



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

**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**

	<u>Banner Size (wxh)</u>	<u>30 Days (20% sov)</u>	<u>7 Days (20% sov)</u>
<b>Billboard</b>	970x250	\$3,600.00	\$975.00
<b>Large Leaderboard</b>	970x90	\$3,200.00	\$875.00
<b>Leaderboard</b>	728x90	\$2,800.00	\$800.00
<b>Side Medium Rectangle</b>	300x250	\$1,800.00	\$525.00
<b>Side Half Page</b>	300x600	\$3,600.00	\$975.00
<b>Middle Horizontal</b>	468x60	\$1,500.00	\$425.00

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

	<u>Max Expansion (wxh)</u>	<u>30 Days (20% sov)</u>	<u>7 Days (20% sov)</u>
<b>Large Leaderboard</b> (expands down)	970x300	\$4,200.00	\$1,125.00
<b>Leaderboard</b> (expands down)	728x300	\$3,800.00	\$1,025.00
<b>Side Medium Rectangle</b> (expands down & left)	600x250	\$2,500.00	\$725.00
<b>Side Half Page</b> (expands left)	600x600	\$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**

<b>Interstitial</b>	600x500up to 800x550	\$4,800.00	\$1,400.00
<b>Wallpaper/Skin</b> Top 1110 x 90 or 1110 x 250 + left & right	300x660 up to 300x1250	\$10,000.00	\$2,925.00
<b>Floor</b> <i>(also known as Catfisher)</i>	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

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

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)

<u>Max Size</u>	<u>Rate 1X</u>	<u>Rate per blast for 2+ in 3-month period</u>
600 up to 725x1500	\$3,500.00	\$2,900.00

*(625 wide is suggested)*

*(This service is for SHOOTonline advertisers; to utilize there is a 1 week 20%SOV SHOOTonline banner minimum buy requirement)*

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