

FROM THE SCREENWRITER OF
NETFLIX SERIES
LOVE DEATH + ROBOTS

AND THE DIRECTOR OF
BRIGHTBURN

It DEMANDS SACRIFICE



BAD IDEA

It DEMANDS SACRIFICE

PHILIP GELATT | DAVID YAROVESKY
ADAM POLLINA | DEAN WHITE

#1

**FROM THE
SCREENWRITER OF
LOVE, DEATH & ROBOTS
& THE DIRECTOR OF
BRIGHTBURN**

Emmy Award-winning screenwriter **Philip Gelatt** (LOVE, DEATH & ROBOTS), acclaimed filmmaker **David Yarovesky** (BRIGHTBURN), and visionary artist **Adam Pollina** (X-FORCE) carve up a shocking new horror comic book event.

On a quiet farm, Bronson, the youngest and smallest member of a close-knit family of goats, lives an idyllic life of sun-drenched fields, fresh hay, and sibling rivalries. His greatest concern is proving to his older siblings—and, more importantly, his imposing father—that he is more than just the runt of the herd.

Then, in a single night, everything changes.

A drug-fueled, sex-obsessed satanic hippie murder cult descends on the farm, slaughtering the family who raised and protected the goats before abducting Bronson and his loved ones. Deep in the wilderness, beneath a blood-red moon, hundreds of cult followers gather for an ancient ritual. Their purpose: to sacrifice the goats and summon a ravenous demon from beyond.

Now, the fate of his family rests on the shoulders of the one creature least prepared to save them.

Innocent, outmatched, and absurdly cute, Bronson must summon a courage he never knew he possessed as he confronts knife-wielding cultists, unspeakable horrors, and forces far beyond his understanding in a desperate attempt to rescue his family before they are offered up in blood.

IT DEMANDS SACRIFICE #1

Written by **Philip Gelatt**, **David Yarovesky**

Art by **Adam Pollina**

Colors by **Dean White**

Cover A by **Adam Pollina**

Cover B by **Tony Fleecs**

Cover C by **Patrick Horvath**

Foil Cover by **Skottie Young**

Old Masters Cover by **Grant Wood**

Retro Cover by **Flops**

Variant Cover by **Suspiria**

Variant Cover by **Brett Bean**

Retro Record Read-a-long Edition

On Sale **SEPTEMBER 23** | 32 PGS

Full Color | \$5.99 | T+

A BLOODY HORROR FABLE

FROM EMMY AWARD-WINNING SCREENWRITER

PHILIP GELATT
(NETFLIX'S LOVE, DEATH & ROBOTS)

AND SUPERSTAR ARTIST

ADAM POLLINA
(X-FORCE, PYRATE QUEEN)

ACCLAIMED FILMMAKER

AND **DAVID YAROVESKY**
(BRIGHTBURN)

WITH COVER ART FROM SUPERSTAR ARTISTS

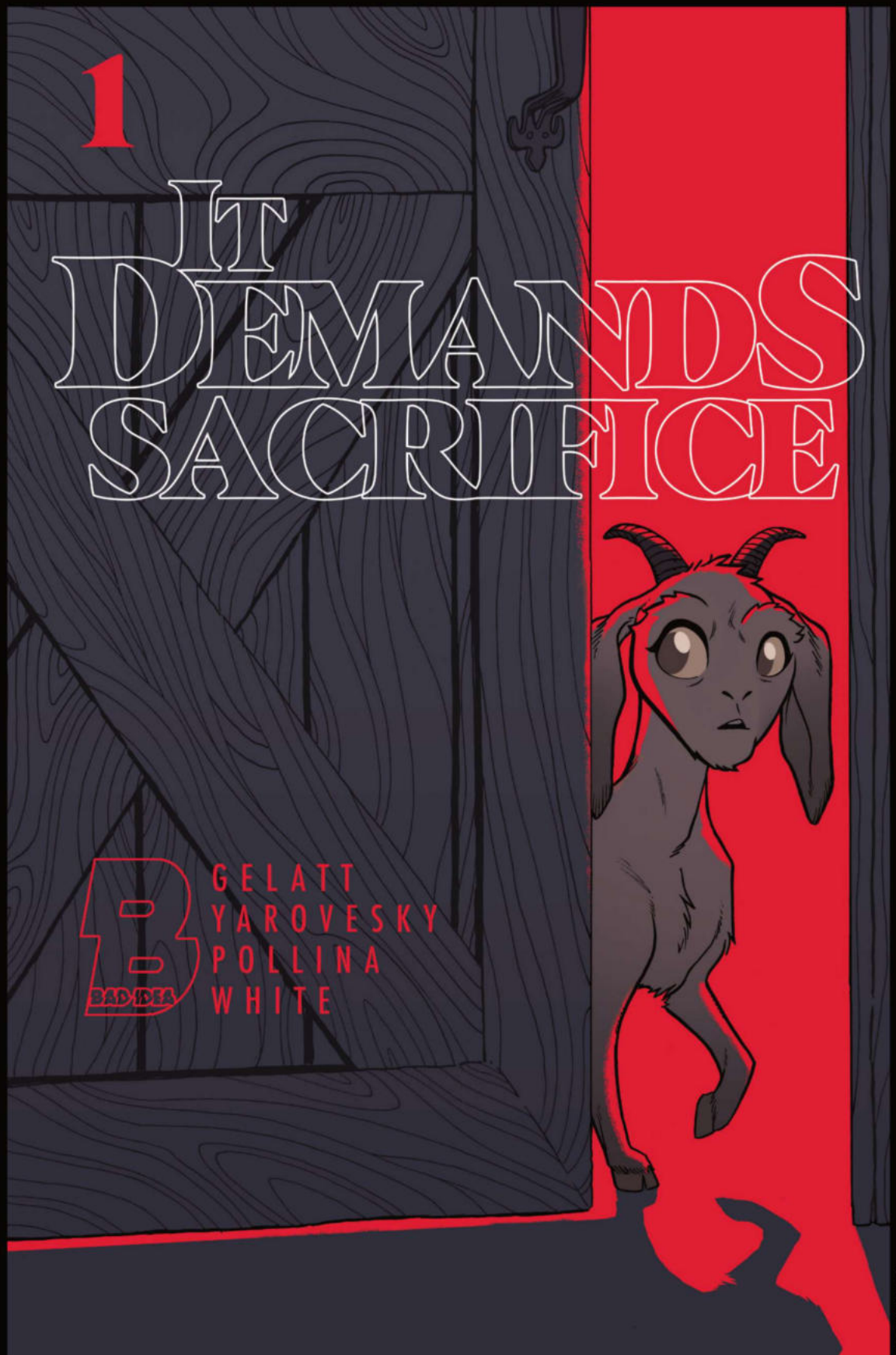
**BRETT BEAN, TONY FLEECES,
PATRICK HORVATH & MORE!**

**ATTENTION
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MAJOR SALES
INCENTIVES
AVAILABLE.
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FOR DETAILS.

COVER B BY TONY FLEECES

COVER BY EISNER AWARD-
NOMINATED ARTIST OF:

- STRAY DOGS
- FERAL
- LOCAL MAN



IT DEMANDS SACRIFICE #1

WRITTEN BY **PHILIP GELATT**
& **DAVID YAROVESKY**

ART BY **ADAM POLLINA**

COLORS BY **DEAN WHITE**

COVER BY **TONY FLEECES**

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COVER C BY PATRICK HORVATH

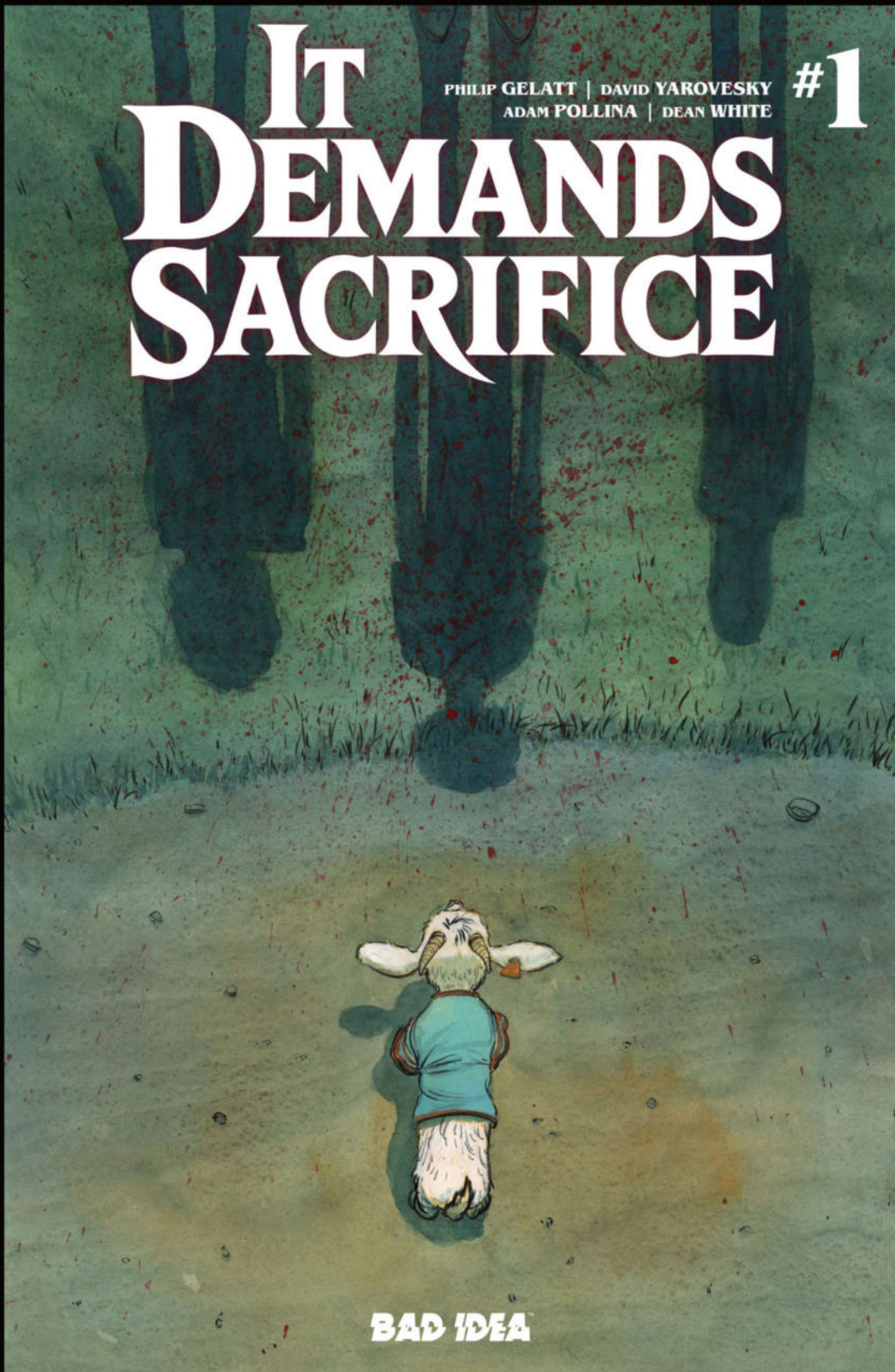
COVER BY EISNER AWARD-
NOMINATED CREATOR OF:

- BENEATH THE TREES,
WHERE NOBODY SEES
- FREE FOR ALL
- HAHA

It DEMANDS SACRIFICE

PHILIP GELATT | DAVID YAROVESKY
ADAM POLLINA | DEAN WHITE

#1



IT DEMANDS SACRIFICE #1

WRITTEN BY **PHILIP GELATT**
& **DAVID YAROVESKY**

ART BY **ADAM POLLINA**

COLORS BY **DEAN WHITE**

COVER BY **PATRICK HORVATH**

ON SALE SEPTEMBER 23 | 32 PGS

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BAD IDEA™

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**WE WILL NEVER
PRINT THIS AGAIN!**

**SKOTTIE
YOUNG
FOIL EDITION**

Ring in the launch of this fall's massive horror comic event with an all-new cover from one of the most iconic comic cover artists of all time – SKOTTIE YOUNG!

NEVER TO BE PRINTED AGAIN!

Internationally recognized and acclaimed for the hyper-kinetic chaos and whimsical cuteness he brings to his signature-style covers, Skottie is unleashing his next masterpiece this September to launch IT DEMANDS SACRIFICE #1! And we're giving it the royal foil treatment to celebrate!

And it comes with a BAD IDEA guarantee. We will NEVER print this cover again. No second printings, no virgin variants. We won't print it inside the paperback collection or the hardback. It won't print as an ad inside another book. Hell, we won't even put it in THIS CATALOG on the off chance someone decides to try to print this.

Which means this is your ONLY CHANCE to grab this open order, premium-format Skottie Young cover! Seriously. Don't miss out. Want to see the cover? Sign up for the BAD IDEA newsletter! Link at @badideahello on instagram!

**IT DEMANDS SACRIFICE FOIL COVER
BY SKOTTIE YOUNG**

COVER BY EISNER AWARD-WINNING
ARTIST OF:

- SPIDER-MAN
- X-MEN
- I HATE FAIRYLAND

IT DEMANDS SACRIFICE #1

WRITTEN BY PHILIP GELATT
& DAVID YAROVESKY

ART BY ADAM POLLINA
COLORS BY DEAN WHITE

FOIL COVER BY
SKOTTIE YOUNG

ON SALE SEPTEMBER 23 | 32 PGS
FULL COLOR | \$9.99 | T+

**THE ONLY
EVER
PRINTING!**

**FOIL
EDITION
SKOTTIE
YOUNG!**

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THE MOST ICONIC AMERICAN PAINTING OF ALL TIME!

**IT DEMANDS
SACRIFICE:
OLD MASTERS
EDITION!**

Something big is coming...the launch of a new American nightmare...this fall's horror comic event – IT DEMANDS SACRIFICE!

With it comes one of the most renowned, quintessential American paintings of all time with the IT DEMANDS SACRIFICE OLD MASTER EDITION!

Featuring one of the greatest, most iconic works of art ever to grace the cover of a comic book. BAD IDEA is proud to introduce to comic books the genius of Grant Wood.

OLD MASTERS VARIANT COVER BY
GRANT WOOD

COVER BY LEGENDARY ARTIST OF:

- FALL PLOWING (1931)
- SPRING IN TOWN (1941)
- THE MIDNIGHT RIDE OF PAUL REVERE (1931)

IT DEMANDS SACRIFICE #1

WRITTEN BY PHILIP GELATT
& DAVID YAROVESKY

ART BY ADAM POLLINA

COLORS BY DEAN WHITE

OLD MASTERS VARIANT COVER BY
GRANT WOOD

ON SALE SEPTEMBER 23 | 32 PGS
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**OWN A
PIECE OF
AMERICANA!**

1:20 RETRO COVER BY FLOPS

COVER BY SUPERSTAR COVER
ARTIST OF:

- EXQUISITE CORPSES
- SOMETHING IS KILLING THE CHILDREN
- POWER RANGERS



IT DEMANDS SACRIFICE #1

WRITTEN BY PHILIP GELATT

& DAVID YAROVESKY

ART BY ADAM POLLINA

COLORS BY DEAN WHITE

RETRO COVER BY

FLOPS

ON SALE SEPTEMBER 23 | 32 PGS

FULL COLOR | \$5.99 | T+

1:50 COVER BY SUSPIRIA

COVER BY SUPERSTAR COVER
ARTIST OF:

- SOMETHING IS KILLING
THE CHILDREN
- BRZRKR: THE BLEEDING TIDE
- POP KILL



IT DEMANDS SACRIFICE #1

WRITTEN BY **PHILIP GELATT**

& **DAVID YAROVESKY**

ART BY **ADAM POLLINA**

COLORS BY **DEAN WHITE**

VARIANT COVER BY

SUSPIRIA

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BAD IDEA™ BAD IDEA™ BAD IDEA™ BAD IDEA™ BAD IDEA™

1:100 VARIANT BY BRETT BEAN

COVER BY SUPERSTAR
ARTIST OF:

- D'ORC
- DUNGEON CRAWLER CARL:
THE CROCODILE FILE
- I HATE FAIRYLAND



IT DEMANDS SACRIFICE #1

WRITTEN BY PHILIP GELATT
& DAVID YAROVESKY

ART BY ADAM POLLINA
COLORS BY DEAN WHITE

VARIANT BY
BRETT BEAN

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PHILIP GELATT | DAVID YAROVESKY
ADAM POLLINA | DEAN WHITE **#1**
**IT DEMANDS
SACRIFICE**

BAD IDEA™

**THE BIGGEST NAMES
IN COMICS BRING
THE STORY TO LIFE!**

**RETRO
RECORD
READ-A-LONG!**



SPIN THE RECORD. HEAR THE HORRORS.

This September, Philip Gelatt, Dave Yarovesky, and Adam Pollina reinvent the seventies slasher with *IT DEMANDS SACRIFICE*. To mark the moment, we're bringing back the classic record read-a-longs of the 1970's with *IT DEMANDS SACRIFICE: RETRO RECORD READ-A-LONG!*

Place your limited edition 7" vinyl record onto your record and listen to the story come to life as a troupe of voice actors and celebrity special guests act out the issue as you read along! Scored and Foley'd by an indie horror filmmaker and bursting with TOP SECRET cameo actors, this is an immersive comic book reading experience unlike anything ever attempted before.

Special Industry Guests include:

Jorge Fornés, Brett Bean, Mike Carey, Shelly Bond, Tomás Giorello, Joshua Dysart, Comic Tom, Near Mint Condition's Uncanny Omar, Beyond Wednesday's Brian McClay, Lunar Distribution's Christina Merkle, Kwan Chang

And that's just who we can announce so far!

EACH COPY OF IT DEMANDS SACRIFICE RETRO RECORD READ-A-LONG FEATURES:

- A Limited Edition 7" Vinyl Record
- Exclusive Vinyl Dust Jacket
- Ultra-limited Comic Book to read while you listen

For every 250 copies of IT DEMANDS SACRIFICE #1 orderable covers, retailers qualify for one (1) copy of IT DEMANDS SACRIFICE: RETRO RECORD READ-A-LONG!

IT DEMANDS SACRIFICE #1

WRITTEN BY **PHILIP GELATT & DAVID YAROVESKY**

ART BY **ADAM POLLINA**

COLORS BY **DEAN WHITE**

RETRO RECORD READ-A-LONG

ON SALE SEPTEMBER 23 | 32 PGS

FULL COLOR | \$24.99 | T+

**FEATURES
COLLECTIBLE
DUSTJACKET**



NOT FINAL ART

**ACTUAL
PLAYABLE
VINYL
RECORD!**



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COLOR ART PREVIEW



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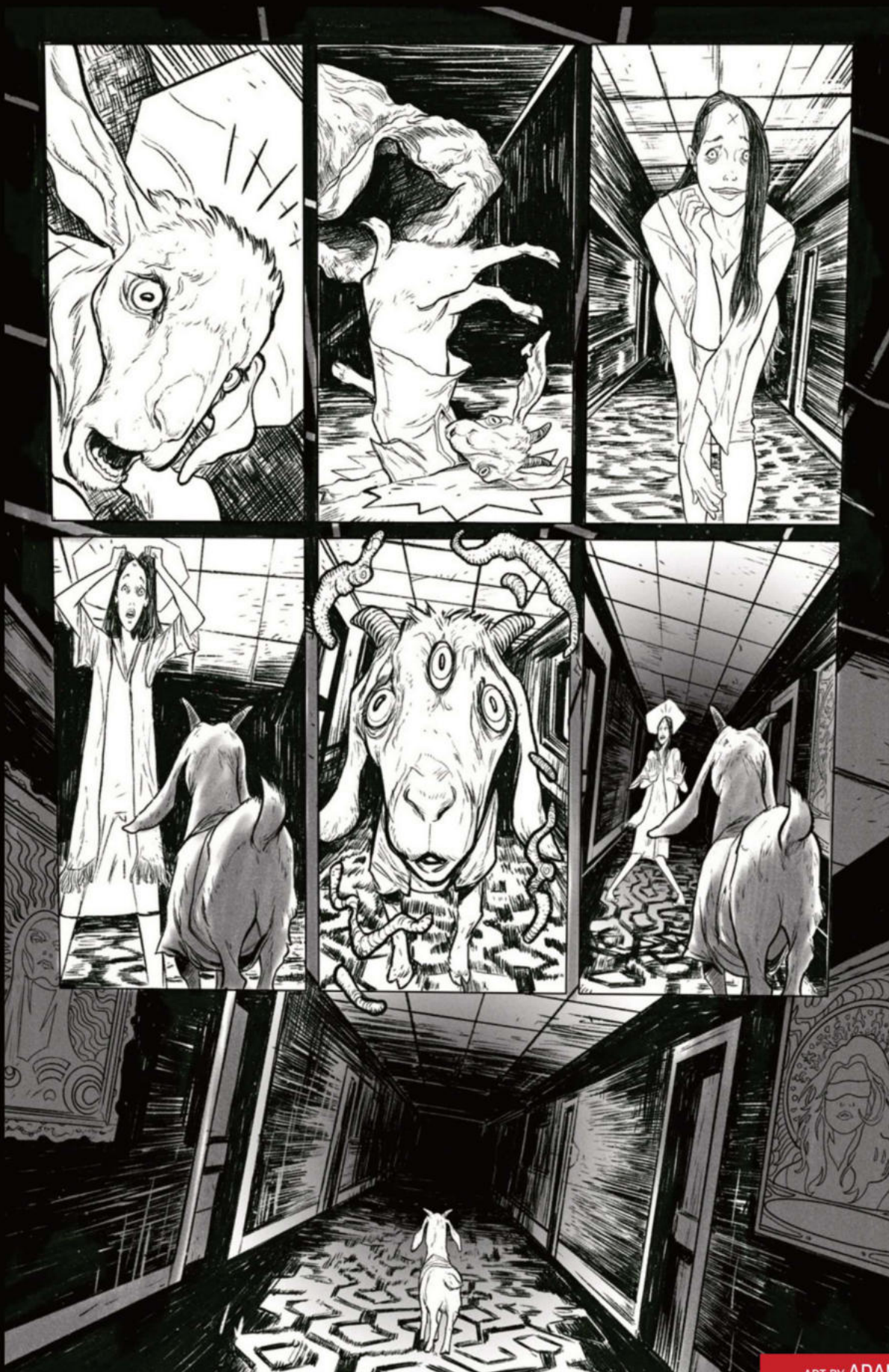
ART BY ADAM POLLINA
AND DEAN WHITE

NOT FINAL ART. WILL BE FULLY COLORED.

This black and white illustration depicts a dramatic train accident. The top half features a large, detailed scene of a train derailed and falling off a steep cliff, with a large figure in a coat standing nearby. The bottom half is a collage of smaller panels showing the interior of the train, passengers in shock, and close-ups of faces.

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ART PREVIEW



NOT FINAL ART. WILL BE FULLY COLORED.

ART BY ADAM POLLINA

ART PREVIEW



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ART PREVIEW



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ART BY ADAM POLLINA

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ART PREVIEW



NOT FINAL ART. WILL BE FULLY COLORED.

ART BY ADAM POLLINA

LANCER

MIKE COSTA
JAKE BAKER
LEE LOUGHBRIDGE
#2

**FROM THE
WRITER OF
NETFLIX'S
LUCIFER!**

New York Times best-selling writer **Mike Costa** and superstar-in-the-making **Jake Baker** unleash a ferocious blood-frenzy in the next must-read chapter of their brutal action horror blockbuster.

Pete Sanborn is fresh out of the Marine Corps, out of cash, and running out of ammo. Stuck relying on deadly extermination gigwork through the LANCER app to make ends meet, the only place Sanborn is headed is straight into an early grave. But an old military buddy may have offered him a way out of the rat race, recruiting him into an elite kill crew with bigger guns, better pay, and a new assignment waiting beneath New York City:

Descend into the sewers. Kill the horde of mutant alligators. Try to make it out alive.

LANCER #2

Written by **Mike Costa**
Art by **Jake Baker**
Colors by **Lee Loughridge**
Cover A by **Don Aguillo**
Cover B by **Jake Baker**
Cover C by **Manix Abrera**
Black & White Variant Cover by **Jake Baker**
Virgin Variant Cover by **Chris Burnham**
On Sale **SEPTEMBER 23** | 32 PGS
Full Color | \$5.99 | T+

NOT FINAL ART



BAD IDEA

A PULSE-POUNDING ACTION-HORROR BLOCKBUSTER

FROM CRITICALLY ACCLAIMED WRITER

MIKE COSTA
(TRANSFORMERS, GI JOE)

AND

AND RISING SUPERSTAR ARTIST

JAKE BAKER
(OLYMPUS SAGA: MEGALITH, ORDAINED)

WITH COVER ART FROM SUPERSTAR ARTIST

DON AGUILLO
(SPAWN, SCORCHED)

**ATTENTION
RETAILERS!**
MAJOR SALES
INCENTIVES
AVAILABLE.
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FOR DETAILS.

COVER B BY JAKE BAKER

COVER BY RISING SUPERSTAR
COVER ARTIST OF:

- OLYMPUS SAGA: MEGALITH
- ORDAINED
- WARBIRD



MIKE COSTA
JAKE BAKER
LEE LOUGHRIDGE
#2

LANCER #2

WRITTEN BY **MIKE COSTA**

ART BY **JAKE BAKER**

COLORS BY **LEE LOUGHRIDGE**

COVER BY **JAKE BAKER**

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BAD IDEA

COVER C BY MANIX ABRERA

COVER BY SUPERSTAR
ARTIST OF:

- BATMAN: THE KNIGHT
- THUNDERCATS
- DINGOLIATH



MIKE COSTA
JAKE BAKER
LEE LOUGHRIDGE
#2

LANCER #2

WRITTEN BY **MIKE COSTA**

ART BY **JAKE BAKER**

COLORS BY **LEE LOUGHRIDGE**

COVER BY **MANIX ABRERA**

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BAD IDEA

1:20 BLACK & WHITE VARIANT BY JAKE BAKER

COVER BY RISING SUPERSTAR
COVER ARTIST OF:

- OLYMPUS SAGA: MEGALITH
- ORDAINED
- WARBIRD



LANCER #2

WRITTEN BY **MIKE COSTA**

ART BY **JAKE BAKER**

COLORS BY **LEE LOUGHRIDGE**

BLACK & WHITE COVER BY

JAKE BAKER

ON SALE SEPTEMBER 23 | 32 PGS

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1:50 VIRGIN VARIANT BY CHRIS BURNHAM

COVER BY BEST-SELLING
ARTIST OF:

- BATMAN INCORPORATED
- THE X-MEN
- THE NAMELESS



LANCER #2

WRITTEN BY **MIKE COSTA**

ART BY **JAKE BAKER**

COLORS BY **LEE LOUGHRIDGE**

VIRGIN VARIANT BY

CHRIS BURNHAM

ON SALE SEPTEMBER 23 | 32 PGS

FULL COLOR | \$5.99 | T+

WARBIRD

DEREK KOLSTAD
ROBERT VENDITTI
ALEX MALEEV
ISSUE #3

**FROM
ALEX MALEEV,
DEREK KOLSTAD &
ROBERT VENDITTI!**

Blockbuster screenwriter **Derek Kolstad** – creator and writer of the internationally acclaimed, box office dominating motion picture franchise **JOHN WICK** – New York Times best-selling writer **Robert Venditti** (**SUPERMAN '78**), and Eisner Award-winning illustrator **Alex Maleev** (**DAREDEVIL**), tighten the screws in the penultimate issue of their white-knuckle, globe-spanning action/spy thrill ride.

After a daring high-speed rail heist, Cole Norton has escaped the clutches of the Russian FSB welcoming brigade and infiltrated the city of Vorkuta. Now, deep in the arctic circle, Cole's left hunting down the only lead his murdered friend Breck left behind: a single name stashed inside a bottle of bourbon – Valia Petrov – Breck's mysterious in-country CIA contact and former flame. Together, they may be the only ones who can pull off Breck's unfinished mission – seize one of Russia's devastating Spearhead jets for the United States and reduce the remaining fleet to ash.

But the treacherous Kovalev won't let Cole slip through his fingers again. This time he's brought back-up – a fully-armed squadron of Spetsnaz soldiers with orders to bring Cole down...no matter the cost.

WARBIRD #3

Written by **Derek Kolstad & Robert Venditti**

Art by **Alex Maleev**

Colors by **Dean White**

Cover A by **Alex Maleev**

Cover B by **Maxi Dall'o**

Design Cover by **Frank Quitely**

Secret Code Edition

Virgin Variant Cover by **J.G. Jones**

Virgin Variant Cover by **Alex Maleev**

On Sale **SEPTEMBER 30** | 32 PGS

Full Color | \$5.99 | T+

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BAD IDEA

A WHITE-KNUCKLE ACTION BLOCKBUSTER

FROM BLOCKBUSTER SCREENWRITER

DEREK KOLSTAD

(*JOHN WICK, NOBODY*)

AND

FROM NEW YORK TIMES BEST-SELLING WRITER

ROBERT VENDITTI

(*SUPERMAN '78, PLANET DEATH*)

EISNER AWARD-WINNING ARTIST

ALEX MALEEV

(*DAREDEVIL, MOON KNIGHT*)

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INCENTIVES
AVAILABLE.
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FOR DETAILS.

COVER B BY MAXI DALL'O

COVER BY SUPERSTAR
ARTIST OF:

- LOST FANTASY
- HEAVY METAL
- SAVE NOW



WARBIRD #3

WRITTEN BY **DEREK KOLSTAD**
& **ROBERT VENDITTI**

ART BY **ALEX MALEEV**

COLORS BY **DEAN WHITE**

COVER BY **MAXI DALL'O**

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DESIGN COVER BY FRANK QUITELY

COVER BY EISNER AWARD-
WINNING
ARTIST OF:

- ALL-STAR SUPERMAN
- NEW X-MEN
- THE AUTHORITY

WARBIRD

DEREK KOLSTAD
ROBERT VENDITTI
ALEX MALEEV
ISSUE #3



WARBIRD #3

WRITTEN BY DEREK KOLSTAD
& ROBERT VENDITTI

ART BY ALEX MALEEV

COLORS BY DEAN WHITE

DESIGN COVER BY FRANK QUITELY

ON SALE SEPTEMBER 30 | 32 PGS

FULL COLOR | \$5.99 | T+

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**UNCOVER THE SECRET CODE
HIDDEN WITHIN**

**DECODE
WARBIRD'S
SECRETS!**

WARBIRD

DEREK KOLSTAD
ROBERT VENDITTI
ALEX MALEEV
ISSUE #3

Hack into this summer's white-knuckle global spy thrill-ride with the **WARBIRD #3 SECRET CODE EDITION!**

Hidden deep beneath a web of ultra-blue lies top secret intelligence regarding the thrilling mysteries at the heart of **WARBIRD!** Pop on your limited edition **BAD IDEA Secret Decoder glasses** to uncover the secrets lurking beneath the surface.

SECRET CODE EDITION

WARBIRD #3

WRITTEN BY **DEREK KOLSTAD**

& **ROBERT VENDITTI**

ART BY **ALEX MALEEV**

COLORS BY **DEAN WHITE**

SECRET CODE EDITION

ON SALE SEPTEMBER 30 | 32 PGS

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**COMES WITH
EXCLUSIVE
BAD IDEA
BLUE
DECODER
GLASSES!**

**TOP
SECRET
INTEL
HIDDEN
WITHIN!**

BAD IDEA

1:20 VIRGIN VARIANT BY J.G. JONES

COVER BY SUPERSTAR
ARTIST OF:

- DC'S 52
- WANTED
- BLACK WIDOW



WARBIRD #3

WRITTEN BY DEREK KOLSTAD
& ROBERT VENDITTI

ART BY ALEX MALEEV

COLORS BY DEAN WHITE

VIRGIN VARIANT BY J.G. JONES

ON SALE SEPTEMBER 30 | 32 PGS

FULL COLOR | \$5.99 | T+

1:50 VIRGIN VARIANT BY ALEX MALEEV

COVER BY EISNER AWARD-
WINNING ARTIST OF:

- BATMAN
- MOON KNIGHT
- IRON MAN



WARBIRD #3

WRITTEN BY **DEREK KOLSTAD**
& **ROBERT VENDITTI**

ART BY **ALEX MALEEV**

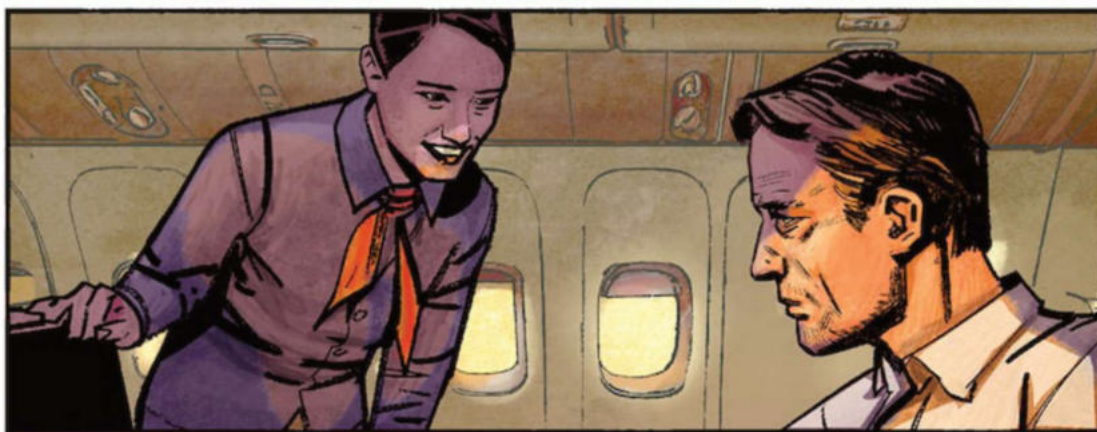
COLORS BY **DEAN WHITE**

VIRGIN VARIANT BY **ALEX MALEEV**

ON SALE SEPTEMBER 30 | 32 PGS

FULL COLOR | \$5.99 | T+

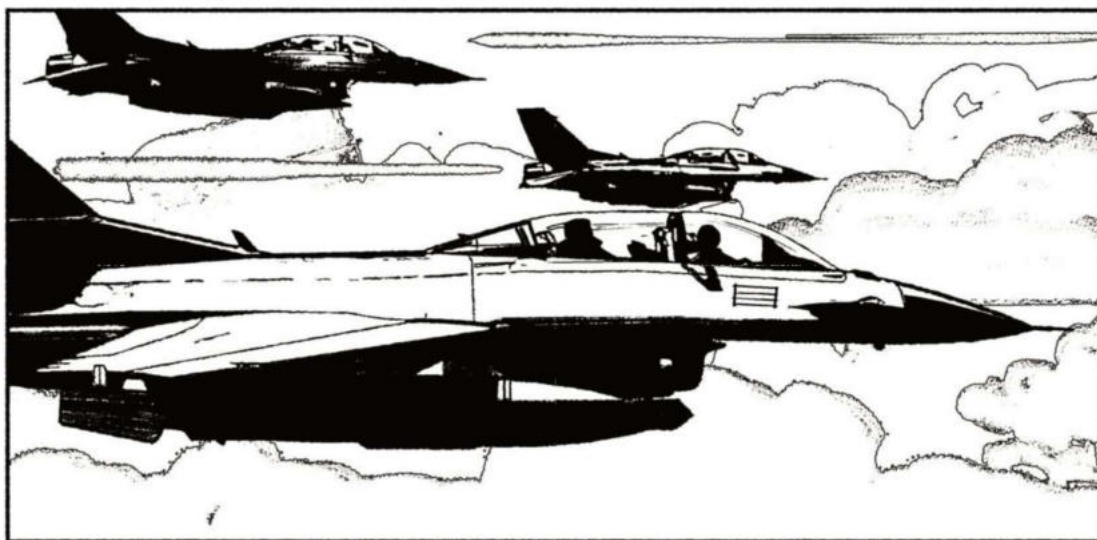
COLOR ART PREVIEW



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ART PREVIEW

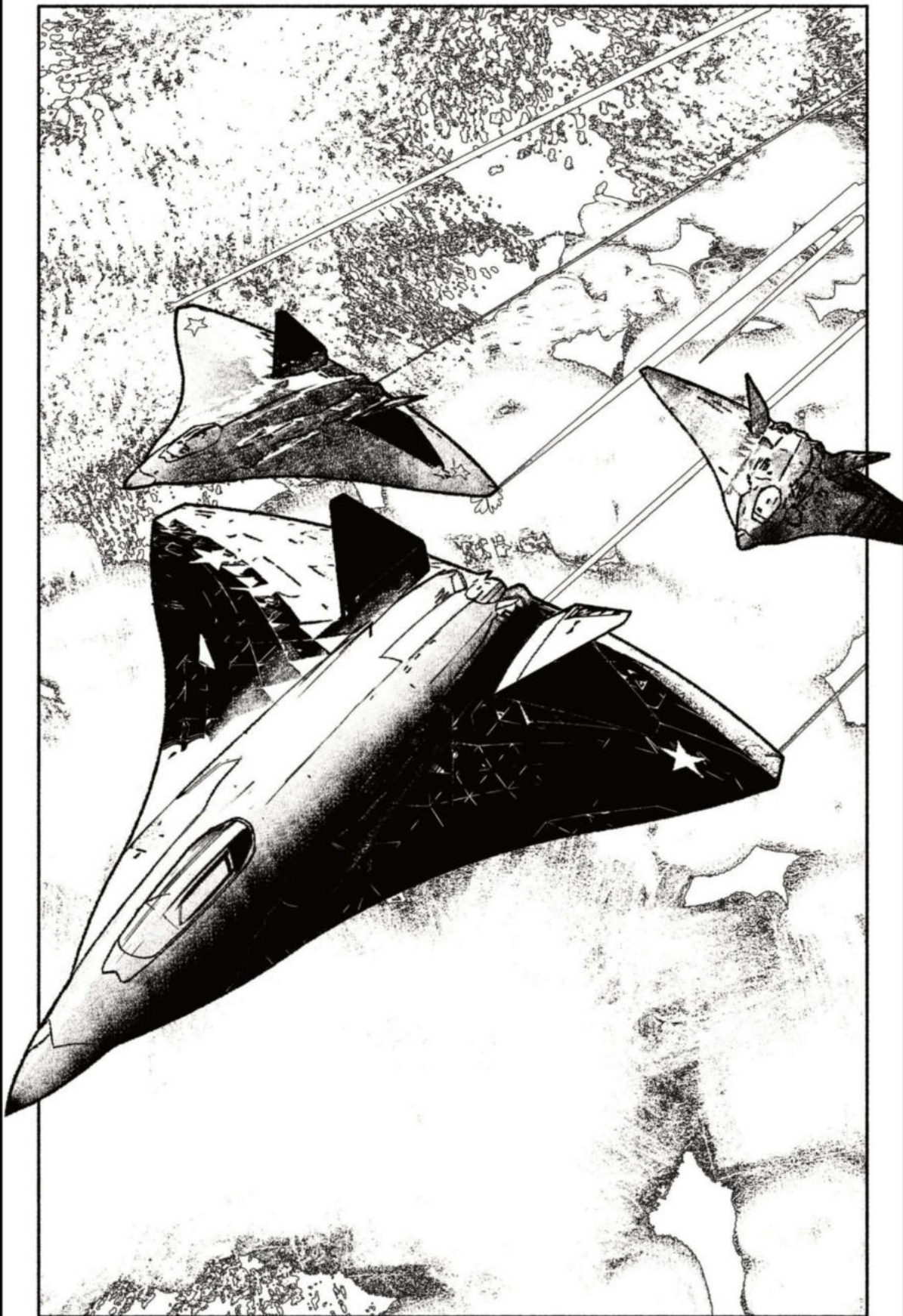


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ART BY ALEX MALEEV

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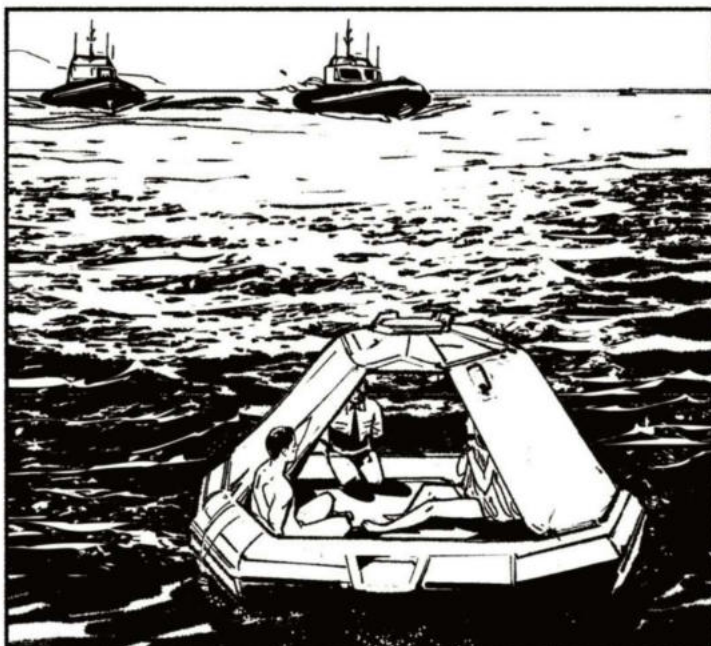
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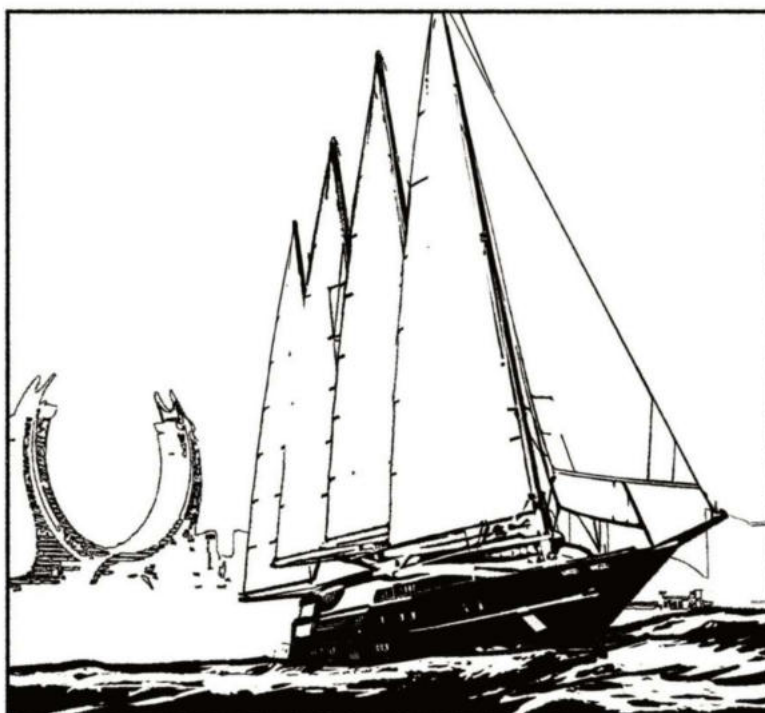
ART BY ALEX MALEEV

ART PREVIEW



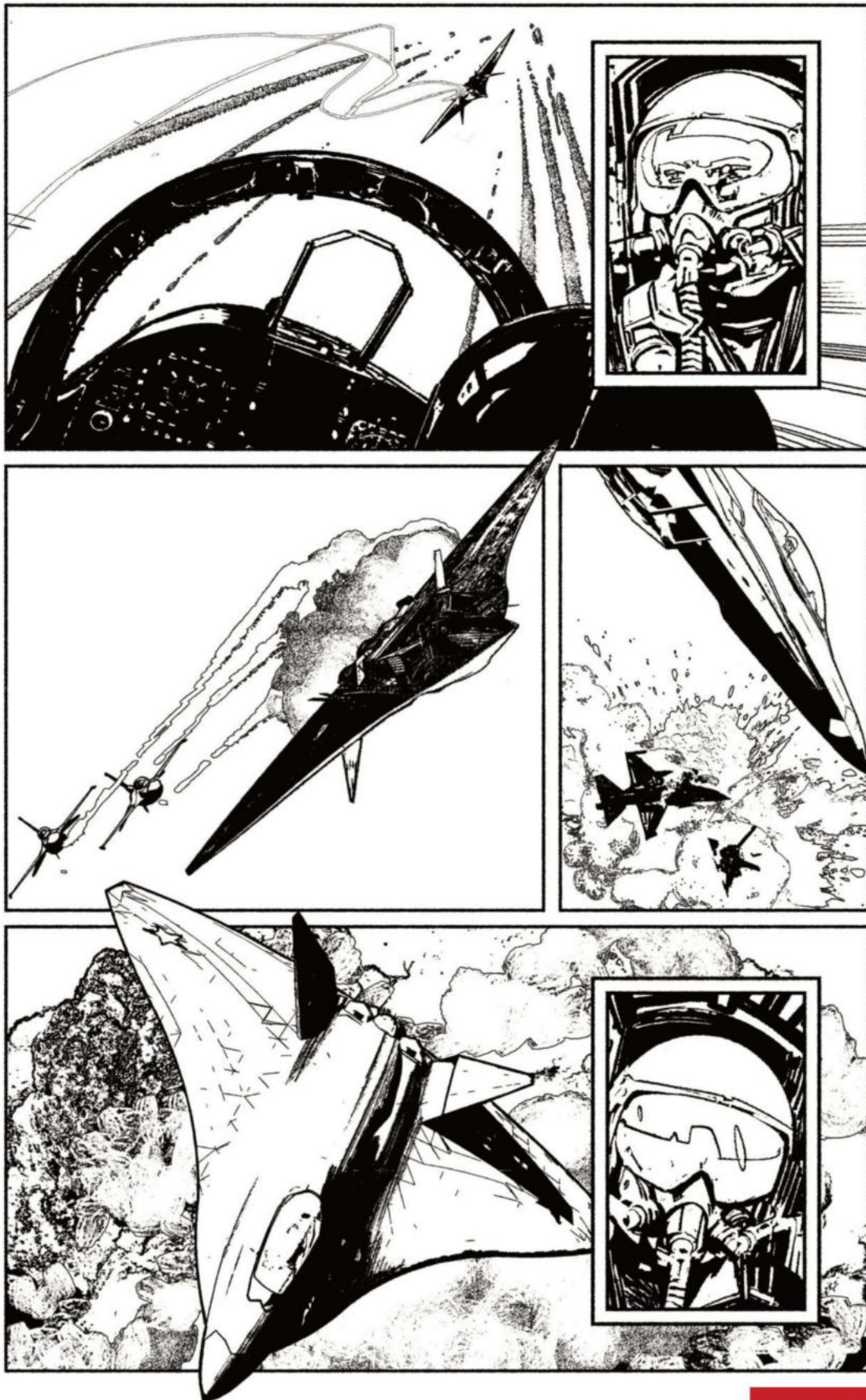
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ART PREVIEW



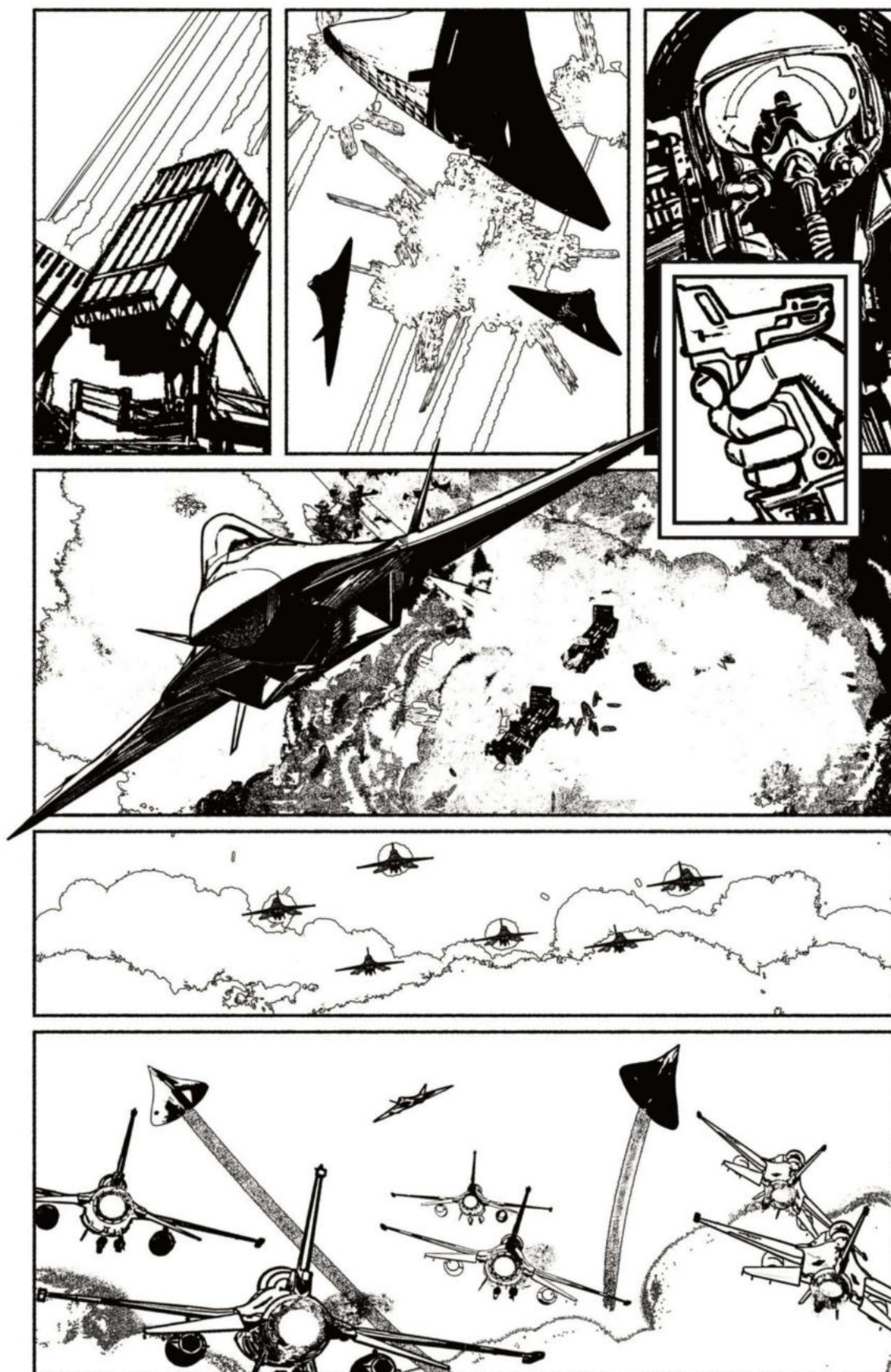
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ART PREVIEW



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ART PREVIEW



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ART PREVIEW



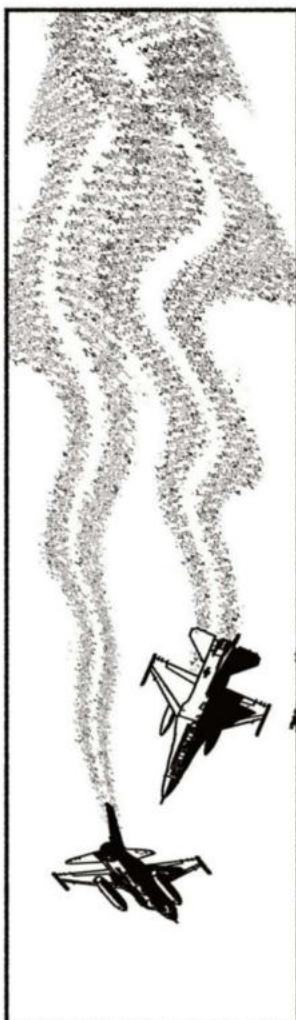
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ART PREVIEW



NOT FINAL ART. WILL BE FULLY COLORED.

ART PREVIEW



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**THE SURPRISE
FINALE TO
2026'S HORROR
MASTERPIECE!**

The Hab's hivemind isn't through with Mina just yet. Brace yourself for the shocking surprise conclusion to Eisner Award-nominated writer **Joshua Dysart** (UNKNOWN SOLDIER), world-renowned comic artist **David Lapham's** (STRAY BULLETS), and comic legend **Bill Sienkiewicz's** modern horror masterpiece. Locked in a brutal battle for survival, Mina fights for her life against the reanimated corpses of her own crew — the people she once trusted now hunting her through the collapsing corridors of The Hab. With every exit closing and no rescue coming, Mina is all that stands between the end of humanity and the hellish forces they've unleashed.

"NEVER LETS UP FROM
COVER TO COVER"
— COMIC DROPS

THE HAB #6

Written by **Joshua Dysart**
Art by **David Lapham**
Colors by **Bill Crabtree**
Cover A by **Chloe Brailsford**
Lost Texts Cover by **Sarah Sumeray**
Character Design Cover by
Lewis LaRosa & David Lapham
On Sale **SEPTEMBER 16** | 32 PGS
Full Color | \$5.99 | T+

A GROUNDBREAKING EXISTENTIAL HORROR MASTERPIECE

FROM EISNER-NOMINATED WRITER

JOSHUA DYSART
(UNKNOWN SOLDIER)

AND

EISNER WINNER

DAVID LAPHAM
(STRAY BULLETS)

**ATTENTION
RETAILERS!
MAJOR SALES
INCENTIVES
AVAILABLE.
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FOR DETAILS.**

THE LOST TEXTS VARIANT BY SARAH SUMERAY



FRONT COVER

COVER BY SUPERSTAR ARTIST
FEATURED BY:

- ARCHIE COMICS
- THE CURE
- SMASHING PUMPKINS

THE HAB #6

WRITTEN BY JOSHUA DYSART

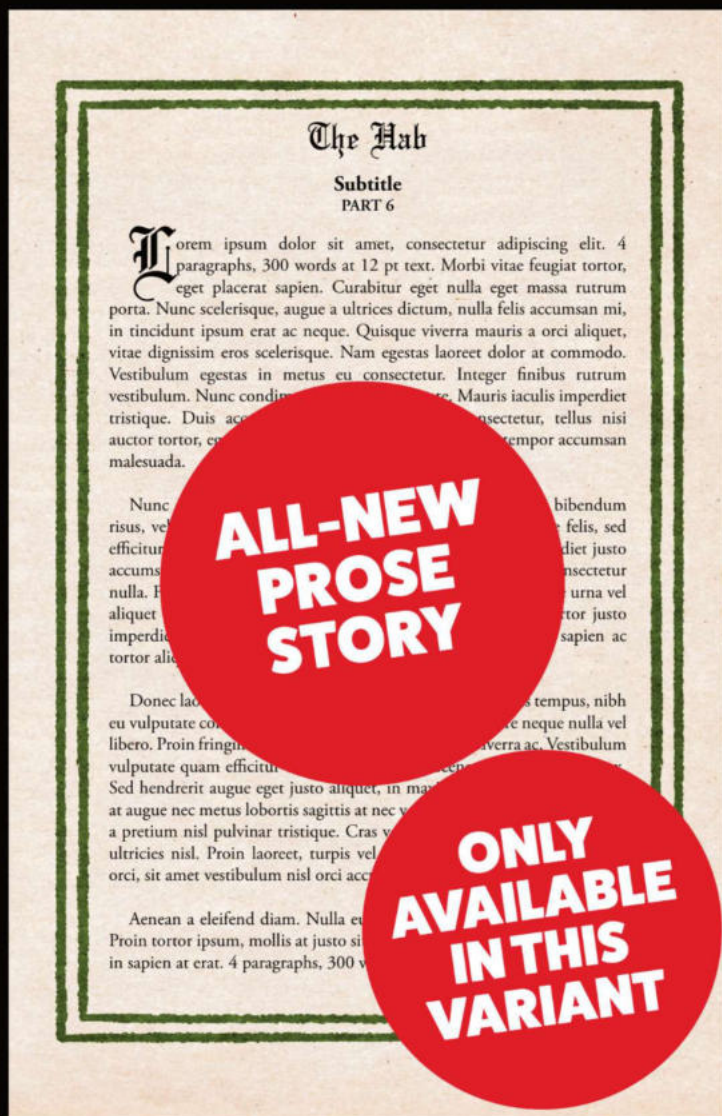
ART BY DAVID LAPHAM

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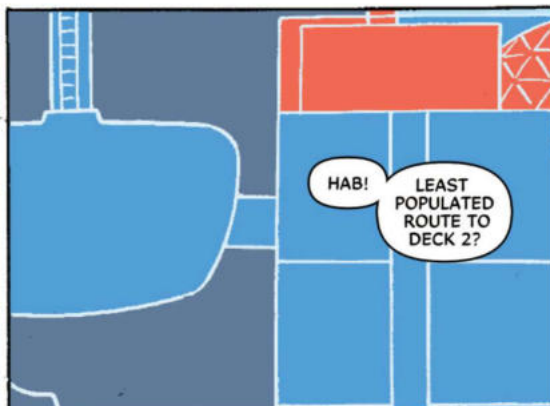
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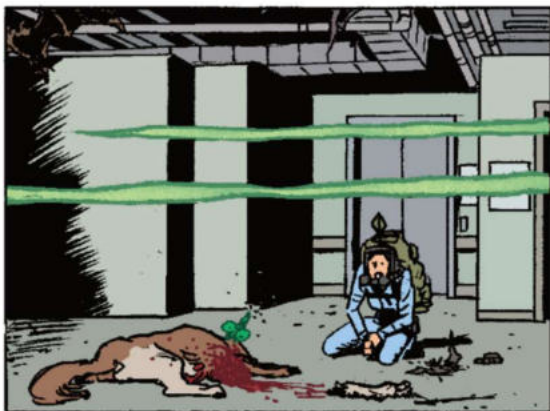
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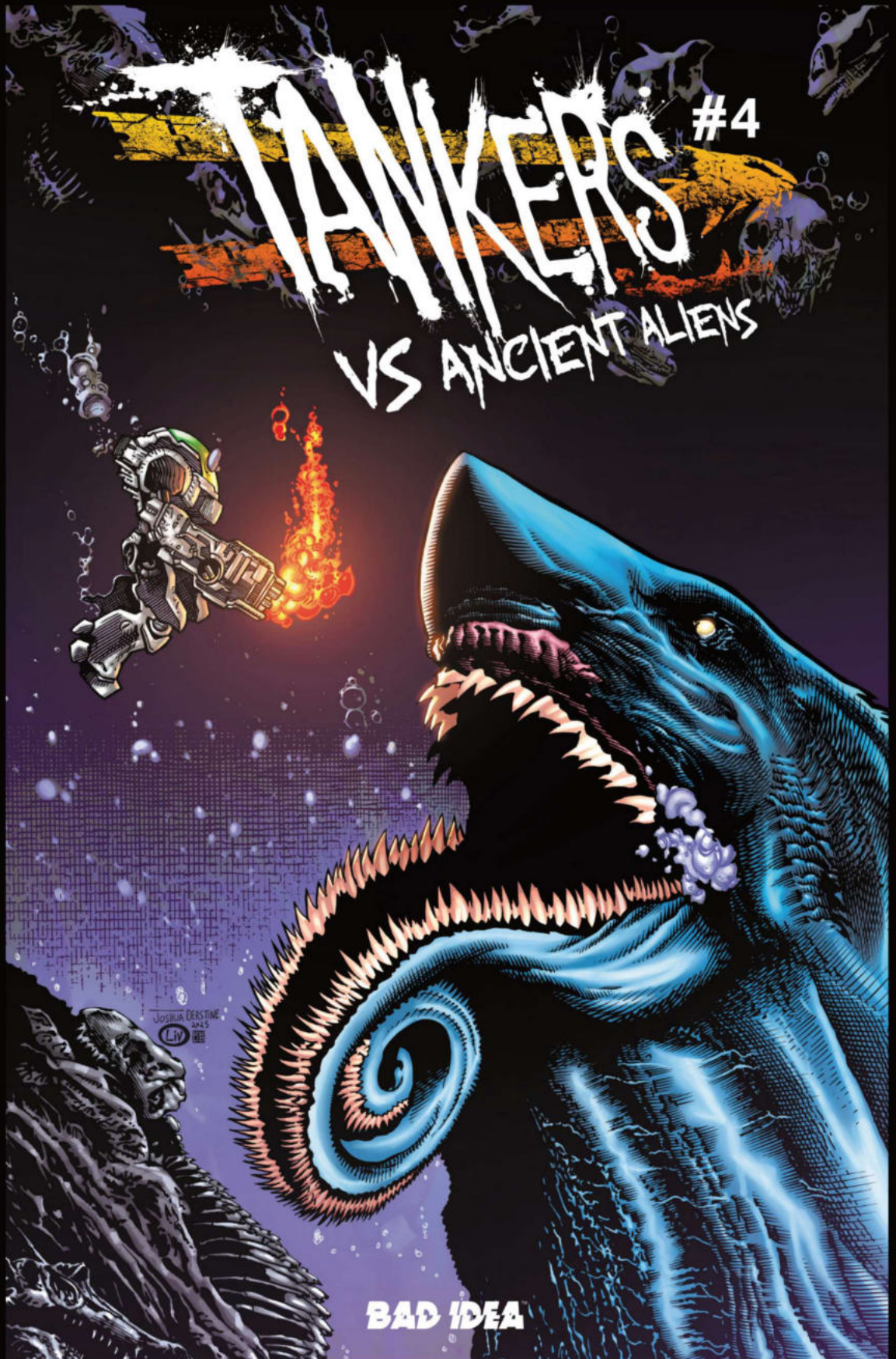
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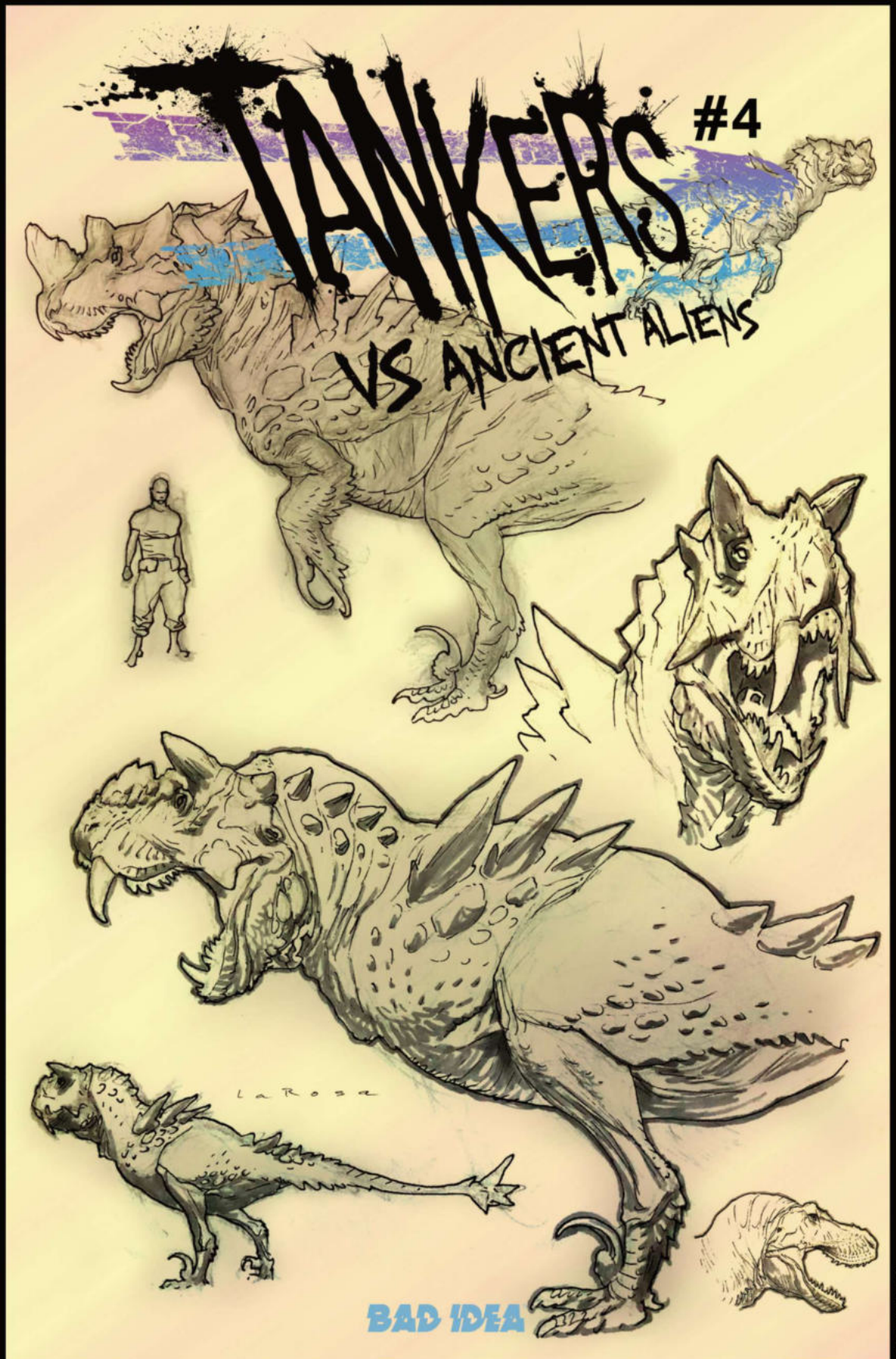
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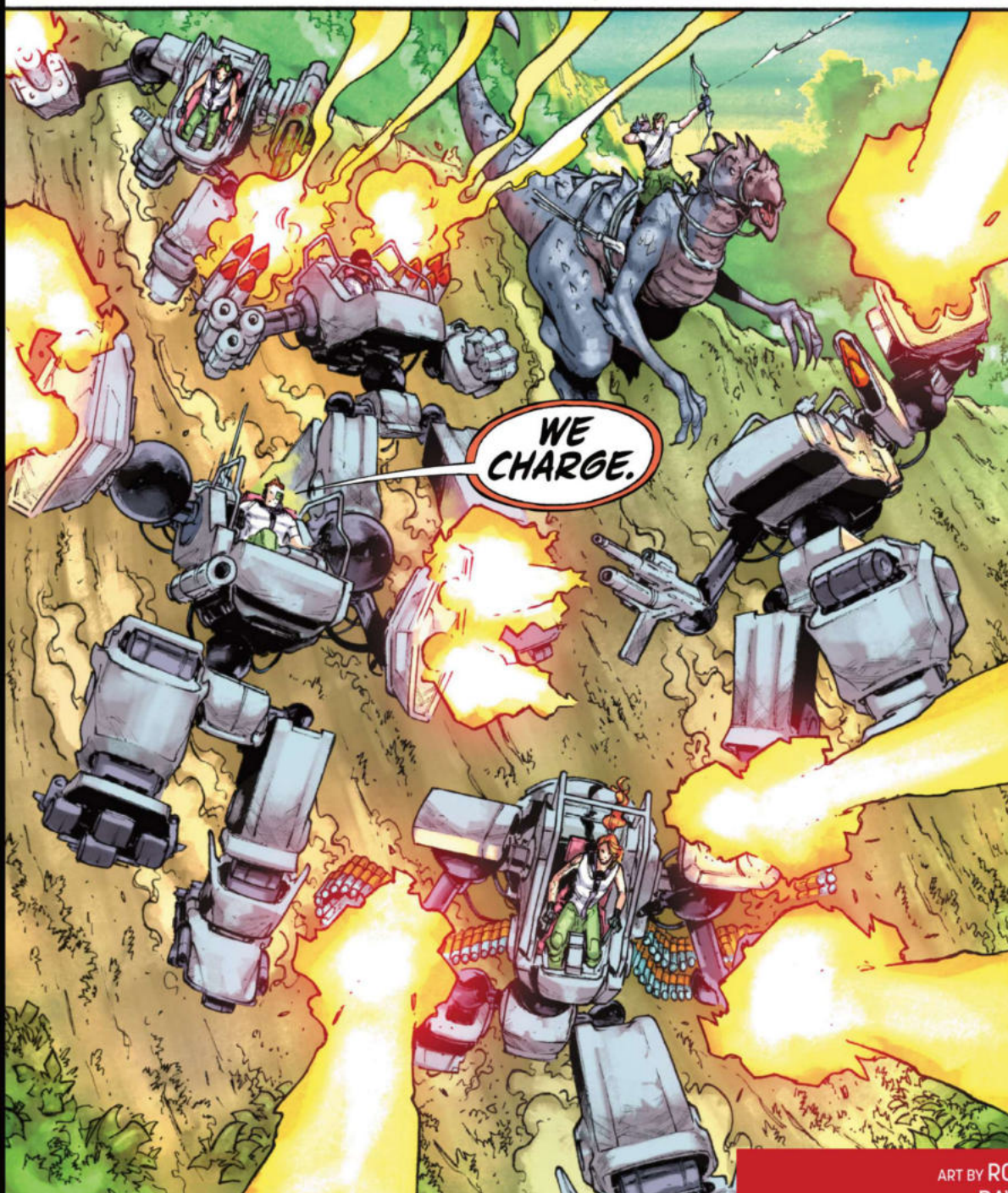
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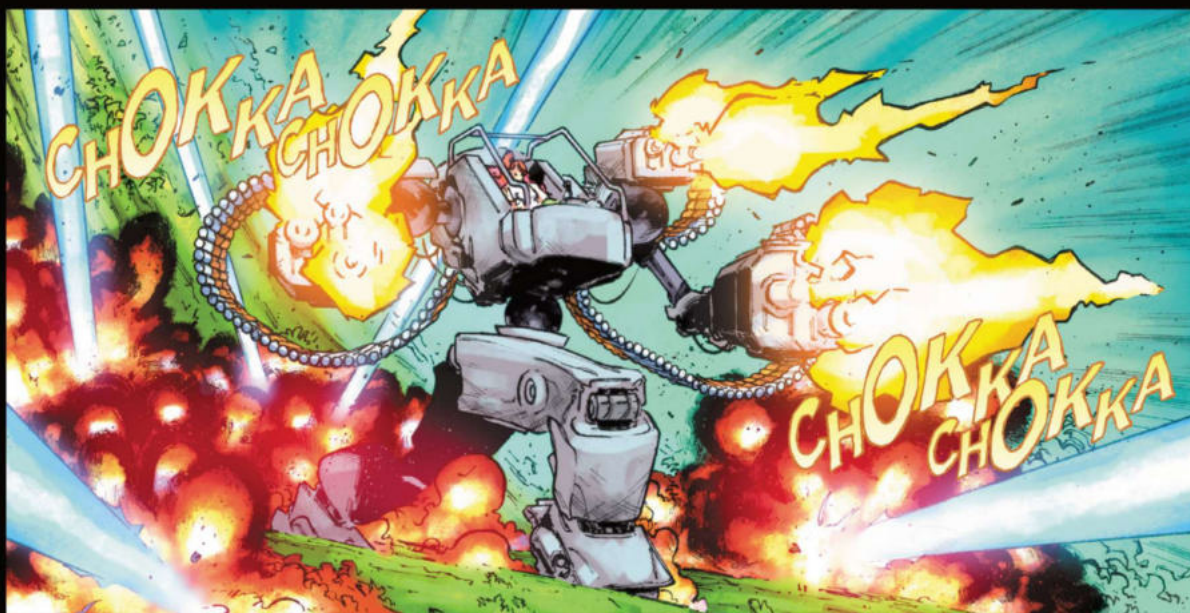
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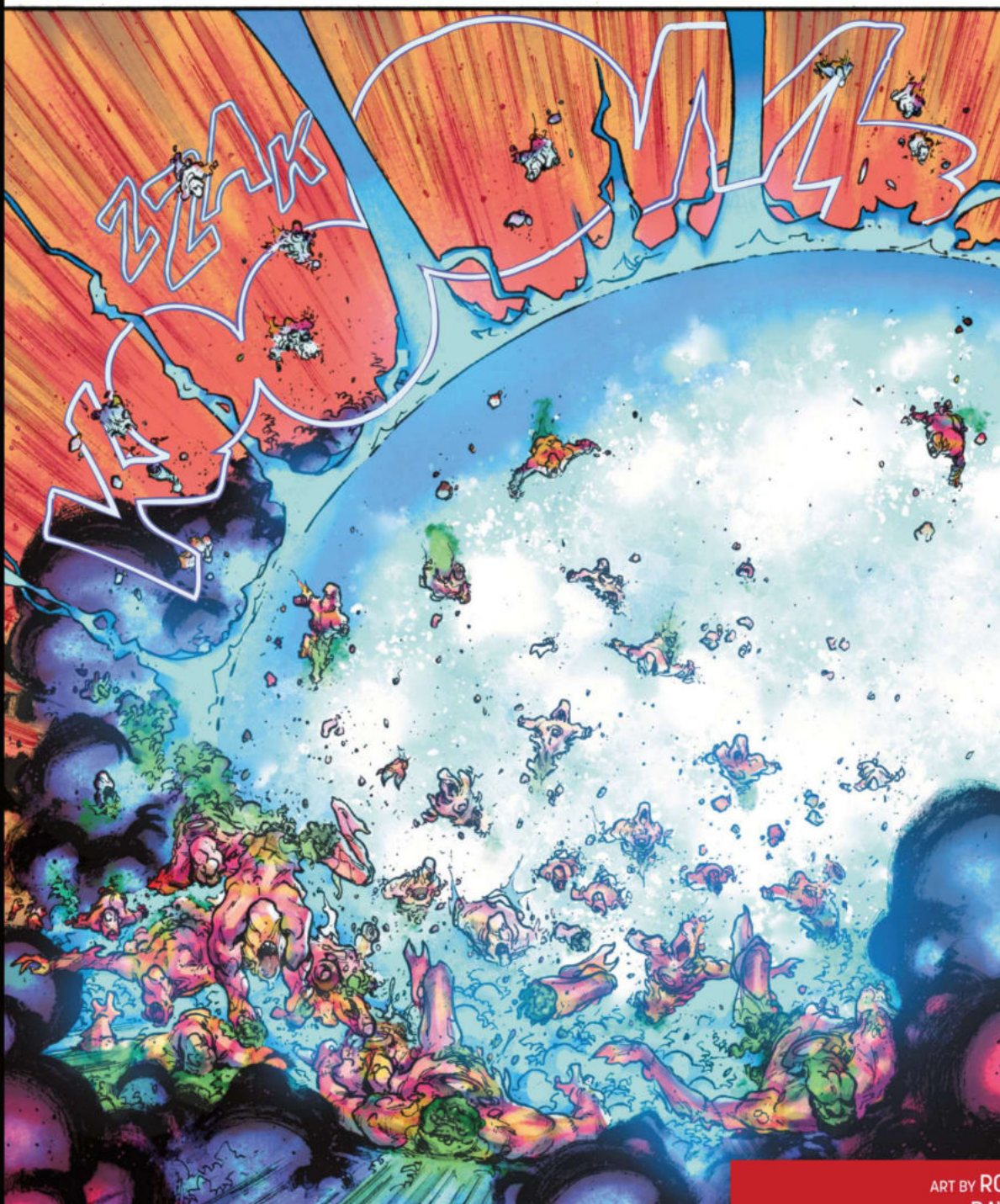
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