SOLVED!

Answer: FINISH LINE

The first step is to notice that the given comics are not quite right. In fact, each of them is spliced from two different XKCD comics (http://xkcd.com, for those not familiar with this).   Looking through the archives, you should notice that each comic has a canonical number (given in the address bar). So: find all the original comic strips. For each pair, subtract the original strips' numbers from each other to get one number for each spliced strip:

728 and 608 => 120
332 and 439 => 107
220 and 121 => 99
239 and 339 => 100
768 and 722 => 46
228 and 327 => 99
600 and 489 => 111
661 and 552 => 109
193 and 146 => 47
364 and 416 => 52
565 and 515 => 50
357 and 408 => 51

Reading these numbers as (decimal) ASCII, you should get:

xkcd.com/423

which is the address for the strip entitled FINISH LINE.