



## SHOOTonline.com, The SHOOT>e.dition, The SHOOT Dailies & Custom email blasts

### Emmy FYC 2021 Rates

(Rates are Net and flat-fee based)

### SHOOTonline.com

50,000 unique visitors per month. Banners may start any day of the month, Home Page & ROS

#### In-Page Units: Banner Type

Billboard	970x250	\$3,600.00	\$975.00
Large Leaderboard	970x90	\$3,200.00	\$875.00
Leaderboard	728x90	\$2,800.00	\$800.00
Side Medium Rectangle	300x250	\$1,800.00	\$525.00
Side Half Page	300x600	\$3,600.00	\$975.00
Middle Horizontal	468x60	\$1,500.00	\$425.00

#### In-Page Expandable Units: Banner Type

<b>Large Leaderboard</b> (expands down)	970x415	\$4,200.00	\$1,125.00
<b>Leaderboard</b> (expands down)	728x400	\$3,800.00	\$1,025.00
<b>Side Medium Rectangle</b> (expands down & left)	500x500	\$2,500.00	\$725.00
<b>Side Half Page</b> (expands left)	500x600	\$4,200.00	\$1,125.00
<b>Middle Horizontal</b> (expands down)	468x400	\$2,400.00	\$700.00

File Formats: JPEG, GIF, Animated GIF, Flash, HTML5

(Note: All Banners can be purchased in 10% SOV at half off above rates)

SHOOTonline Specs: <http://shootonline.com/pdfs/bannerspecs>

#### Other Formats

Interstitial	600x500 up to 800x550	\$4,800.00	\$1,400.00
Wallpaper/Skin	Top 1110 x 250 + left & right 300x660 up to 300x1200	\$10,000.00	\$2,925.00
Floor (also known as Catfisher)	728x90 to 970x90	\$3,600.00	\$975.00

### The SHOOT>e.dition

#### weekly email newsletter, every Friday

22,000 opt-in subscribers

File Formats: JPEG, GIF, Animated Gif -max file size: 50K

Phase 1: May 7,14,21,28 June 4,11,18,25

Phase 2: July 16,23,30 August 6,13

#### Banner Size (wxh) single >e.dition 6+ weeks Rate

Top Banner: 468x60	\$500.00	\$450. ea
Side Banner: 180x150	\$375.00	\$340. ea
Skyscraper: 180x600	\$1,050.00	\$945. ea
Bottom Banner 1:468x60	\$250.00	\$225. ea
Bottom Banner 2:595x250	\$995.00	\$925. ea

#### Rate for

#### 1 week: 5 dailies M-F

Banner Size (wxh)	Rate
Top Banner: 728x90	\$975.00
Side Banner: 180x150	\$625.00
Skyscraper: 180x600	\$975.00

### The SHOOT Dailies

#### daily email newsletter, every day Monday-Friday

3,500 opt-in subscribers

File Formats: JPEG, GIF, Animated Gif-max file size: 50K

### SHOOT Custom Email Blasts

40,000 opt-in subscribers

File Formats: Image & HTML copy (no flash)

(This service is for SHOOTonline advertisers; to utilize there is a

1 week 20%SOV SHOOTonline banner minimum buy requirement)

Max Size	Rate 1X	Rate per blast for 2+ in 3-month period
600 up to 725x1500 (625 wide is suggested)	\$3,500.00	\$2,900.00

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