



## SHOOT Academy FYC Custom Email Blast Rates/Specs

SHOOT Custom email blast FYC message/screening invitations will go to our database of 45,000 opt-in subscribers.

### Net Rates

**Phase 1: \$3,500. for one blast sent; \$2,900. ea if two or more blasts are sent during Phase 1**  
Custom blasts are only sent for advertisers running a minimum of one of the following during Phase 1:

1. 7-day SHOOTonline.com banner run – \$525.net
2. Two 180x150 SHOOT>e.dition email newsletter banners - \$750.net

**Phase 2: \$3,500. for one blast sent; \$2,900. ea if two or more blasts are sent during Phase 2**  
Custom blasts are only sent for advertisers running a minimum of one of the following during Phase 2:

1. 7-day SHOOTonline.com banner run – \$525.net
2. Two 180x150 SHOOT>e.dition email newsletter banners - \$750.net

### Elements to provide for Custom Email Blast

- >HTML email with image in place 625 x up to 1500
  - >Please also supply text version (backup for those who can't open HTML)
  - >Subject Line: suggest up to 50 characters, including spaces
  - >List of emails that should receive test email  
(*suggest keeping list to a few emails of final decision-makers to avoid delays*)
- Link to helpful Design Guide: <https://www.shootonline.com/pdf/FYCCustomEmailBlastDesignGuide>

--OR--

If we are going to build the HTML for you, we'll need the following...

- >Body copy text
- >Image: Should be equal to or less than 750 wide x 1500 long  
(suggest 600x1000 or shorter. Image should be static (JPG or Gif) & no bigger than 300-350K max)
- >Subject Line: suggest up to 50 characters, including spaces
- >List of emails that should receive test email  
(*suggest keeping list to a few email of final decision-makers to avoid delays*)

### Creative Assets Deadline

If SHOOT is building the HTML, we would like to receive everything 5 business days prior to send date. When providing "ready to go" (#1 above) except for final tweaking, may provide 2-4 days prior send date.

### Sales Contact

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