

New York Comic Con Mailer

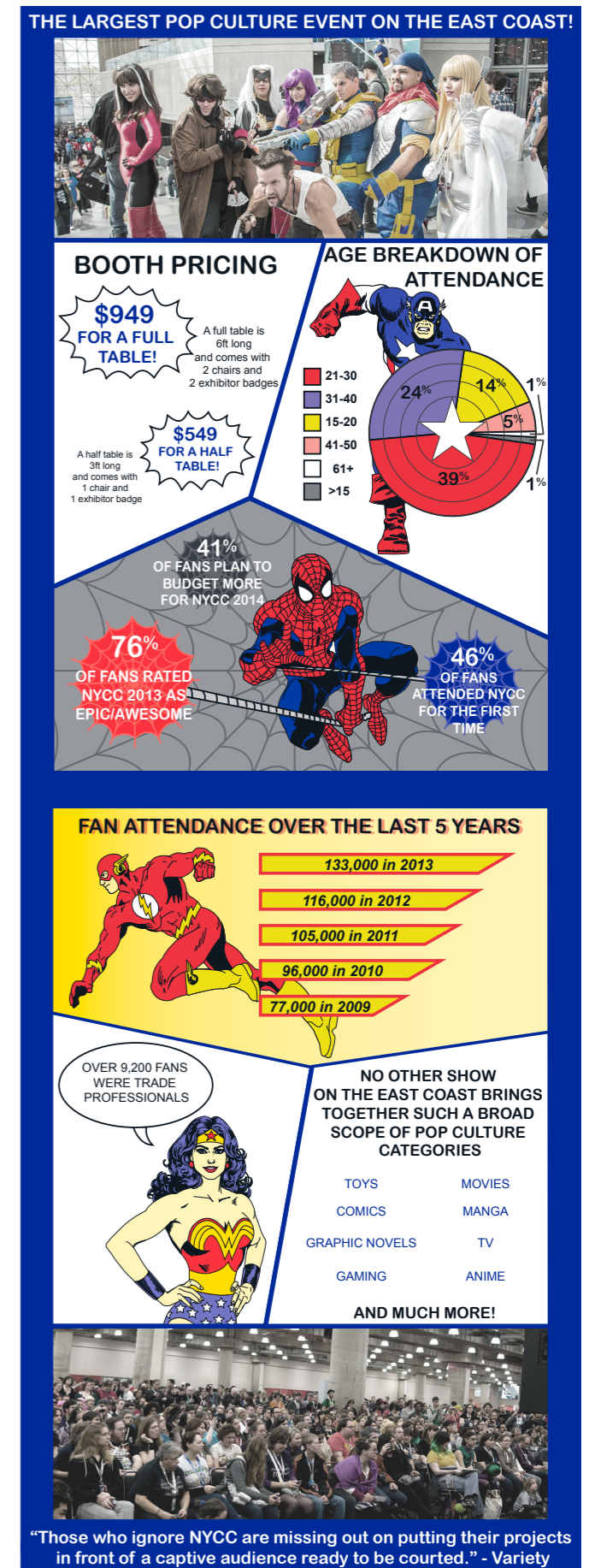
The New York Comic Con mailer is an advertisement for the event which is meant to be mailed to potential vendors. I chose to use images of comic book characters, as I felt that would appeal to the target audience for this event. The cover features an over the shoulder shot of Batman looking over the New York City skyline, with the iconic image of the bat signal, replaced with the New York Comic Con logo, in the sky. I felt like this design would help draw the viewer in, right off the bat. The interior is also designed to look like the layout of a comic book, and I have also included photos of the event in the interior and back, with information about New York Comic Con.



Cover



Back Cover



Interior