



Black Label | blæk | | 'leɪl |

1 An edgy, provocative new imprint featuring standalone stories from comics' premier storytellers.

2 A state of mind achieved through an understanding of the forefront of fashion, design, entertainment and style.

"An amazing showcase for Lee Bermejo, proving once again that no one can render Batman or Gotham City quite like him." —IGN

"The story promises to be grand and cinematic, and Bermejo's painterly, detailed art rarely disappoints." —Paste Magazine

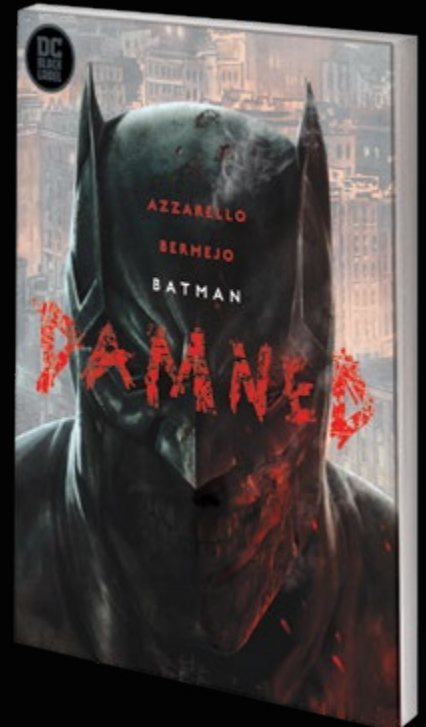
"Well-written, gorgeously drawn, and dark as hell." —Geek Dad

The Joker is dead... Did Batman kill him? He will go to hell and back to find out.

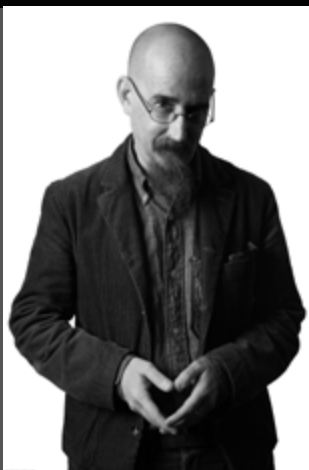
Batman: Damned is a visceral thrill ride and supernatural horror story told by two of comics' greatest modern creators: Brian Azzarello and Lee Bermejo.

The Joker has been murdered. His killer's identity is a mystery. Batman is the World's Greatest Detective. But what happens when the person he is searching for is the man staring back at him in the mirror?

With no memory of what happened on the night of the murder, Batman is going to need some help. Who better to set him straight than John Constantine? The problem is that as much as John loves a good mystery, he loves messing with people's heads even more. With John's "help," the pair will delve into the sordid underbelly of Gotham as they race toward the mind-blowing truth of who murdered The Joker.



Batman: Damned | Brian Azzarello | Lee Bermejo | 9781401291402 | HC | \$29.99 / \$39.99 CAN | DC Black Label | September 10, 2019



About the author:

Brian Azzarello has been writing comics professionally since the mid-1990s. The New York Times bestselling author's work for DC includes 100 Bullets, Batman: Broken City, Hellblazer, Loveless, Batman: Dark Knight III: The Master Race, Superman: For Tomorrow, Joker, Luthor and Wonder Woman.

About the illustrator:

Lee Bermejo began drawing comics in 1997 for WildStorm Studios. He collaborated with acclaimed writer Brian Azzarello on the graphic novels Joker and Luthor. Bermejo has illustrated the covers to the line of Vertigo Crime graphic novels, beginning with Filthy Rich, written by Brian Azzarello, and Dark Entries, written by Ian Rankin. Bermejo has lived in Italy since 2003.



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FOR ORDER INFORMATION, please contact your Penguin Random House Publisher Services rep at: (800) 733-3000, or csorders@randomhouse.com.

FOR OTHER INQUIRIES, please contact Anna Morrow with DC Marketing at: anna.morrow@dcertainment.com.



MARKETING AND PROMOTIONS

CONSUMER ADVERTISING

- TV
 - TV advertising (Syfy, TBS, TNT, Adult Swim, et al.)
- Online
 - 6M+ targeted impressions
 - YouTube, Facebook, Instagram, Reddit
 - Goodreads
 - Home page roadblock
 - E-mail blasts
 - Genre page takeover and ROS campaigns
 - Giveaway
 - Amazon advertising
 - Search campaign
 - Display advertising

TRADE ADVERTISING

- *Publishers Weekly*
- *Booklist*
- Shelf Awareness

SOCIAL MEDIA

- Batman Facebook cover takeover during month of September
- Optical illusions: use art from the book to create abstract graphics that look like two images in one
- Elevate talent social activity and press coverage from publicity

PUBLICITY

- Book review coverage including *PW*, *NPR*, *Booklist*, *Lit Hub* and more
- Pitching features and interviews with talent with top-tier national outlets including *USA Today*, *Book Riot*, *GQ*, *Entertainment Weekly*, *Syfy* and more
- Secure press coverage during SDCC

PROMOTIONS

- Digital and physical galleys
 - ABA IndieBound galley mailing
- Baker & Taylor Graphic Novels catalog cover Summer 2019
- NetGalley e-blast and spotlight title

LIBRARY, ACADEMIC & INDIE BOOKSTORE PROMOTIONS

- *Batman: Damned* reading guide
- *Library Journal* ARC mailing
- E-mail blasts to librarians and educators
 - Events:
 - BookExpo & BookCon 2019
 - ALA Annual 2019
 - NCTE 2019



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