

**SHOOT**  
**FOR YOUR CONSIDERATION**

**SHOOT Custom Email Blasts**

SHOOT's Custom email blast service is available to SHOOTonline.com FYC advertisers to reach our database of 45,000 opt-in subscribers. Ideal for promoting FYC messages, Screenings, BTS videos.

**Net Rates**

**One Custom Email Blast:** \$3,500.

**Two or more:** Rate drops to \$2,900. each if two or more blasts are sent during the same Phase.

**Minimum Buy Requirement**

Custom Email blasts will be sent for SHOOTonline.com advertisers with a minimum run of a 7-day 20% SOV Banner during the same Phase.

**Banner 7-day Net Rates:**

**300x250:**\$525. **300x600:**\$975. **728x90:**\$800. **970x90:**\$875. **970x250:**\$975.

**Banner File Formats:** JPG, GIF, Animated GIF, Flash, HTML5; 3<sup>rd</sup> party serving.

SHOOTonline.com Banner Specs: <https://www.shootonline.com/pdfs/bannerspecs>

*One or two creatives may run in each banner. The Banner will receive 20% SOV and run on the Home Page & ROS throughout the site which includes Home Page, News pages, Screenwork pages, SHOOT Publicity Wire pages. This is an important SHOOT benefit because while thousands of users enter the site via the Home Page, thousands also enter via links in one of three regular email newsletters going to all different pages on the site to read articles, interviews, charts, new work, columns, etc. Banners also rotate up and down on pages wherever there are same size slots.*

**Custom Email Blast Specs**

>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)*

**Custom Email Blast Creative Assets Deadline**

If SHOOT is building the HTML, please provide all material 7 business days prior to send date. When providing "ready to go" (#1 above) except for final tweaking, may provide 3-4 business days prior send.

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