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)*


--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**

Robert Griefer: 203/227-1699, ext 701  |  rgriefer@shootonline.com

**Production Contact**

Gerald Giannone: 203/227-1699, ext 700  |  ads@shootonline.com, please cc: rgriefer@shootonline.com