



Translated from Latin as, "It does not follow," NON SEQUITUR is Wiley Miller's wry look at the absurdities of everyday life. Often biting satire, sometimes silly, but always entertaining, Wiley Miller has expressed his goal as to, "produce the funniest, best-drawn cartoon possible, regardless of theme, subject matter or setting."

Consumer Target

- Primary: Men/Women, working professionals 26-55
- Secondary: Characters Ordinary Basil, Lucy, Danae, and Kate for Children 8-11

Media

- Internet: "Obviousman the Movie" featured on YouTube.com

Brand Essence

- Dist. by Universal Uclick since 1992
- The strip's sardonic humor and distinctive art have given NON SEQUITUR an impassioned following among readers
- The comic strip does not follow any set of rules, and changes topics and characters daily
- NON SEQUITUR has received four National Cartoonists Society divisional awards, the most prestigious in cartooning.
- It is the only comic strip to win the coveted Reuben award in its first year of syndication and the only one to ever win in both the best comic strip and best comic panel categories

Licensing Notables

- Franklin Covey Products NON SEQUITUR PAPER PLANNER deal through 2009
- The first print run for January '08 quickly sold out, reissuing a mid-year calendar version to accommodate new customers

Marketing Support

- Grants permission for use of characters, slogans, and comic strips to various Non-Profit Organizations
- *Extraordinary Adventures of Ordinary Basil*, and *Attack of the Volcano Monkeys (Ordinary Basil)* are listed as chapter books for reluctant readers 8-10 years old on Amazon.com

Merchandise Program

- Andrews McMeel Publishing
- Andrews McMeel Publishing Calendars
- Elite Escrow Services
- Franklin Covey Products
- Graphique De France
- Lulu
- Zazzle

Target Categories

- Greeting cards
- Stationary
- Apparel
- Event/promotion
- Office supplies
- Toy/Plush
- Games

NON SEQUITUR is the smart comic strip of today: perceptively drawn and brilliantly delivered.



For licensing opportunities, please contact:
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