

DC COMICS/MAD MAGAZINE
RIGHTS & PERMISSIONS SUBMISSIONS GUIDELINES

Thanks for your interest in DC Comics and MAD Magazine. What follows are detailed guidelines for submitting a request for the right to use our materials in your project.

In general, we will only consider requests to use our materials in:

- textbooks
- classroom use
- newspapers
- magazines
- journals
- television productions
- motion pictures
- advertising and promotion
- museum exhibits
- computer games
- other select products.

Before we get to the details of the submission requirements, here's a list of requests for which we will NOT grant permission:

- Charitable organizations; and
- Military, government, or other political organizations, or requests of a military, governmental or political nature.

We will also NOT grant permission for you to create the following works using or featuring our characters and properties:

- novels
- short stories
- screenplays, teleplays and the like.

Please do NOT submit any such materials to us. They will not be considered and will be returned to you unread.

The information that follows will provide you with contact information for the appropriate department to contact regarding your particular type of request. Your request must be submitted on your company's official letterhead.

If you wish to license a character or property for use on products such as t-shirts, posters, jewelry, etc., OR for promotion and advertising requests, such as in an advertisement for a product or service that your company manufactures and/or sells, you may either call our **Licensing** department at **212-636-5531** or fax your request to **212-636-5598**.

If you are calling from a **newspaper, magazine, website, journal**, or similar publication, and would like to use DC Comics artwork in a related story, please email your request to our **Publicity** department at **publicity@dccomics.com**.

If you are calling from a **comic book industry trade publication**, or if you are a **comic book retailer**, please fax your request to our **Direct Sales** department at the following fax number: **212-636-5599**.

If you would like to use DC Comics material in an anthology or collection of work by a single artist, please fax your request to our **Editorial Administration** department at **212-636-5930**. If you would like to use MAD Magazine material in an anthology or collection of work by a single individual, please follow the instructions below for general submissions.

If the preceding information did not address your type of request, please submit your request pursuant to the following guidelines.

GENERAL SUBMISSION GUIDELINES:

Prepare a letter on your company's letterhead, including as much information as possible about which character or property you want to use and how you want to use it.

If you are requesting permission to use our material in a **book, magazine, journal**, or on **CD-Rom**, you must provide us with:

- The name of the publishing house;
- Title of the book, magazine, journal, or CD-Rom;
- Expected date of publication;
- Print run or circulation;
- Retail cover price;
- Page count;
- The territory in which the publication will be distributed; and
- The proposed layout of the material, including the text and copies of our material that you would like to reproduce.

If you are requesting permission to use our material in a **film** or **television program**, such as a **prop or as set dressing**, you must provide us with:

- A synopsis and a full script or transcript of the program.

If you are requesting permission to use our material on the **Internet**, you must provide us with:

- The website address;
- Expected date of publication on the website;

- The proposed layout of the website, including the text and copies of our material that you would like to use; and
- If your website is subscription-based, you must provide us with the subscription fees and the current number of subscribers.

The letter and all attachments can be faxed to DC Comics or MAD magazine, attention: Rights & Permissions, at:

(212) 636-5595

You may also mail us your request by sending it to either DC Comics or MAD Magazine at the following address:

Rights & Permissions Department
Room 460A
1700 Broadway
New York, NY 10019

Rights & Permissions requests take anywhere from 2 to 3 weeks to be processed. If you need an answer before that time, please indicate that in your letter, but please note that we may not be able to accommodate your request in time.