



## SHOOT 2019 Emmy 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 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 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  
(SHOOT>e.dition dates available: 7/26, 8/2, 8/9, 8/17, 8/23)

### Some of the SHOOT 2019 Emmy Custom Email Blasts sent during Phase 1

Netflix "[The Romanoffs](#)" ABC "[LIVE IN FRONT OF A STUDIO AUDIENCE](#)" Amazon "[FLEABAG](#)"  
Amazon "[Jack Ryan](#)" Amazon "[King Lear](#)" Amazon "[A Very British Scandal](#)"  
HBO "[Game of Thrones](#)" Netflix "[Bodyguard](#)" Nat Geo "[Free Solo & Hostile Planet](#)" Netflix "[When They See Us](#)"  
Netflix "[Ozark](#)" Starz "[Now Apocalypse](#)," "[American Gods](#)," "[America to Me](#)"

### 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 please provide all info/assets 5 business days prior to send date. When providing "ready to go" (#1 above) except for final tweaking, may provide 3-4 days prior send date.

#### Sales Contact

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