

SHOOT May-October 2024 Marketing Opportunities for Music & Sound Companies

As you well know the last several years caused the industry to rethink and reimagine every facet of how production is conducted to meet challenges we never imagined previously. Industry decision-makers have been turning to SHOOT for more than 60 years during boom times and challenging times to keep up on industry news & developments, new work, talent & technology – connecting via SHOOT continues to ensure that you'll reach those decision-makers while they're in a conducive-to-your-message frame of mind. SHOOT's platforms provide an ideal environment in which to let potential clients know why they should utilize your music & sound services.

Advertise with SHOOT to reach commercial & entertainment decision-makers at Ad Agencies, major brands, movie studios, cable/TV/OTT networks, indie filmmakers & production/post cos. We'd love to help you build a targeted cost-effective marketing plan suited to your budget and marketing needs that will translate into developing new business. To help you do that, we'd like to share our marketing options with you including very special May-Oct 25%-40% off discount rates – See below.

For more info, please contact Roberta Grierfer, at rgrierfer@shootonline.com or 203-227-1699, ext 701

SHOOTonline.com Website Banner Advertising

highly targeted production/post industry website with 50,000+ unique visitors per month.

The Ideal cornerstone to your campaign, Major Benefits Include...

#1 Banners run on the Home Page & all pages throughout the site--and there are thousands of them-- a key benefit as thousands enter the site via the Home Page & thousands enter via article links in our 3 email newsletters entering the site on all different pages and your banners will be wherever that is!

#2 Banners also rotate up and down on pages where there are multiple slots of your size. Sometimes it will be on top of page, sometimes middle or bottom and even sometimes it will be in multiple slots on the same page, always while appearing on all different pages at the same time.

#3 Mobile Friendly! you'll be able to provide additional size for mobile at no extra cost, so your banner appear perfectly on all mobile devices!

Digital Formats: JPEG, GIF, Animated GIF, HTML5, java script, 3rd party serving.

Banner Size // 40% off SHOOT's Regular 14 day & 30-day Rates:

Med Rectangle 300x250

14-day 40% off Rate: \$630. // 30-day 40% off Rate: \$1,080.

Leaderboard 728x90

14-day 40% off Rate: \$960. // 30-day 40% off Rate: \$1,680.

Large Leaderboard 970x90

14-day 40% off Rate: \$1,050. // 30-day 40% off Rate: \$1,920.

Billboard 970x250

14-day 40% off Rate: \$1,170. // 30-day 40% off Rate: \$2,160.

Side Half Page 300x600

14-day 40% off Rate: \$1,170. // 30-day 40% off Rate: \$2,160.

Floor/Catfisher: 970x90

(Sits right above bottom of screen---as readers scroll down, banner remains static, so it's always seen!)

14-day 40% off Rate: \$1,170. // 30-day 30% off Rate: \$2,160.

Interstitial: 600x500 up to 800x550

(First thing users see on the site, it opens on black background)

14-day 30% off Rate: \$1,680. // 30-day 30% off Rate: \$2,880.

Wallpaper/Skins: 1110x250 with right & left 300x1250s

(Wraps around top and sides of the site)

14-day 30% off Rate: \$3,510. / 30-day 30% off Rate: \$6,000.

Banner Specs: <http://www.shootonline.com/pdfs/bannerspecs>

File formats: JPEG, GIF, Animated Gif, HTML5. Banners due 2 days prior to start date.

The SHOOT>e.dition email newsletter Banner Advertising

The SHOOT>e.dition weekly email newsletter goes to more than 22,000 opt-in subscribers every Friday. It contains abstracts/links to all articles, columns & videos SHOOT's editors posted on SHOOTonline in the past week and links to industry releases posted on the SHOOT Publicity Wire in the last week. Great addition to SHOOTonline banner advertising - as readers of the >e.dition click back and forth to the site they will see your site banners that appear on the Home Page and all throughout the site.

[Click Here](#) to see web version of recent SHOOT>e.dition

Banner Size // 40% off SHOOT's Regular Rates

Top 468x60: 1 week 40% off Rate: \$300. // 4 weeks 40% off Rate: \$1,200.
Side 180x150: 1 week 40% off Rate: \$225. // 4 weeks 40% off Rate: \$ 900.
Skyscraper 180x600: 1 week 40% off Rate: \$630. // 4 weeks 40% off Rate: \$2,520.
File Formats: JPG, GIF or Animated GIF, site served, can provide tracking tags

The SHOOT Dailies newsletter Banner Advertising

Published daily M-Fri to 3,500 opt-in subscribers. Great for added cross-promotion when utilizing SHOOTonline and The SHOOT>e.dition; not suggested as a standalone buy. Dailies have links to SHOOTonline.com content & releases posted on the SPW that day. Banner Sizes: Top:728x90, Skyscraper:180x600, Side:180x150 Bottom
File Formats: JPG, GIF or Animated GIF, site served, can provide tracking tags.

SHOOT Magazine June/July PDF Issue with Digital Distribution

Live link to your website will be embed in your Ad! Issues are posted on SHOOTonline for 50,000 unique monthly visitors to view/download. We drive traffic to the PDF version with banner Ads on the SHOOT>e.dition email newsletter for 6 weeks AND we send a special email alert to 22,000+ opt-in subscribers to bring even more attention to the Advertisers!

The next issue will be the June/July Issue

See what's planned for the Issue: <https://www.shootonline.com/go/upcomingissues>

Advertising Deadlines

Space Reservations due by 5/23 // Ad PDF Files due by 5/31

[Click Here](#) for Ad Specs

Distribution

6/7: PDF Issue posted on SHOOTonline for 50,000+ unique monthly visitors to view/download.
6/7: Banner with link to the Issue runs on SHOOT>e.dition email newsletter going to 22,000+ subscribers
6/10: Custom Email Blast Alert with link to Issue goes to 22,000+ subscribers

Rates – 25% off regular Issue Rates

Black/White	2Color	4 Color
Full page BW: \$1,875.	Full page 2C: \$2,250.	Full page 4C: \$2,850.
1/2 page BW: \$1,220.	1/2 page 2C: \$1,465.	1/2 page 4C: \$1,855.
1/4 page BW: \$ 845.	1/4 page 2C: \$1,015.	1/4 page 4C: \$1,285.

BONUS

1/4 Page advertisers get a Free banner on the 6/7 SHOOT>e.dition (value: \$375.)
1/2 Page advertisers get a Free banner on the 6/7 & 6/14 SHOOT>e.ditions (value: \$750.)
Full Page advertisers get a Free banner on the 6/7, 6/14 & 6//21 SHOOT>e.ditions (\$1,125.)

PDF Issue & Email Blast Alert Samples

[Click Here](#) to see the Dec/Jan 2024 Issue

[Click Here](#) for email blast alert to readers

MySHOOT Membership

Become a MySHOOT Member & Start Posting Your Profile!

Member benefits help connect your company to potential clients, including:

>MySHOOT Profile/s

>Once your MySHOOT profile is posted, Company logo and artisan head shots will appear as banner ads on on SHOOTonline & SHOOT epubs with link to your profile. (equals thousands of \$ of free promotion!)

Join today: <https://my.shootonline.com/membership-subscription/>

Become a business member for \$49.95 per month and immediately start posting your MySHOOT Company Profile at <https://my.shootonline.com/> that includes company details/reel PLUS up to 10 individual talent profiles with individual reels for your directors, DPs, Editors, Composers, etc. With 50,000+ unique visitors to SHOOTonline per month, there's a fantastic built in audience for MySHOOT.

2024 SHOOT 22nd Annual New Directors Showcase

Event Sponsorship

Event Date/Venue: September or October 2024 TBA / Directors Guild of America (DGA) Theater in NYC

Directors/Producers Afternoon Agenda 2:00-5:00pm: Get "Face to Face" with the future of content creation and some of the innovative executives and artisans on the forefront. A rare opportunity to get up close and personal with industry leaders to learn about the strategies/backstories behind recent film, TV and commercial projects.

The New Directors Showcase: 5:30-10pm: Debut screening of the 2024 New Directors Showcase Reel, followed by panel of new directors & industry pros & cocktail reception.

Attendees & Coverage of Full Event In addition to the 400 production & post decision-makers who attend, most of the directors selected for the New Directors Showcase attend the Forum & NDS, gaining insights from established directors and producers during the afternoon, setting the stage for the evening Showcase which provides industry exposure for the work of up-and-coming talent that helps to advance the next generation of directorial talent & provide valuable industry info/perspective for all attendees. The new directors are excited to be part of the event & their enthusiasm rubs off on everyone who feels good about discovering & mentoring new talent. Attended by Film, TV & Ad industry production/post execs & artisans, the event has become a "Must Attend" stop on the annual production industry event scene. SHOOT covers the event with articles/videos on SHOOTonline with links to them in The SHOOT>e.dition & SHOOT Dailies email newsletters bringing the event to the attention of our full audience!

We'd love to welcome you as a Lead, Silver or Bronze Sponsor or Industry Supporter this year!

Event Sponsor Details: <https://nds.shootonline.com/sponsorships/>

NDS website: <https://nds.shootonline.com/>

NDS Industry Supporter: "We Support New Directors" Logo & Banner Packages

If you want to show support for New Directors but don't want to be an Event Sponsor, take advantage of the great promotion value surrounding the event by joining one of "We Support New Directors" Packages.

(Package details will be available in May 2024)

The SHOOT Publicity Wire (SPW)

Post Your Release about Co. News/New Products/New Work

Post your company news, new hires, new work and much more on The SHOOT Publicity Wire. The SPW Service reaches commercial & entertainment decision-makers at agencies, brands, movie studios, production & post cos, media outlets, journalists, bloggers, researchers, social networkers, search engines, prosumers, fan sites, & other industry stakeholders and influential decision-makers that affect the commercialmaking, filmmaking, cinema, media and television, web and mobile video businesses.

Rates

\$60. - post a release with full content, up to 8 photos, hot links & video.

\$20. - post a video release with video, description and credits.

Distribution of your SPW Release will include:

SHOOTonline, SPW, epubs (SPW Media Alerts, Brand New[s], SHOOT Dailies, SHOOT>e.dition) SHOOTonline.com site placement, archiving and indexing, RSS Feeds, social feeds to Twitter, Facebook, LinkedIn & mobile SMS dynamic feed, and search engine optimization (SEO) for Google, Yahoo, Bing, etc.

For SPW information, please visit: <http://pr.shootonline.com/>

For SPW Home Page, please visit: <https://shootonline.com/spw/home>

For SPW categories you can post under, please visit: <https://shootonline.com/spw-categories>

The SHOOT Publicity Wire is self-serve and easy to use!

SHOOT Custom Email Blasts

A Service for SHOOTonline.com Advertisers

Fully Dedicated email blast sent to SHOOT opt-in database of 40,000.

Rates: One email blast: \$3,500.

Production/Post Cos/services that send two+ email blasts during a 3-month period: \$3,200. ea

NYC Advertisers that send two+ email blasts during same Academy or Emmy Phase: \$3,200. ea

Ideal for promoting NYC messages, Screenings, BTS videos, services, special offers, auctions & more.

You can provide HTML ready to send or SHOOT can build the HTML for you!

To utilize SHOOT's Custom Email Blast Service there is a SHOOTonline.com two-week Banner minimum buy requirement.

SHOOT "Single Sponsor" Content Marketing Package

Let SHOOT help you tell your company story to the industry. We'll tailor a special article combined with a marketing package, including the following elements...

1. SHOOT will publish the article on SHOOTonline with links to it going out The SHOOT>e.dition and SHOOT Dailies email newsletters.

2. SHOOT will provide space for a 180x150 banner on four SHOOT>e.dition email newsletters starting the week profile goes live. Files: JPEG, GIF or Animated GIF – max file size: 75K.

3. SHOOT will provide space for a 300x250 banner to run on SHOOTonline.com for 30 days.

Here are a few samples of past profiles:

[Click Here](#) for sponsored article for AFS Productions.

[Click Here](#) for sponsored article for Wrapbook

[Click Here](#) for sponsored article for The Mill

SHOOT Contact

Roberta Griefer, Publisher, rgriefer@shootonline.com, 203-227-1699, ext 701