



by Scott Hilburn

From the mind of Scott Hilburn comes a situational comic featuring dogs, cats, cops, bees, wolves, game shows, bears, telephones, sports, zebras, nursery-rhyme icons and cavemen, topped off with the occasional evil scientist. Readers have proven eager to share THE ARGYLE SWEATER with co-workers, friends, family and even their enemies. It will soon adorn offices and cubicles everywhere, dissecting life around us with a scalpel-sharp wit.

Consumer Target

- Primary: Men/Women 18-45
- Emphasis on: Working professionals, Students, Parents of Teens/College Students

Media

- Internet: In partnership with Deviant Films of Los Angeles, THE ARGYLE SWEATER animated comic strips are available daily for newspaper web sites

Brand Essence

- Dist. by Universal Uclick since 2008
- Originally on the web group Comics Sherpa, managed by uclick, the sister company of Universal Uclick
- A grown-up's comic inspired and drawn with childlike imagination
- Comparable to Gary Larson's *The Far Side*

Licensing Notables

- Exclusive calendar deal through Borders (an unprecedented move as this was secured prior to syndication!)
- Comic collection book through Andrews McMeel Publishing
- Greeting card line with Recycled Paper Greetings available in Target stores now!
- Top 15 of ALL 2010 calendars on Nielsen Bookscan
- Top 10 for 2010 day-to-day calendars through AMP

Marketing Support

- Early newspaper clients include *The Washington Post*, *Los Angeles Times*, *Chicago Tribune*, *Houston Chronicle*, *Washington Post*, *Minneapolis Star Tribune*, *New York Daily News*, and a host of online sites operated by Media News Group
- Exclusive calendar program through Borders.

Merchandise Program

- Andrews McMeel Publishing
- Andrews McMeel Publishing Calendars
- Borders
- Recycled Paper Greetings
- Hybrid Apparel
- Zazzle

Target Categories

- Stationary
- Plush
- Event/promotion
- Home decor
- Office supplies
- Party goods
- Games

**You've been waiting for the next big thing?
Well, it's here.**



For licensing opportunities, please contact:
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