

FREE COMIC BOOK DAY

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Enter Your Free Comic Book Day 2025 Profile & Event Details!

If you've elected to participate in **Free Comic Book Day** you'll find a link on the blue navigation bar at the top of Diamond's Retailer Services Website home page allowing you to input your FCBD event details, photos, images and more via a special event module.

Please Note: The event module is only applicable to accounts in the US and Canada.

Your FCBD profile is the easiest way to tell everyone about the events, activities, products and sales that are going on in your store.

Finalize your details before the FCBD Shop Locator goes live on the freecomicbookday.com site and your store's details will help bring in more customers looking for a great event. There is an option to add in your FCBD book policy (i.e. how many books are you giving out at your store?) so be sure to utilize so customers are familiar before they come in!

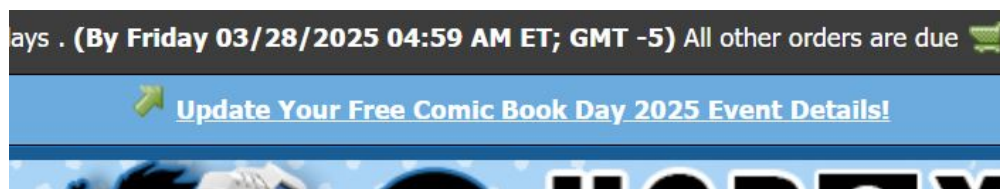
Of course, Diamond and its publishers and vendors will be doing all they can to drive customers into your store with advertising, unique content, contests, marketing programs, promotional tools and more.

Be sure to enter your event details, photos, images and more now to ensure your profile looks **exactly** as you want it to when the world finds your store on the Locator!

Creating and Updating your FCBD Profile

It's easy to add Event Details to your FCBD profile:

1. First click on the blue bar at the top of the Retailer Services Website and you'll see a listing of all of the participating stores on your account. (If it shows you don't have any participating stores, or if a store location is missing, please contact Diamond's Retailer Services Representatives via email, service@diamondcomics.com).



2. Click on **"Event Details"** for one of your stores to open and see the event details for your store location.

3. You'll see your address information taken from your account, or from your Comic Shop Locator Service Profile. (CSLS Members will have a direct link to their CSLS profile right there to permit any quick adjustments.)

4. Click the items you'll be doing throughout your store: Decorating your store for FCBD, featuring special sales, etc. If you haven't thought about your in-store plans, **now is the time!**

Add an Event to Your FCBD Profile

To add an event, click "**Create an Event**" and you'll open the event module. Here you can do a lot of customizing to enhance your online profile. You should make sure to add individual events for each event you have planned.

1. Add a **name** for the event.
2. Choose a **Date and Time**. You can choose the hourly starting time as well. For instance, if you plan a sale all month, just click May 1 to May 31 and fill in your details. If it's a specific day for a signing from 3:00 p.m.-5:00 p.m., then choose your date and time and add in the details.
3. Add in **your store's FCBD book policy** so customers know if there is a limit on how many free books they can get at your store on May 3.
4. We've provided a number of items you can click on to **classify the event**, such as: Signing, Costume Contest, Draw-off, Coloring Contest, etc. With each event you can add in text details to further enhance your listings.
5. **Photos & Images**. You can upload a photo or image for each event as well -- such as a photo from your event last year, or even a logo for your FCBD events.

Your CSLS profile and all of your FCBD-listed events will build your FCBD online profile, so please take the time to personalize it and give customers plenty of great reasons to visit your store for FCBD 2025!

**And don't forget to visit Diamond's Retailer Services Website for
[FCBD 2025 Promo Tools Available for Download](#)**

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If you have any questions, please contact Diamond Comic [Retailer Services Technical Support](#).



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