

Dungeon Crawl Classics Presents:

ADVENTURES IN RETAIL



Brave heroes sally forth on the quest for profit! Yet the perils of retail are great. Fill rates, late deliveries, and shifting trends are only a few of the epic dangers you'll encounter – but great treasures await the swift and the brave! This tome from Goodman Games provides the solutions you need. Learn about effective promotions, best-selling RPGs, and traffic-driving techniques. Begin your quest now by turning the page!



Greetings!

This GTS marks the fifth anniversary for Goodman Games. Some of you may remember our 2002 debut with the giant dinosaur head at our booth. Five years later, *Comics & Games Retailer* ranks us in the top 5 RPG publishers.

How did we get here? Adventure modules. Some publishers claim “they just don’t sell” – and I beg to differ. Gamers love *Dungeon Crawl Classics* adventures, and DCC modules are one of the best-selling RPG lines available today. They’re excellent adventures, recognized every year with Best Adventure nominations in the Gen Con ENnie awards.

But it’s not quality alone that got us where we are. Our secret, such as it is, is understanding retail. My own background includes retail experience, and I like to think that, as a publisher, I publish in a way that benefits retailers. *Dungeon Crawl Classics* adventures drive store traffic with regular monthly releases. Our \$2 modules make it easy for retailers to draw in new fans. We support the DCC line with generous promotions, including a metal spinner rack that’s *free* for retailers. We hold an annual 20%-off sale available only in stores, and we were the first in the industry to offer the Click-to-Brick Conversion Project, which sends our online customers into your store. Our Adventure Finder poster is the first organized approach to guiding role-players through the modules on your shelves.

And then there’s Free RPG Day. I have the pleasure of claiming credit for this idea, and credit for its brilliant execution goes to Impressions Advertising & Marketing. Goodman Games is sponsoring Free RPG Day with not one, not two, but three free adventure modules, including a new DCC module. The event is June 23, and you can sign up at www.freeRPGday.com. It’s a great opportunity to build your local RPG community, and hook even more new fans.

Adventures are a profitable category for any game store. They turn fast, appeal to a broad audience, and are easy to promote. Want to learn more? Simply read this booklet, which provides everything you need to build and maintain a thriving adventure module business. Please take a look through, then come visit us at booth 1005 during the show!

Thanks,



GTS booth #1005

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Dungeon Crawl Classics Selling Points

What? You *don't* carry Dungeon Crawl Classics? You must be one of those retailers who never reads the "Best-Selling RPGs" reports in various trade publications. DCCs aren't just best-selling *modules*, they're one of the best-selling *RPG lines*, outselling many other notable RPGs. Here are a couple reasons to carry DCC modules in *your* store.

Best Sellers: Consistently ranked in the top 10 best-selling RPG lines by *Comics & Games Retailer*.

**Average UNIT SALES for retailers' best-selling
ROLE-PLAYING GAMES**

All units are measured in **PIECES** sold; each boxed set, adventure, and sourcebook counts as one.

Product line	Manufacturer	raw	wld. turnout	Product line	Manufacturer	raw	wld. turnout
1 Dungeons & Dragons	Wizards of the Coast	33.0	33.0 100%	11 Iron Kingdoms	Privateer Press	1.3	1.3 12%
2 World of Darkness	White Wolf	7.7	7.7 100%	12 Star Wars d20	Wizards of the Coast	1.2	1.2 9%
3 Warhammer FRP	Black Industries	2.2 ▲ 2.3	35%	13 Serenity	MWP	1.0 ▲ 1.0	24%
4 GURPS	Steve Jackson	2.2 ▲ 2.3	20%	14 Castles & Crusades	Troll Lord	0.7	0.7 34%
5 Dungeon Crawl Classics	Goodman Games	1.9 ▲ 2.0	35%	15 Evilflame	White Wolf	0.7	0.7 32%
6 Hero System 5th Edition	Hero	1.8 ▲ 1.9	24%	16 Mutants & Masterminds	Green Ronin	0.7	0.7 21%
7 Rifts	Palladium	1.8 ▲ 1.8	20%	17 Conan	Mongoose	0.4 ▲ 0.5	19%
8 Babylon 5	Mongoose	1.6 ▲ 1.6	31%	18 Deadlands	Pinnacle	0.4	0.4 11%
9 d20 Modern	Wizards of the Coast	1.3	1.4 37%	19 Savage Worlds	Great White	0.4	0.4 10%
10 Shadowrun	Fantasy Productions	1.3	1.4 24%	20 A Game of Thrones	Guardians of Order	0.3	0.3 14%

	Manufacturer	raw	wld. turnout
1	Dungeons & Dragons	Wizards of the Coast	33.0 33.0 100%
2	World of Darkness	White Wolf	7.7 7.7 100%
3	Warhammer FRP	Black Industries	2.2 ▲ 2.3 35%
4	GURPS	Steve Jackson	2.2 ▲ 2.3 20%
5	Dungeon Crawl Classics	Goodman Games	1.9 ▲ 2.0 35%
6	Hero System 5th Edition	Hero	1.8 ▲ 1.9 24%
7	Rifts	Palladium	1.8 ▲ 1.8 20%
8	Babylon 5	Mongoose	1.6 ▲ 1.6 31%
9	d20 Modern	Wizards of the Coast	1.3 1.4 37%
10	Shadowrun	Fantasy Productions	1.3 1.4 24%

Steady Release Schedule: We release a minimum of one DCC module every month, giving customers a reason to check in regularly and see what's new.

Incremental Sales: Just as video game consoles drive sales of game cartridges, the core rulebooks drive sales of adventure modules. Every *Dungeon Master's Guide* that you sell today means a dozen DCC modules sold tomorrow.

Repeat Purchase Module: When a DM finishes his level 1 DCC module, he needs a level 2 adventure. Two weeks later he'll need a level 3 module, then level 4, and from there the cycle continues. If you can persuade your local groups to rely on DCC adventure modules, every sale today brings in another sale tomorrow.

Shared Experiences: Adventure modules provide a common platform to experience D&D. Peruse the message boards at www.goodman-games.com to see just how many people are playing our adventures. These shared experiences give your regulars something common to talk about, an important foundation to building a community at your store.

New Customer Recruitment: Adventures are great teaching tools, especially well-designed level 1 modules. New players need the most help, and adventure modules show them how to play. Our \$2 promotional adventures are ideal for this.

Cross-Sell Potential: The adventure module itself can be an upsell from the *Dungeon Master's Guide*. We manufacture DCC miniatures that can be used to play the adventures. And our adventures often support sales of other rulebooks, as explained on page 7.

Plug-and-Play Utility: Good adventures don't require much prep work. They're like "D&D in a bottle" – perfect for the harried gamer who just wants to play. Adventures that include pregenerated characters (as most DCC modules do) are even more versatile; the pregens allow the module to be used as a one-shot or break from a regular game.

Collectibility: Adventure modules are more likely to appreciate in value than any other RPG category. Rare Dungeon Crawl Classics adventures have sold for more than \$250 on eBay.

Easy to Stock: Every DCC module is numbered. Stock-keeping is easy: you just start at #0 (yes, there's a #0), count up to the current release, and fill in the gaps. It's that easy.

Low Maintenance: The DCC line features no core book, no supplements, and no accessories. Restocking takes minimal effort, and we provide the promotions to move the modules off your shelf.

Retailer Support: If you order a basic starting assortment, we provide you with a durable, metal 16-pocket spinner rack *for free*. We publish \$2 modules that are great for building a local base. We'll send postcard coupons to our online customers redeemable only in your store.

Strong Consumer Promotions: We're the founding sponsor of Free RPG Day. We advertise in *Dragon* and *Dungeon* magazines. We sponsor a 100-man dungeon crawl tournament at Gen Con. We offer an annual 20% off sale at no cost to the retailer. You stock it – we'll sell it!

DCC Promotions Available to Retailers

We offer retailers more promotional opportunities than any other third party publisher. Many of them are industry firsts, like Free RPG Day, our annual 20%-off sale, and the Click-to-Brick Conversion Project. All of them will improve your sales, including our free spinner rack, our online store locator, and our in-store literature. Here's what we have to offer you.



Free RPG Day: If you've seen the success of Free Comic Book Day, then get ready for Free RPG Day! It's June 23 this year, and you as a store should visit www.FreeRPG-Day.com to sign up. Goodman Games is the founding sponsor of Free RPG Day, offering not one, not two, but *three* free adventure modules for your store. *Dungeon Crawl Classics #51.5: The Sinister Secret of Whiterock*, *Wicked Fantasy Factory #0: The Temple of Blood*, and *Xcrawl: Dungeonbattle Brooklyn* are our special adventures for Free RPG Day.



Free Spinner Rack: Free fixtures for your store! Every good merchant knows that presentation matters, and we've listened. If you order a basic assortment of Dungeon Crawl Classics modules, you'll get a FREE spinner rack that's ideal for displaying adventures. See page 9 for more information.

20% Off Sale: Every year in May, we hold a 20% off sale. It's optional, and should you choose to participate it costs you nothing – but it will increase sales! During the month of May, Goodman Games sells to distributors at 20% off, and we ask them to pass that savings on to you so that retailers in turn can offer fans our modules at 20% off. We provide flyers for in-store



promotion and advertise the sale. And you – you see more sales! Ask your distributor for the flyers so that you can participate.

Save 15% on any Goodman Games product...but only at your favorite local game store!

Goodman Games is partnering with the world's best game stores to bring you great games every month. The best way to find out what's new is to visit your local game store – and we're making it easy! Bring this postcard to any store listed on the reverse side to receive 15% off any single purchase of \$10.00 or more. Check out our miniatures, adventures, RPGs, and card games – including the new releases below!



Click-to-Brick Conversion Project: This is an industry first. We send a postcard to our mailing list (2,000+ names) that offers them a great deal – but *only* if they shop in the store listed on the back of the postcard. Thanks to modern variable printing, the postcard is printed with *your* store name for all customers within 25 miles of your store. Like the name implies, it sends our online customers into your store, better serving the industry as a whole. Contact us for information on participation.

\$2 Modules: We've published two adventure modules with a \$2 MSRP: *DCC #11: The Dragonfiend Pact* and *DCC #31: The Transmuter's Last Touch*. These are great hooks for new customers, and a perfect way to build up your fan base. And they sell well – DCC #11 is already in its second printing! If you're new to the DCC line, we'll happily send you some free promo modules to prime the pump. Contact us for more information.



The Adventure Finder: Check the back cover of this booklet for the most innovative sales tool the adventures market has ever seen. Our Adventure Finder answers the #1 question DMs ask when buying an adventure: “My characters are level X. Which modules are for level X?” Understanding adventure modules requires understanding dungeon masters, and dungeon masters almost always want a module that *fits their campaign level*. The Adventure Finder is the tool to answer that question, both for you as a retail product expert and for the consumer as a fan. As *Casketworks* is to Reaper miniatures, the Adventure Finder is to DCC modules – you should keep a copy next to your display. We provide full-color poster versions of the Adventure Finder, as well as downloadable versions updated on a quarterly basis.

Consumer Promotion: While we do all this to help your store, we also help keep consumers informed about our products. You’ve probably seen our full-page ads in *Dungeon*. We update our web site twice a week, and feature a prominent retail locator. We run a 100-man Dungeon Crawl Classics tournament at Gen Con every year (and we’re adding an Xcrawl tournament this year). We even have a prominent product placement spot in *Gamers II: Dorkness Rising*, sequel to the best-selling *Gamers* movie!

Top 10 Module Promotions

Drive sales in your store! Here are some ideas for great promotions...

10. Create a Destination: Be THE place to go for adventure modules in your town. Many game stores carry only a handful of modules; what are your competitors doing?

9. In-Store Reviews: Provide a simple form for customers to write a review. A 3x5 card with the store logo stamped on it works well.

8. Session Reports: Have the “alpha gamers” from your store write session reports for your newsletter, bulletin board, or web site.

7. Emphasize Quality: Print and laminate a small sign featuring award-nominated adventure modules from the last two years. Or assemble the award nominees together with a shelf talker indicating their status. See page 8 for a list of award-nominated DCC modules.

6. Cross-Merchandising: Many modules tie back to sourcebooks or miniatures. Display these titles together – or, at the very least, use shelf tags to keep customers informed. See page 8 for more information.

5. Themed Presentations: Some customers want to run a horror-themed campaign, while others like nautical adventures. Shelve these together, or provide “staff lists” of titles that support each theme, so a DM can easily find the relevant adventures.

4. Trade-Ins: Some customers think modules aren’t worth the price because “I can only use them once.” If you face this attitude repeatedly, consider creating a trade-in section. Trade-ins earn credit toward future purchases, and you can resell the trade-in merchandise.

3. Build Your Own Adventure Path: Give a discount or freebie to customers who purchase modules that take their party from 1st to 20th levels. Allow some gaps (you might not have a 17th-level module in stock, for example), and make a minimum purchase of 4 titles. One good incentive is a “bounce-back” coupon good toward their *next* module purchase.

2. Get the Upsell: Whenever someone buys a core D&D book, upsell them on a module. Ring up a module with every DMG you sell!

1. “The First Hit’s Free”: Every DCC customer generates sales of up to 50 other modules – so give them the first module free! We publish two DCC modules priced at only \$2, perfect for this purpose.

Ask Goodman! Goodman Games is happy to support promotions in your store. Contact us for more details.

Maximize Module Sales

As a store owner or manager you probably already have modules for sale. But you may not be selling as many as you could. Understanding why customers buy adventure modules will help you sell more of them. Here are tips from some of the industry's most experienced sellers.

Low-Level Sells Best: Every game starts at 1st level – but how many advance past 10th? Low-level adventure modules will always be your best sellers. They're easy to play as pickup games, they appeal to new gamers, and many fans consider them more fun than the rules-heavy games that happen at high levels. This is empirically validated by *Dungeon Crawl Classics* sales numbers: our low-level modules always sell best.

Follow the Level Pyramid: Low-level adventures might sell best, but you need a full range to support every customer. What will a fan think when he finishes his 6th level adventure, only to find you have nothing for 7th level? At that moment you'll lose him. But at the same time, you don't need as many 7th level adventures as 1st level ones. You should stock adventures using a ratio called the "level pyramid." Roughly speaking, the level pyramid works like this: You should stock twice as many low-level adventures as mid-level adventures, and twice as many mid-levels as high-levels. Include a few epic level adventures to round it out. The DCC line follows this ratio, so if you carry the complete line you'll naturally have the right proportions.

Know Your Customer: This goes without saying, but it's especially important with adventure modules for a couple reasons. First, your adventure selection must be as broad as your customer base. Don't go with your personal likes or dislikes; just because you don't like urban adventures doesn't mean your customers will dislike them also.

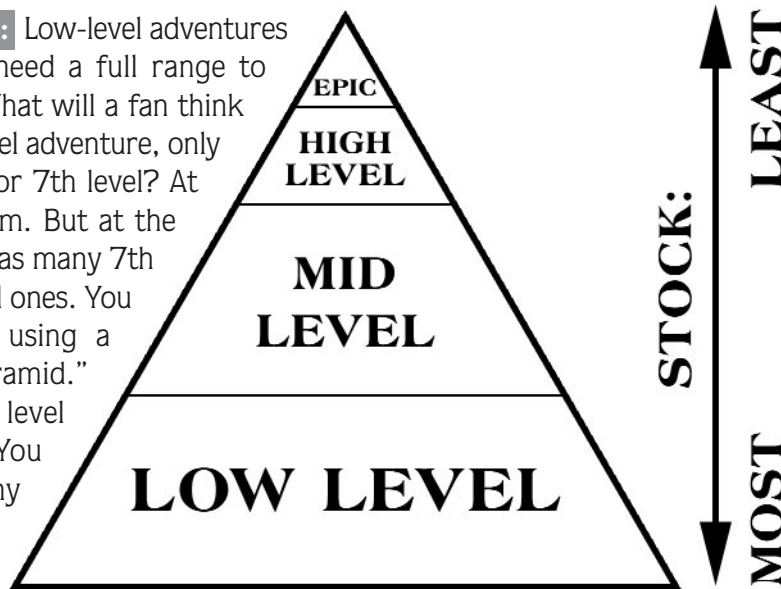
And the people buying modules today aren't the same as they were ten years ago. Many adventure modules are now purchased by experienced gamers with less time than they used to have. Keep an eye out for parents running games for their kids.

Finally, modules as a category offer a unique forecasting capability. Knowing your customers' campaigns will tell you what to stock. For example, if you're selling level 4 modules today, you'll be selling level 5 modules tomorrow. Pay attention to the level range of your alpha gamers' campaigns, and stock modules of the appropriate character levels.

Ride the "Long Tail": Unlike almost every other RPG category, adventure modules have a "long tail" – that is, the backstock really sells. Along with core rule-books, well-known adventure modules can continue selling for a long, long time. *Dungeon Crawl Classics*

#1: *Idylls of the Rat King* has been selling steadily since February 2003, and is about to enter its fourth printing. Most of the early DCC modules are in their second or third printings.

Low-level modules are most likely to experience a "long tail." Pay attention to your assumptions: you may assume that a module sold isn't worth carrying as backstock, but make sure you're not missing an evergreen.



The More You Have, The More You'll Sell: This is not as obvious as it sounds. A store manager with 20 sourcebooks on his shelf will think to himself, "I offer a good selection of sourcebooks." And he does. But a store manager with 20 adventure modules on his shelf does **not** offer a good selection of adventures – because each module is good for only a limited level range. Twenty adventures on a shelf means you offer, on average, one module for each character level – so a DM with level 4 characters has one option from your 20 modules. You need at least 30-40 modules, at a range of levels, before you're really getting close to a good selection.

There are facts behind this theory. We insert customer reply cards in our modules. Two of the questions we ask are: "How many other DCC adventures did the store have for sale?" and "How many other DCC modules do you own?"

The results are not surprising. There is an obvious correlation between customers owning more modules if they shop at stores that stock more modules. This is the latest data:

How many other DCC adventures did the store have for sale?	1-4	5-10	11-15	16+
Overall	36%	18%	10%	36%
Customers who own 1-4	61%	29%	22%	24%
Customers who own 5-10	12%	35%	33%	3%
Customers who own 11-15	12%	6%	44%	18%
Customers who own 16+	15%	29%	0%	55%

Of our best customers – the ones who own 16+ modules – 55% shop at retailers that stock 16+ modules. And stores that stock 1-4 modules have a customer base where 61% only own 1-4 modules.

In other words: if you stock it, they will buy it. And if you don't stock it, they will go to another store where they can find it. Keep a wide variety of adventure modules in stock. It encourages impulse buys and repeat purchases, and helps build a steady market for modules. Your customers will agree!

The Cross-Sell: Double Every Sale

Dungeon Crawl Classics adventure modules are designed to sell more than themselves. Many of our adventure modules tie back to other products, and we publish a campaign setting that allows DMs to play all the modules in a single linked world. Here are ways to maximize your sales with cross-product promotions.

The World of Aëreth:

DCC #35: Gazetteer of the Known Realms is an enormous boxed set that ties together all published DCC modules into one world. It includes four poster-sized world maps that include the locations of the other DCC modules as keyed map locations (see inset for an example). In other words, if you sell this one product to your customer, they'll be able to buy every other module on the shelf and link them together! Yet the core DCC modules remain world-neutral, so they also appeal to casual gamers.



Adventure Paths:

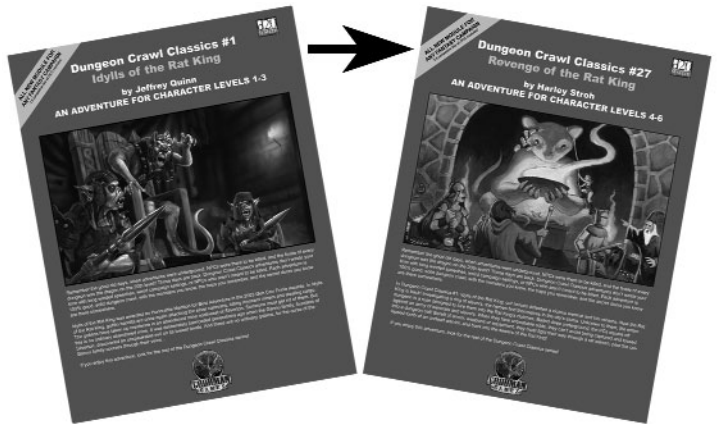
Several DCC adventures are sequels to prior adventures. The following modules can be linked together:

Saga of the Rat King: *DCC #1: Idylls of the Rat King* leads into *DCC #27: Revenge of the Rat King*.

Saga of the Smugglers: *DCC #7: Secret of Smuggler's Cove* leads into *DCC #40: Devil in the Mists*.

Saga of the Blackguard: *DCC #12: The Blackguard's Revenge* leads into *DCC #12.5: Iron Crypt of the Heretics*.

Saga of the Stormbringer: *DCC #21: Assault on Stormbringer Castle* leads into *DCC #22: The Stormbringer Juggernaut*.



Modules & Miniatures:

Goodman Games produces a line of miniatures based on the DCC modules. When the heroes face off against Chalychia the Devil Lich from DCC #13, now you can present them with a figure of Chalychia herself! Each DCC miniature has the associated module printed directly on the blister pack. Many modules include pictures showing which miniatures can be played with them. Stock the minis next to the modules and get the cross-sell!



Chalychia the Devil Lich, from DCC #13: Crypt of the Devil Lich



Torgo the Eye-Gouger, Kobold fighter, from DCC #17: Legacy of the Savage Kings



Skeletal Wyrmling, from DCC #30: Vault of the Dragon Kings

Sourcebook Crossover: DCC #18: *Citadel of the Demon Prince* utilizes material from the *Demon Hunter's Handbook*. Monster templates from *The Book of Templates* appear in several adventures, most notably DCC #15: *Temple of the Sphinx Queen* and DCC #30: *Vault of the Dragon Kings*.

Award Nominees: Every year, our modules receive "Best Adventure" nominations in the Gen Con ENnie awards. Here are some of the award nominees that you can call out with shelf talkers or signage:

DCC #1: Idylls of the Rat King

DCC #5: Aerie of the Crow God

DCC #11: The Dragonfiend Pact

DCC #12.5: Iron Crypt of the Heretics

DCC #13: Crypt of the Devil Lich

DCC #20: Shadows in Freeport

Themed Adventures: Got a customer with a nautical campaign? How about someone who just can't get enough of dragons? Give them some theme lists so they can find just the right adventures! Our Adventure Finder (see back cover) calls out some themes. Here is a quick summary of those that may interest your customers:

Nautical: DCC #4: *Bloody Jack's Gold*; DCC #7: *Secret of Smuggler's Cove*; DCC #22: *The Stormbringer Jugger-naut*; DCC #40: *Devil in the Mists*; plus several adventures in DCC #29: *The Adventure Begins*.

Desert: DCC #15: *Lost Tomb of the Sphinx Queen*; DCC #23: *The Sunken Ziggurat*; DCC #32: *The Golden Palace of Zahadran*; DCC #45: *Malice of the Medusa*.

Urban: DCC #20: *Shadows in Freeport*; DCC #24: *Legend of the Ripper*; DCC #27: *Revenge of the Rat King*; DCC #42: *Secret of the Stonearm*.

Dragons: DCC #6: *Temple of the Dragon Cult*; DCC #26: *The Scaly God*; DCC #30: *Vault of the Dragon Kings*.

Demons: DCC #2: *Lost Vault of Tsathzar Rho*; DCC #18: *Citadel of the Demon Prince*; DCC #20: *Shadows in Freeport*. DCC #23: *The Sunken Ziggurat* features new demons inspired by Babylonian mythology, and DCC #32: *The Golden Palace of Zahadran* features new demons inspired by Persian mythology.

Undead: DCC #13: *Crypt of the Devil Lich*; DCC #25: *Dread Crypt of Srihoz*; DCC #34: *Cage of Delirium*.

Gen Con Tournament Modules: DCC #13: *Crypt of the Devil Lich*; DCC #30: *Vault of the Dragon Kings*.

Displaying Adventure Modules

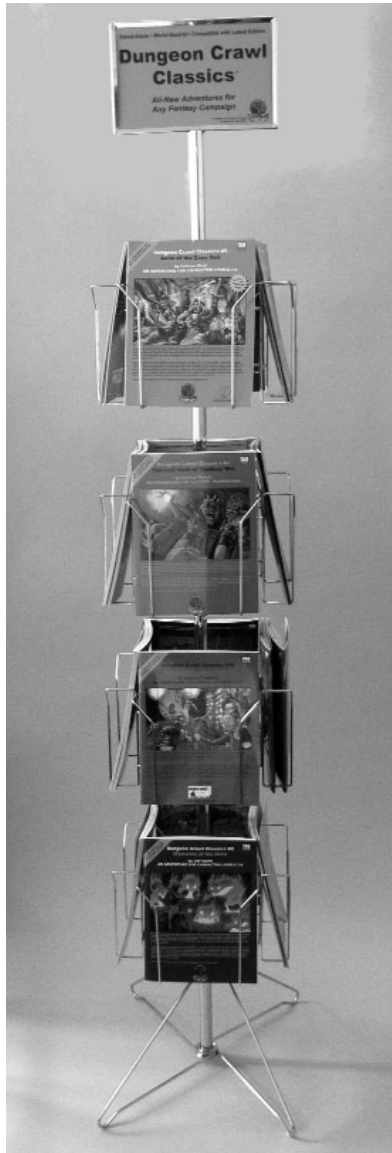
Some adventures are a challenge to display due to their narrow spines. Creative retailers have devised many good solutions.

The Dungeon Crawl Classics Spinner Rack

The best display option is a Dungeon Crawl Classics spinner rack. These racks are free to any retailer who purchases one of our introductory product assortments. They're also available for purchase independently.

This is not some cheap, disposable fixture. This 64" tall stainless steel 16-pocket display includes a full-color DCC sign and fits dozens of modules into a tiny footprint – and it's an \$80 value for FREE. It's a classy, space-sensitive way to display the best-selling line of adventure modules on the market.

Ask your distributor about the Goodman spinner rack deals, coded GMG9995A and GMG9997 – and ask your fellow retailers about how much their sales have improved with the module display. Stores that utilize the spinner rack have consistently reported an increase in sales. The racks are easy to shop. They display the module art face-out. The four racks are at different heights, allowing both kids and adults access to the modules. And the spinner occupies a tiny footprint, raising sales per square foot and consolidating your display.



*The Dungeon Crawl Classics spinner rack –
FREE for your store!*

Other Display Options

If you can't fit a spinner rack, your next best option is a face-out display. Games Plus of Mount Prospect, IL has a literature display rack that does a good job of showcasing this option (see below).

Face-out displays are essential to selling adventure modules, since the customer experience demands front-cover interaction – first to locate a module of the appropriate level, then to evaluate the art for inspiration.

Adventure module covers feature great art, something not part of the stylized “magic tome” look so popular among hardcover RPGs these days. A face-out display makes sure your customers see this great art.

A final, last-resort option – should space considerations prove insurmountable – is to use magazine display boxes, similar to how comic book back issues are shelved. While this is not a great solution, it does ensure that the customer sees the module front, and it's fairly easy to shop.

Avoid shelving modules spine-out, like traditional books. If you have absolutely no other alternative and are forced to shelf modules spine-out, make sure to include a shelf talker or signage of some kind. Your best bet is to find a spare square foot of floor space and bring in a Dungeon Crawl Classics spinner rack. It's free and it will increase sales – a great combination!



The DCC display at Games Plus in Mount Prospect, IL

If they like dungeon crawls, they'll love...



JUICE UP YOUR GAME!

A new line of adventure modules for the video game generation! These all-new d20 adventure modules are geared toward a younger audience. They're the perfect compliment to Dungeon Crawl Classics adventure modules.

"We set out to create a new kind of adventure module," says Luke Johnson, Editor-in-Chief of Wicked Fantasy Factory. "Wicked Fantasy Factory adventures feature phat lewt, hordes of mooks waiting to be mowed down, level bosses that just won't die, and hot chicks that need rescuing. It's D&D for the Xbox generation."



WFF modules also include simple rules to enhance the Wicked experience, including finishing moves and E-Z stat blocks that speed up play.

Why bring Wicked Fantasy Factory into your store?

- ✧ A charismatic alternative to offer younger gamers.
- ✧ Based on demographic research suggesting that DCC gamers are typically aged 30+ and often have young children learning to play D&D.

- ✧ Feature many elements familiar to video gamers, like mooks, level bosses, mini-games, finishing moves, and side quests.
- ✧ Promotions planned for *Dungeon* magazine and other venues.
- ✧ Free promotional module available for retailers participating in Free RPG Day.
- ✧ Easy numbering system, like the DCC modules, makes stocking easy.

PRODUCT LINEUP:

AVAILABLE NOW:

Wicked Fantasy Factory #1: Rumble in the Wizard's Tower, GMG4701, 32 pages, \$10.99

AVAILABLE JUNE 23 (FREE RPG DAY):

Wicked Fantasy Factory #0: The Temple of Blood, GMG4700, 16 pages, FREE

AVAILABLE AUGUST:

Wicked Fantasy Factory #2: Against the Iron Giant, GMG4702, 48 pages, \$12.99

With more on the way!



If they like dungeon crawls, they'll love...



The players are superstar athletes in a live-on-pay-per-view death sport. It's a modern-day world with a fantasy twist: the Dungeon Judge, or DJ, creates an artificial dungeon complete with monsters, secret doors, magical traps, and treasure – then the players run the dungeon!

Why bring Xcrawl into your store?

- A dungeon crawling game with a modern appeal.
- Strong lineup of core book, source-books, and modules.
- Natural crossover for DCC fans.
- Consumer promotion via Gen Con tournament, *Dungeon* ads, Free RPG Day, \$2 module, and previews in DCC modules.
- New modules are completely stand-alone, playable with the other Xcrawl titles or as stand-alone books.

PRODUCT LINEUP:

Available now:

Xcrawl: Adventures in the Xtreme Dungeon Crawl League, GMGP1050, 240 pages, hardback, full color, \$37.95

Xcrawl: Guild Sourcebook, GMGP1002, 128 pages, \$19.95

Xcrawl: Three Rivers Crawl, GMGP1003, 80 pages, \$14.95

Xcrawl: Sellout!, GMGP1004, 192 pages, \$24.95

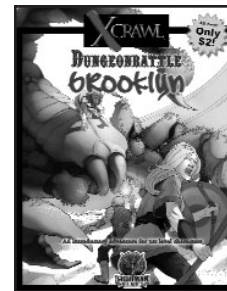
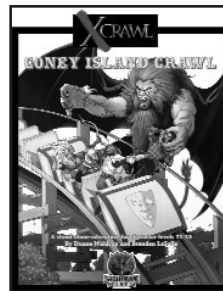
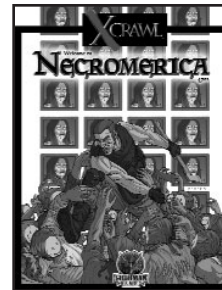
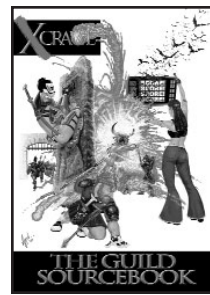
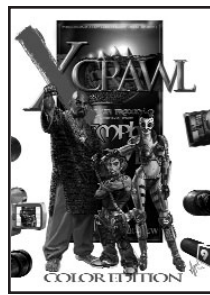
Xcrawl: Emperor's Cup 4700, GMGP1005, 96 pages, \$14.95

Xcrawl: Necromerica, GMGP1006, 56 pages, \$12.99

Xcrawl: Coney Island Crawl, GMGP1007, 96 pages, \$15.99

Xcrawl: Dungeonbattle Brooklyn, GMGP1008, 16 pages, \$2.00

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JG1: Thieves of Fortress Badabaskor, GMG4600, 64 pages, \$15.99

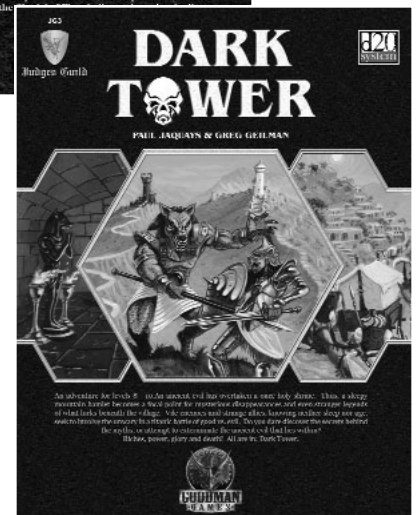
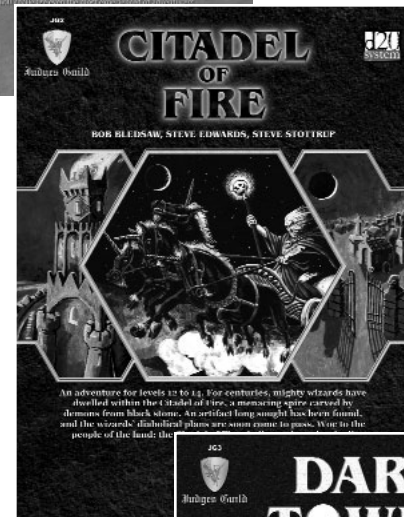
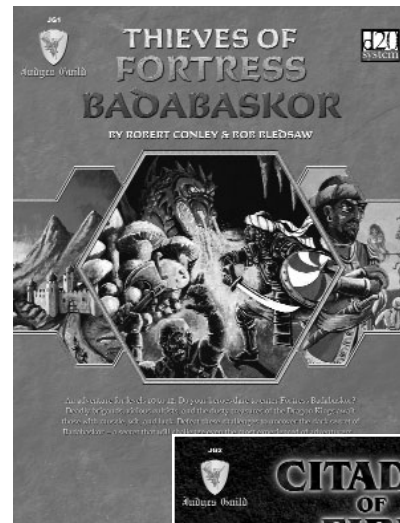
Available June:

JG2: Citadel of Fire, GMG4601, 128 pages, \$21.99

Available September:

JG3: Dark Tower, GMG4602, 96 pages, \$19.99

With more on the way!



2007 Release Schedule

Here is our release schedule as of now. Some dates may be subject to change.

Release Highlights for Fall

Get your customers talking about these fall releases!

The 500-page dungeon crawl:

DCC #51: Castle Whiterock, coming in October!

Monte Cook joins the DCC family:

DCC #50: Vault of the Iron Overlord, by Monte Cook, coming in September!

The Wild West Meets D&D:

Spellburn: Frontier Fantasy, coming in September!

More to be announced!

MAY

Wicked Fantasy Factory #1: Rumble in the Wizard's Tower

Castles & Crusades GG4: The Slithering Overlord

Judges Guild JG2: Citadel of Fire

Xcrawl: Dungeonbattle Brooklyn (\$2 version)

JUNE

DCC #44: Dreaming Caverns of the Duergar

DCC #45: The Medusa's Grotto

DCC CD Compilation: #5-#8

Free RPG Day – DCC #51.5: Sinister Secret of Whiterock

Free RPG Day – Wicked Fantasy Factory #0: Temple of Blood

Free RPG Day – Xcrawl: Dungeonbattle Brooklyn (free version)

JULY

DCC #46: Book of Treasure Maps

DCC #47: The Genie's Tears

AUGUST

DCC #48: The Adventure Continues

DCC #49: Palace in the Wastes

Wicked Fantasy Factory #2: Against the Iron Giant

Xcrawl: Las Vegas Crawl

SEPTEMBER

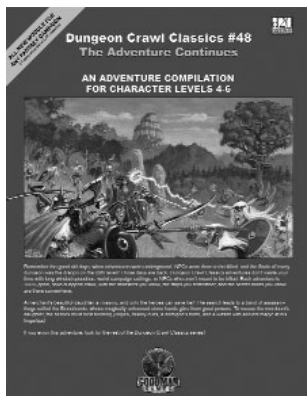
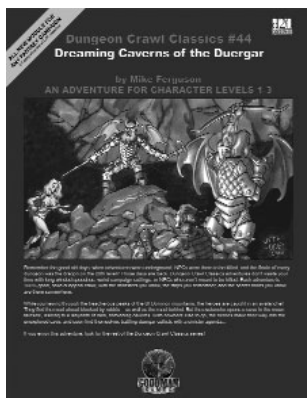
DCC #50: Vault of the Iron Overlord

Judges Guild JG3: Dark Tower

Spellburn: Frontier Fantasy

OCTOBER

DCC #51: Castle Whiterock





RETAILER STOCK LIST

This easy-to-use retailer stock list allows you to check your inventory against a manufacturer-recommended assortment.

Our line is divided into three categories: **CORE** (must-have best-sellers), **STANDARD** (a typical assortment for the average gamer), and **COMPLETIST** (best way to maximize those incremental sales).

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CORE

SKU	Description	Price
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4600	Judges Guild JG1: Thieves of Fortress Badabaskor	\$15.99
4601	Judges Guild JG2: Citadel of Fire	\$21.99
DUNGEON CRAWL CLASSICS ADVENTURE MODULES		
5100	Dungeon Crawl Classics #0: Legends are Made, not Born	\$10.99
5000J	Dungeon Crawl Classics #1: Idylls of the Rat King	\$10.99
5001R	Dungeon Crawl Classics #2: Lost Vault of Tsathzar Rho	\$10.99
5002	Dungeon Crawl Classics #3: The Mysterious Tower	\$11.00
5003	Dungeon Crawl Classics #4: Bloody Jack's Gold	\$10.99
5004R	Dungeon Crawl Classics #5: Aerie of the Crow God (Expanded Edition)	\$15.99
5005	Dungeon Crawl Classics #6: Temple of the Dragon Cult	\$10.99
5006	Dungeon Crawl Classics #7: The Secret of Smuggler's Cove	\$11.99
5007	Dungeon Crawl Classics #8: Mysteries of the Drow	\$12.99
5008	Dungeon Crawl Classics #9: Dungeon Geomorphs	\$10.99
5009	Dungeon Crawl Classics #10: The Sunless Garden	\$10.99
5010	Dungeon Crawl Classics #11: The Dragonfiend Pact	\$2.00
5011	Dungeon Crawl Classics #12: The Blackguard's Revenge	\$11.99
5012S	Dungeon Crawl Classics #12.5: Iron Crypt of the Heretics	\$10.99
5012	Dungeon Crawl Classics #13: Crypt of the Devil Lich (Glossy, Color)	\$24.99
5013	Dungeon Crawl Classics #14: Dungeon Interludes	\$18.99
5014	Dungeon Crawl Classics #15: Lost Tomb of the Sphinx Queen	\$12.99
5015	Dungeon Crawl Classics #16: Curse of the Emerald Cobra	\$12.99
5016	Dungeon Crawl Classics #17: Legacy of the Savage Kings	\$12.99
5017	Dungeon Crawl Classics #18: Citadel of the Demon Prince	\$15.99
5018	Dungeon Crawl Classics #19: The Volcano Caves	\$12.99
5019	Dungeon Crawl Classics #20: Shadows in Freeport	\$15.99
5020	Dungeon Crawl Classics #21: Assault on Stormbringer Castle	\$12.99
5021	Dungeon Crawl Classics #22: The Stormbringer Juggernaut	\$10.99
5022	Dungeon Crawl Classics #23: The Sunken Ziggurat	\$12.99
5023	Dungeon Crawl Classics #24: Legend of the Ripper	\$12.99
5024	Dungeon Crawl Classics #25: The Dread Crypt of Srihoz	\$12.99
5025	Dungeon Crawl Classics #26: The Scaly God	\$18.99
5026	Dungeon Crawl Classics #27: Revenge of the Rat King - Cover A	\$10.99
5026B	Dungeon Crawl Classics #27: Revenge of the Rat King - Cover B	\$10.99
5027	Dungeon Crawl Classics #28: Into the Wilds	\$14.99
5028	Dungeon Crawl Classics #29: The Adventure Begins (Hardcover)	\$34.99
5029	Dungeon Crawl Classics #30: Vault of the Dragon Kings	\$21.99
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5044	Dungeon Crawl Classics #45: The Medusa's Grotto	\$12.99
5045	Dungeon Crawl Classics #46: Book of Treasure Maps (Six Adventures)	\$15.99
5200	Dungeon Crawl Classics: Saga of the Dragon Cult (Boxed Set)	\$19.99
5201	Dungeon Crawl Classics CD: #0-#4 (CD of 5 D20 Adventures)	\$24.99
5202	Dungeon Crawl Classics CD: #5-#8 (CD of 4 D20 Adventures)	\$24.99
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17620	Etherscope RPG (Hardcover)	\$39.99
17623	Etherscope: Just a Delivery (Etherscope adventure module)	\$3.00
17625	Etherscope RPG, Revised & Expanded (Softcover version)	\$24.99
XCRAWL		
P1050	Xcrawl RPG (Hardcover)	\$37.95
DRAGONMECH		
WW17600	Dragonmech RPG (Hardcover)	\$34.99

Q1 2007

SKU	Description	Price
	MONTE COOK'S IRON HEROES	
5500	Song of the Blade	\$15.99
5501	To Duel With Dragons	\$15.99
	CASTLES & CRUSADES	
5520	GG1 The Mysterious Tower	\$8.99
5521	GG2 Palace of Shadows	\$8.99
5522	GG3 The Secret of Smuggler's Cove	\$11.99
	DUNGEON CRAWL CLASSICS MINIATURES	
6000	Glyn Trollbane, human sorcerer (DCC #30)	\$4.99
6001	Ynnen, kobold rogue (DCC #30)	\$3.99
6002	Loros Truebow, holy ranger (DCC #30)	\$4.99
6003	Oddwit Silverheel, gnome fighter-bard (DCC #30)	\$4.49
6004	Ubo Gutrot, dwarf barbarian (DCC #30)	\$4.99
6005	Veriander Lyras, half-elf cleric (DCC #30)	\$4.99
6010	Pointy-Hatted Wizard	\$5.99
6011	The Castellan, Half-Dragon Ettin (DCC #30)	\$34.99
6012	Lizardman fighter: Sle'astakk (DCC #30)	\$9.99
6013	Lizardman ranger: Charp (DCC #30)	\$4.99
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17621	Etherscope: The Great Metropolis	\$24.99
17622	Etherscope: Upload, Etherpunk	\$21.99
17624	Etherscope: Mysteries of the Occult	\$21.99
	XCRAWL	
P4004	Xcrawl-GM Screen & Adventure	sold out
P1002	Guild Sourcebook	\$19.95
P1003	Three Rivers Crawl	\$14.95
P1004	Sell Out!	\$24.95
P1005	Emperor's Cup 4700	\$14.95
P1006	Xcrawl: Necromerica	\$12.99
P1007	Xcrawl: Coney Island Crawl	\$19.99
P1008	Xcrawl: Dungeonbattle Brooklyn	\$2.00
	DRAGONMECH	
WW17601	The Shardsfall Quest	\$15.99
WW17602	The Mech Manual	\$21.99
WW17603	Second Age of Walkers	\$29.99
WW17604	Steam Warriors	\$21.99
WW17605	The Last City	\$21.99
GMC17606	Almanac of the Endless Traders	\$21.99

Information current as of: **Q1 2007.**



New updates will be issued quarterly.

SKU	Description	Price
	BRONCOSAUROS REX	
1000	Dinosaur Planet: Broncosaurus Rex RPG	\$20.00
1001	Cretasus Adventure Guide	\$22.00
1002	Complete Guide to Velociraptors	\$11.00
1003	Complete Guide to T-Rex	\$11.00
1004	Dinosaurs That Never Were	\$16.00
	D20 SOURCEBOOKS & GUIDES	
2003	Underdark Adventure Guide	\$28.00
2004	Aerial Adventure Guide: Sky Captain's Handbook	\$27.99
3000	Complete Guide to Doppelgangers	\$11.00
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3002	Complete Guide to Treants	\$13.00
3003R	Complete Guide to Liches	\$14.99
3004	Complete Guide to Beholders	\$22.00
3005	Complete Guide to Rakshasa	\$12.99
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3007	Complete Guide to Vampires	\$14.99
3008	Complete Guide to Dragonkin	\$16.99
3009	Complete Guide to Fey	\$18.99
3010	Complete Guide to Werewolves	\$16.99
4000	Monsters of the Endless Dark: The Wanderers Guild Guide to Subterranean Organisms	\$18.00
4001	Monsters of the Boundless Blue: The Wanderers Guild Guide to Aquatic Organisms	\$18.00
4002	Primeval Groves: The Wanderers Guild Guide to Dangerous and Unusual Plant Life	\$22.00
4100	Morningstar Campaign Setting	\$30.00
4300	Beyond Monks: The Art of the Fight	\$20.00
4310	Power Gamer's 3.5 Warrior Strategy Guide	\$19.99

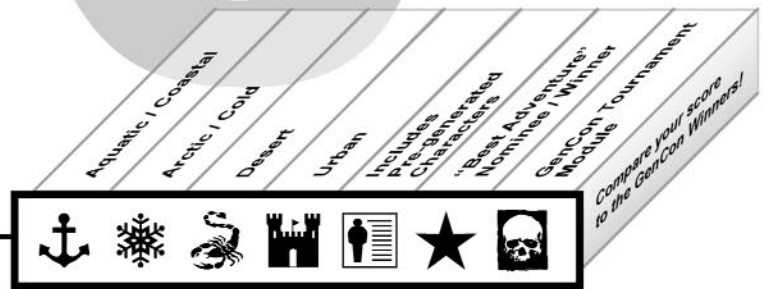
SKU	Description	Price
4311	Power Gamer's 3.5 Wizard Strategy Guide	\$19.99
4320	The Demon Hunter's Handbook	\$19.99
4330	Lethal Legacies: Traps of the World Before	\$17.99
4340	Book of Templates Deluxe Edition	\$34.99
9700	DM Campaign Tracker (D20 Accessory)	\$4.99
	CARD GAMES	
8001	Geek Wars: Battle for the Con, Deck #1: RPG Gamer	\$9.99
8010	World Championship Dodge Ball	\$19.99
8015	Scavenger Hunt	\$19.99
	EN WORLD PLAYER'S JOURNAL	
9004	EN World Player's Journal #1	sold out
9002	EN World Player's Journal #2	sold out
9003	EN World Player's Journal #3	\$5.00
9004	EN World Player's Journal #4	sold out

Adventure Finder

Current as of
Q2 2007
up through DCC #44

Stand-alone, world-neutral, and 3.5 compatible: the **Dungeon Crawl Classics** line has an adventure for every level and campaign. Use this **Adventure Finder** to choose the next adventure for your campaign.

We're adding new adventures every month – so check out www.goodman-games.com for the latest titles!



NOVICE

VETERAN

LEVEL	#	ADVENTURE							
0	0	Legends are Made, not Born					✓		
	35A	Halls of the Minotaur					✓		
1	2	Lost Vault of Tsathzar Rho							
	29	The Adventure Begins	✓	✓	✓	✓			
1-3	39	Ruins of Castle Churo							
	1	Idylls of the Rat King						✓	
1-3	24	Legend of the Ripper				✓	✓		
	28	Into the Wilds					✓		
1-13	41	Lost Arrows of Aristemis					✓		
	44	Dreaming Caverns of the Duergar					✓		
2	14	Dungeon Interludes							
	11	The Dragonfiend Pact						✓	
2-3	31	The Transmuter's Last Touch							
	42	Secret of the Stonearm				✓			
3-5	3	The Mysterious Tower							
	36	Talons of the Horned King		✓					
4-6	43	Curse of the Barrens		✓					
	17	Legacy of the Savage Kings					✓		
4-6	26	The Scaly God					✓		
	27	Revenge of the Rat King				✓			
5-7	35B	Thief Lord's Vault				✓			
	7	Secret of Smuggler's Cove	✓						
6-8	23	The Sunken Ziggurat							
	10	The Sunless Garden							
7-8	16	Curse of the Emerald Cobra					✓		
	20	Shadows in Freeport				✓	✓	✓	
7-8	34	Cage of Delirium				✓			
	5	Aerie of the Crow God						✓	
7-9	8	Mysteries of the Drow					✓		
	19	The Volcano Caves					✓		
8-10	38	Escape from the Forest of Lanterns							
	40	Devil in the Mists	✓				✓		
9-11	6	Temple of the Dragon Cult							
	12	The Blackguard's Revenge		✓					
10	25	Dread Crypt of Srihoz							
	30	Vault of the Dragon Kings		✓			✓		✓
10-12	4	Bloody Jack's Gold	✓						
	12.5	The Iron Crypt of the Heretics		✓			✓	✓	
11-13	18	Citadel of the Demon Prince							
	21	Assault on Stormbringer Castle					✓		
12-14	15	Lost Tomb of the Sphinx Queen			✓		✓		
	22	The Stormbringer Juggernaut	✓				✓		
14-16	32	Golden Palace of Zahadran			✓		✓		
	13	Crypt of the Devil Lich					✓	✓	✓
15	33	Belly of the Great Beast					✓		



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