

2023 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>
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

	<u>Max Expansion (wxh)</u>	<u>30 Days (20% sov)</u>	<u>7 Days (20% sov)</u>
Large Leaderboard (expands down)	970x300	\$4,200.00	\$1,125.00
Leaderboard (expands down)	728x300	\$3,800.00	\$1,025.00
Side Medium Rectangle (expands down & left)	600x250	\$2,500.00	\$725.00
Side Half Page (expands left)	600x600	\$4,200.00	\$1,125.00
Middle Horizontal (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	600x500up to 800x550	\$4,800.00	\$1,400.00
Wallpaper/Skin Top 1110 x 90 or 1110 x 250 + left & right	300x660 up to 300x1250	\$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

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

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

Banner Size (wxh) 1 week: 5 dailies M-F

Top Banner: 728x90	\$975.00
Side Banner: 180x150	\$625.00
Skyscraper: 180x600	\$975.00

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+ during same FYC Phase</u>
600 up to 725x1500	\$3,500.00	\$3,200.00

(This service is for SHOOTonline advertisers; to utilize there is a (625 wide is suggested)

2 week 20%SOV SHOOTonline banner minimum buy requirement)

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