

Emmy 2020 FYC / SHOOT Magazine Print Issues (+ PDF version)

A fantastic addition to SHOOTonline, The SHOOT>e.dition, SHOOT Dailies & SHOOT Custom email blast FYC marketing, SHOOT Magazine's high-profile / highly targeted production & post industry audience includes production execs/producers, directors, cinematographers, documentarians, editors, writers, VFX/Animation supervisors/artists, production designers, composers, sound designers + more. In addition to SHOOT's Print Readers, there's a BONUS PDF Version: when you place a Print Ad, the PDF version runs with live link to program's FYC site in PDF version of issue that is posted on SHOOTonline for our 50,000 unique monthly visitors to view/download. We drive traffic to the PDF version with Banner Ads

on the SHOOT>e.dition email newsletter -AND- we email the PDF version to 22,000 opt-in subscribers to bring even more attention to the issue's advertisers!

A SHOOT Print Ad is so much more than a Print Ad!

Emmy Phase 1: June/July Print Issue + PDF version

(PDF Issue posted online 6/12 & emailed 6/15, Print issue in readers' hands week of 6/15)

This issue has the Road to Emmy, part 5; an important issue specifically timed to keep programs top-of-mind before & during nominations voting 7/2-7/13.

Space Reservations by 5/29 **Ad PDF File Due:** 6/5 (final material extension: 6/8)

Click Here to see the PDF version of the June/July Issue posted on SHOOTonline.com on 6/12

Click Here to see the link that most people will use to access the PDF issue

Click Here to see the web version of the email we sent TO 22,000 subscribers when issue was posted.

Emmy Phase 2: August/September Print Issue + PDF version

(PDF Issue posted online 8/7 & emailed 8/11, Print issue in readers' hands week of 8/10)

This issue has the Road to Emmy, part 13; an important issue specifically timed after nominations are announced on 7/28 to keep programs top of mind right before & during final voting 8/21-8/31.

Space Reservations by 7/29 **AD PDF File Due:** 7/31 (final material extension: 8/3)

Click Here to see the PDF version of the Aug/Sept Issue posted on SHOOTonline.com on 8/11

Click Here to see the link that most people will use to access the PDF issue

Click Here to see the web version of the email we sent TO 22,000 subscribers when issue was posted.

<u>UP NEXT! Emmy Wrap-up:</u> October/November Print Issue + PDF version

(PDF Issue posted online 10/16 & emailed 10/19, Print issue in readers' hands week of 10/19)

This issue will have a special recap of the Emmy Season and winners, including themes and trends reflected in this year's honored work. We'll look at what the winners tell us about our industry, society in general, as well as the impact and influence of diverse storytelling. During this unprecedented time, we'll also look at what precedents and achievements took center stage at the virtual Emmys.

Space Reservations by 10/6 **Ad PDF File Due:** 10/9 (final material extension: 10/12)

Print Issues Net Rates: 1 Page 2 Pages 3 Pages 4+ Pages

Full Page 4C (includes premium position prior to pg 15) \$4,200. \$3,990. ea \$3,790. ea \$3,600. ea *Inside Front Cover \$4,500. *Inside Back Cover \$4,500. *Back Cover \$5,000. *Front Cover (Full) \$9,500. *Front Cover (lower right strip Ad) \$3,000. Gatefolds & other custom options available.

SHOOT Magazine Print Ad Specs: http://shootonline.com/pdfs/PrintAdSpecs
Info on SHOOT's Print & Digital Emmy FYC options: https://www.shootonline.com/emmyfyc