

SHOOT Custom Email Blasts

SHOOT's Custom email blast service is available to SHOOTonline.com FYC advertisers to reach our database of 40,000+ 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.

To use our email blast service, there is a 7-day 20% SOV SHOOTonline.com Banner minimum-buy requirement:

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

600x500 Interstitial: \$1,400 **1110x250+L&R 300x660s Wallpaper/skin:** \$2,925.

Best Marketing option: Run a 30-day 20% SHOOTonline.com Banner:

300x250: \$1,800. **300x600:** \$3,600. **728x90:** \$2,800. **970x90:** \$3,200. **970x250:** \$3,600.

600x500 Interstitial: \$4,800. **1110x250+L&R 300x660s Wallpaper/skin:** \$10,000.

File formats: JPG, GIF, Animated GIF, Flash, HTML5; 3rd party serving.

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

SHOOTonline.com reaches 50,000+ unique visitors per month. Your banner will 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; 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 site to read articles, interviews, columns, new work, etc.

Custom Email Blast Specs

- >"Ready to go" 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 emails 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" except for final tweaking, may provide 3-4 business days prior send.

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