

SHOOT Magazine Feb/March Phase 2 All Digital PDF Issue **The Look of Print with all the Benefits of Digital!**

Ideal Timing

The issue is out prior to Academy final voting 2/22-2/27 so your Ads will be top of mind during this key period.

Ideal Audience of Above-the-Line & Below the Line Decision-makers

You'll reach SHOOT's high-profile / highly targeted Above-the-line & Below-the-line production & post audience including production execs/producers, directors, cinematographers, documentarians, editors, writers, VFX/Animation supervisors/artists, production designers, composers, sound designers + more.

Ideal Environment

This issue has the following Awards Season related features: Road to Oscar Part 9; Guild Awards Season Preview—Television; Leading Cinematographers and other great content.

Ideal Rates

40% off print issue rates

Ad Deadlines

Space Reservations: Jan 29 (*final reservations 1/31*)

Ad PDF File Due: by Feb 9 (*late extension: 2/12*)

Distribution

2/16: PDF version of your Ad with live link to your FYC site runs in PDF Issue posted on SHOOTonline for 50,000 unique monthly visitors to view/download.

2/16: SHOOT promotes the issue with banners with direct links in SHOOT's email newsletters through nominations voting

2/19: Issue Email Alert is usually sent to 22,000 subscribers but for this Special Issue, it will be sent to SHOOT's full custom email blast database of 40,000 to bring even more attention to FYC Advertisers!

Special Dec/Jan Discount Net Rates

(40% off regular print rates!)

	1 Page	2 Pages	3 Pages+
Full Page 4C (includes premium position prior to pg 17)	\$2,520.	\$2,268. ea	\$2,016. ea
*Inside Front Cover 2	\$2,700.		
*Inside Back Cover 3	\$2,520.		
*Back Cover 4	\$2,700.		
*Front Cover (lower right Strip Ad)	\$1,800.		
*Front Cover Strip Ad & 180x150 banner on Issue Alert	\$2,100.		

Print Ad Specs: <http://shootonline.com/pdfs/PrintAdSpecs>

Visit <https://www.shootonline.com/fyc> for info on all of SHOOT's Print & Digital FYC Ad options.