

SHOOT Custom Email Blast Rates/Specs

Custom blasts can be sent for advertisers with a minimum 7-day SHOOTonline.com banner run. 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
Phase 2: \$3,500. for one blast sent; **\$2,900. ea** if two or more blasts are sent during Phase 2

Elements to provide for Custom Email Blast

1.

- >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--

2.

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

Roberta Grierer: 203/227-1699, ext 701 | rgrierer@shootonline.com

Production Contact

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