

BEYOND THE BIZ

Holy user-generated content! Fans take over site

CALLING ALL ASPIRING COMIC BOOK ARTISTS: THIS OCTOBER, DC Comics, the world's largest English-language comic book publisher, will launch Zudacomics.com, an interactive Web site that will feature ongoing, winning Web comics chosen by the site's visitors. DC Comics, home to comic book legends Superman, Batman and Wonder Woman, will



DC Comics partners with IBM for Zudacomics.com.

accept submissions from all genres—from fantasy to romance—post selections of the comics on Zuda and leave it to the site's fans to vote on their favorites. The victors will get their comics published both in print and online. The winning artists will also be paid by DC Comics and have their comics featured in 52 installments on the Zuda Web site. IBM Global Business Services designed the new site with 4:3 aspect ratio screens so viewers can read the comic without scrolling or opening new windows. "In this time of rapid technological and cultural change, DC wants to be a good publisher for the evolving and growing community of online comic creators, so that we can be their partner for showcasing new kinds of works to entertain future generations," said Paul Levitz, president and publisher of DC Comics, in a statement. —*Maira Lawler*

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ACCORDING TO CABLEORGANIZER.COM, AN ONLINE RETAILER OF cable and wire management-related products, a clutter-free cubicle will help enhance one's productivity. The company said far too many businesspeople work in cramped and cluttered conditions, undermining workers' ability to be effective and efficient on the job. It's clear they haven't read the widely publicized book in defense of clutter that came out this year: "A Perfect Mess," by Eric Abrahamson and David H. Freedman (Little, Brown and Co.). However, with the dog days of summer upon us, those stuck in their cubicles this month might want to take CableOrganizer.com's advice for creating a clutter-free work space. Among its suggestions: eliminate unsightly "cable clutter" by tossing your standard keyboard and mouse and replacing them with cordless versions (they suggest Logitech's LX 300 Desktop); keep Velcro brand ONE-WRAP Cable Wraps handy to neatly bundle computer cables as well as pens and other small objects; invest in a Brother P-Touch PT-80 or a DYMO RhinoPRO 5000 to label files and other items; and check out 3M's Innovation Cord Clips to secure everything from phone and small appliance cords and wires to coaxial cables and antennas. Not surprisingly, all of these brand-name items can be ordered from CableOrganizer.com. —Carol Krol



CableOrganizer.com thinks so and wants to help.

ADVERTISERS THAT WANT TO REACH POTENTIAL CUSTOMERS DIRECTLY in their work environment with samples and offers can use an innovative platform offered by WorkPlace Media, a Cleveland-based media company. WorkPlace Media, which works with a national network of 900,000 U.S. companies with more than 65 million employees, will distribute product samples, coupons, special offers and discounts to workers, often in the form of a prize or reward. Advertisers can also tap into WorkPlace Media's geo-mapping system, which enables them to target businesses within a certain radius of their stores, allowing them to tie regional or national print campaigns to the samples or offers. Advertisers that have participated in the program include consumer package goods companies, national retailers and national restaurant chains, such as Wrigley Co., Subway and Office Max. Information is available at www.sbsteam.com. —Kate Maddox



WorkPlace Media distributes product samples, discounts and coupons as prizes to workers.