feature the first appearance of *The H.A.R.D. Corps*, a new on-going monthly title starting in September

AUGUST

- RAI "0"

- The dramatic origin of the RAI Power that takes place in our present -- the creation of RAI THE FIRST.
- Storyline by Jim Shooter
- Art by Joe St. Pierre
- The next in the line of hot VALIANT #0 issues

- Gold Logo Program

- Limited Gold Logo Editions of no more than 5,000 copies will be printed for certain special books -- #1's, #0's and issues with special cover art, beginning with *Archer & Armstrong* #0 and *Eternal Warrior* #1.
- These books will not be sold. However, a Gold Logo Edition will be awarded to retailers -- and fans -- who have been innovative in their support of VALIANT.
- Such innovation by retailers must be documented (photo or copy of promotion is sufficient). Putting up posters is not enough. How about ...
 - A special VALIANT Boutique display.
 - Having someone dress up as Magnus or another VALIANT hero as an in-store promotion.
- More information on this program will be forthcoming from your distributor.
- Fan participation will be selected via letters they send us -- as they often do -- describing their support.

AUGUST (CONTINUED)

- To show you what we mean, for attending this presentation, you'll each receive a Gold Logo Edition of Archer & Armstrong #0.

GOLD LOGO -- a program we plan to continue for years to come, as retailers, and fans alike, create unique and fun ways to support VALIANT.

- VALIANT Touring Art Exhibit**

- We've developed a program, where we deliver original VALIANT art for retailers to display in their stores, the VALIANT Touring Art Exhibit.
- Previewing in San Diego and premiering in Los Angeles, the event makes an ideal local promotion.
- We will make this exhibit available to be booked by retailers on a first come first serve basis, with several conditions: specifically, the retailer must cover insurance and shipping costs (special packing/handling will be required). We'll already have set up the pieces so they are ready for display. The other stipulation is that your store is large enough to display adequately. A minimum available space and an approved marketing plan will be required.

We will be issuing further details in the near future.

XO

MINIONS

(1) BOND
SHIP ONLY.

WASH DOWN THE
BIO-ENGINEERED
SCAVE.

SIMILAR HEAD MASK
TO SOLDIERS. RED WASTE -
"CREEP" COVERS MULTIPLE
EYES (DURING WASH)
NATURAL ARTICLES
REPLACED WITH BIO-
ELECTRICAL FEEDS.

WALK ON KNEE
LEGS. FOUR WINDIE
LEGS EFFICIENTLY
USELESS. FORE-LEGS
THUMB FINGERS.

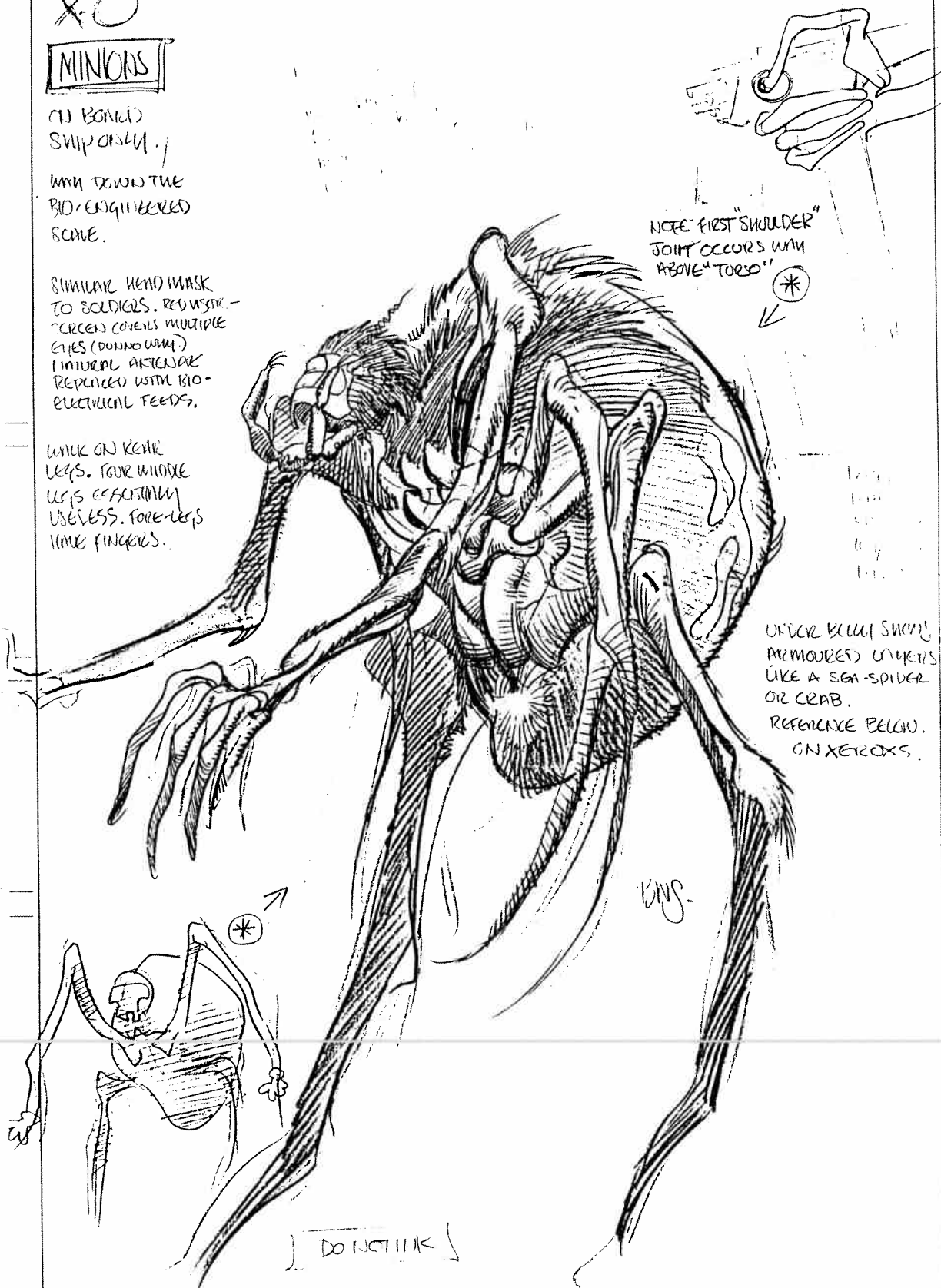
NOTE FIRST "SHOULDER"
JOINT OCCURS WITH
ABOVE "TORSO"



UNDER BELLY SHOWN
ARMOURER UNITS
LIKE A SEA-SPIDER
OR CRAB.
REFERENCE BELOW.
ON XEROXS.



DO NOT THINK



SEPTEMBER: AN EXPLOSIVE MONTH!

September begins three months of very high visibility promotional and launch activity. Check out what is in-store (pun intended) from VALIANT.

•Magnus Robot Fighter™ vs. Predator™ A special two month, two company crossover

What a match!

A two month crossover with Dark Horse, with enough action condensed into two books to make it a four hour movie.

Who will win? Everybody! Especially since the story is by Jim Shooter, art by Lee Weeks. See what happens when two great comic book companies get together. Watch for further announcements regarding promotional support for this release. On sale September and October.

•New Title Launch— *The H.A.R.D. Corps*™

The hottest new title in the VALIANT Universe. With the Preview Poster in June generating major excitement, Issue #1 on sale September will blow out the door. Read the following:

Storyline: Created by Bob Layton and David Michelinie. Incredible art by Peter Grau and Bob Layton.

And TWO ADDITIONAL PIECES OF *The H.A.R.D. Corp* NEWS:

- The cover for issues #1 will be a gatefold.
- The cover will be drawn by -- **Jim Lee**.

-Promotional Support: Preview Poster - *The H.A.R.D. Corps* is our major September new book. To promote it, we will deliver a full-sized poster with our solicitation for that month. In an unprecedented design, the full 24" X 36" poster will feature the first 6 pages of the first issue plus cover.

-Uniquely, this poster will feature the first six pages of *H.A.R.D. Corps*#1, as well as its cover, to give you and your customers the opportunity to preview the *The H.A.R.D. Corps* before ordering.

-Additional posters will be sent free to retailers, one for every twenty-five (25) books ordered, on initial orders only.

THE H.A.R.D. CORPS™



October:

Following on the intense month of September, VALIANT continues with a blockbuster October event:

• *X-O Manowar "0" - Eternal Warrior "0" Flip Book*

Let the games begin!

As we will have learned in *UNITY*, *X-O* and *Eternal Warrior* have been enemies since the early days of Western Civilization. Their disdain goes beyond the mortal word hate, and their battle with each other goes beyond what mortals call a good fight.

This two month, action filled event begins with Flip Book #0 - The Old Days, and continues with November on-sale Flip Book #00 - The New Days.

• Promotional Support: FLIP and CLOISONNE BUTTON

For each month, for every 25 copies ordered, each retailer will receive 25 pre-bagged package of buttons that show *X-O* and *Warrior* in a battle -- for you to give away to your customers, one with each book.

For every 100 copies per issue ordered, the retailer will receive 1 exclusive cloisonne button each month of the promotion. When put together, they will interlock to form one image of the two heroes locked in battle.

• *Magnus Robot Fighter vs Predator* - The dramatic climax of the VALIANT/Dark Horse crossover

November/December:

- *Solar #0*: The Barry Windsor-Smith *Solar Man of the Atom* #0 Collection--just in time for Christmas!

A special limited hardcover edition with a gatefold poster of the giant last panel of the Solar story, as well as never before seen sketches and designs by the incomparable Barry Windsor-Smith. Limited to only 5,000 copies, please be aware orders will probably have to be allocated on this item, \$34.95 retail - to be shipped in November.

A trade paperback edition of Solar #0 will be released in December in time for Christmas -- price to be determined.

- New Title Launch - *Rising Spirit*TM

- *X-O Manowar - Eternal Warrior #00-* The dramatic fight of the two age-old enemies concludes in part 2, *The New Days*. AND, so does the second promotional support pins, both the pre-bagged and the cloisonné buttons.

Voyager's Perspective: 1993 Outlook and VALIANT Goals

- The last half of 1992 is witness to a virtual upheaval in the world of comic book publishing. It has been more than a decade since the industry has changed so much, so quickly.
- VALIANT's long-term plans are to continue to do what we do best: maintain, if not improve upon, the integrity of our current titles, and to add new titles and special publications that will enhance and expand the VALIANT Universe.
- VALIANT will strive to learn from our experiences to create promotions that work harder and better in support of our distributors, retailers, and most of all, our fans.
- VALIANT, in short, will continue to offer retailers the opportunity to give their customers a great adventure -- books that retailers and their customers want to read.