

	Placement Name	Billboard	Large Leaderboard	Leaderboard	Medium Rectangle	Half Page	Wallpaper	Interstitial	Floor	SHOOT >e.dition ePub	SHOOT Dailies ePub	SHOOT Custom Email Blast
		Desktop Dimensions	970x250	970x90	728x90	300x250	300x600	1 Top 1110x90 or 1110x250 Two Side Skins 1 left 1 right 300x660 ea.**	Max. Image 800x550 px Min 500x500 px	728x90 to 970x90	468x60 180x600 180x150	728x90 180x600 180x150
Mobile* Dimensions	468x60 300x250 320x100 320x50	468x60 300x250 320x100 320x50	468x60 300x250 320x100 320x50	300x250 320x50 320x100	300x250 320x100 320x50	300x250 320x100 320x50	N/A	320x100 320x50	N/A	N/A	N/A	
Accepted File Types	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag*	Static Image or 3rd Party Tag*	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag along with color background mix	Static Image or 3rd Party Tag	Static Image, Text or 3rd Party Tag	gif, png, jpeg	gif, png, jpeg	Image gif, png, jpeg Copy Word or TXT	
Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served*	Site or 3rd Party Served*	Site or 3rd Party Served	Site or 3rd Party Served*	Site or 3rd Party Served	Site or 3rd Party Served	Site Served Imp track/ ClickTag	Site Served Imp track/ ClickTag	Site Served Imp track/ ClickTag	
File Size Initial Load	250k	200k	150k	150k	200k	200k	350k	200k	100k	100k	350k	
Creative Rotation	3 Maximum Per campaign	3 Maximum Per campaign	3 Maximum Per campaign	3 Maximum Percampaign	3 Maximum Per campaign	3 Maximum Per campaign	3 Maximum Per campaign	3 Maximum Per campaign	NA	N/A	N/A	
Creative Due	3 Days Prior	3 Days Prior	3 Days Prior	3 Days Prior	3 Days Prior	4 Days Prior	3 Days Prior	3 Days Prior	3 Days Prior	3 Days Prior	7 Days Prior	
Subload	500k	400k	300k	300k	400k	Top Only 400k	N/A	N/A	N/A	N/A	N/A	
Animation Time	15 seconds	15 seconds	15 seconds	15 seconds	15 seconds	Top Only 15 seconds	N/A	N/A	N/A	N/A	N/A	
Looping	Unlimited within 15 seconds	N/A	Unlimited within 15 seconds	Unlimited within 15 seconds	Unlimited within 15 seconds	Top Only Unlimited within 15 seconds	N/A	N/A	N/A	N/A	N/A	
FPS	24	24	24	24	24	24 (top only)	N/A	N/A	N/A	N/A	N/A	
Expansion Size	N/A	970x300	728x300	600x250	600x600	1110x250	N/A	N/A	N/A	N/A	N/A	
Expansion Direction	N/A	Down	Down	Left	Left	Top Only Down	N/A	N/A	N/A	N/A	N/A	
Expand / Collapse Options	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by click	N/A	N/A	N/A	N/A	N/A	
Expand / Collapse Buttons	Required	Required	Required	Required	Required	Required (Top Only)	N/A	N/A	N/A	N/A	N/A	
Play	Auto-play	Auto-play	Auto-play	Auto-play	Auto-play	Auto-play (Top Only)	N/A	N/A	Auto-play	Auto-play	N/A	
Sound	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by click	N/A	N/A	User-initiated by click	User-initiated by click	N/A	
Length	Auto: 15s User-initiated: Unlimited	Auto: 9s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	N/A	N/A	30-60 seconds	15 or 30 seconds	N/A	
File Size	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Top Only Auto: 1.1MB User-initiated: Unlimited	N/A	N/A	50MB	N/A	N/A	
Aspect Ratio	16:9	16:9	16:9	16:9	16:9	16:9	N/A	N/A	16:9	16:9	N/A	
Buttons	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	N/A	N/A	N/A	N/A	N/A	

***IMPORTANT:** SHOOTonline is a Responsive Design website automatically tailoring our web pages to render appropriately for different

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devices. SHOOT uses Fluid layouts as these web pages scale smoothly from a desktop computer size down to a mobile browser. This is technically more complex because it requires the page to look good at any conceivable size. **If your ad creative is not responsive, then we request you provide various creative size for desktop, tablet and mobile phone delivery. There is no extra charge for this flexibility!**

Important Notes:

- Rich media Billboard with Skins can only be served on Desktop (no tablet or mobile support)
- **Live area for type message on side Skins should be kept to 120px of the inside edge of images on right and left sides. Background color should be provided as RGB or Hex mix and is required.
- The ad must have a distinct color separation to the rest of the content on the SHOOTonline website. Any ads that are mostly white must have a distinct 1 pixel dark border that makes to separate it from other site content.
- If you're supplying HTML5 ad tags it is important to know that most HTML5 features are not supported on Internet Explorer 8 and below. In these instances a static fallback image should appear.

Creative Guidelines

All advertising units must have a distinct background color (i.e. backgrounds should NOT be transparent). An ad may not attempt to mimic any of the following:

- SHOOTonline branded content (news, alert boxes or branding)
- Dialogue boxes (eg. system alerts), Operating System or application windows, functionality or Graphical User Interface (GUI)
- Search functionality, boxes or buttons, any interactive GUI elements (such as a submit button, radio button, text field etc) must provide the functionality they are representing. For example a submit button must submit, a radio button must check on/off, text fields must be functional.
- All creative must adhere to SHOOTonline's creative file weights. Any file that exceeds the initial file weight for its HTML5 size limit must politely load in additional content. In these instances these formats must be 3rd party served via a rich media vendor. This includes video content which must be politely loaded in to an ad.
- All creative files must be loaded from the SHOOTonline or 3rd Party Adserver domains only and ClickTags must go directly to advertised landing page.
- Video/Audio must be muted by default if set to autoplay.
- All audio must be user initiated (on click: mute/un-mute); default state is muted.

Expandable Ads

- Expansion must be user initiated.
- An expandable ad unit must have a close button on top right or bottom right and must automatically close on roll out.
- AD tags must be JavaScript only, iframes not accepted for expanding content.
- Expansion panel must be set to remove flash objects, iframes and java applets on the page.

HTML5 creative

SHOOTonline can deliver HTML5 as a third-party creative. Because the implementation of HTML5 code is considered a custom implementation, SHOOTonline is not responsible for troubleshooting specific issues with HTML5 creatives. SHOOTonline can't provide assistance with the appearance, functionality, troubleshooting, debugging, or reporting on discrepancies for any custom implementations. We can only confirm your custom creative code is serving to our site properly. Note: If a HTML5 is served to an Apple iOS or Android device, the HTML5 creative will function properly. However, if the creative served to the tag contains a Flash-based creative, the backup image will display instead of the Flash creative on the Apple iOS.

3rd Party Adservers

We accept 3rd Party Adserver Tags for website ad-delivery and tracking purposes with DoubleClick Campaign Manager being our preferred choice

- 3rd Party ads must always return a valid image/ad.
- 3rd Party ads must not be stopped or turned off at the 3rd Party without prior agreement with SHOOTonline.
- Frequency capping, geo targeting or any other targeting of creative by 3rd Party adservers is supported on a limited basis.
- Any changes made to creative already submitted to, or currently live on, SHOOTonline must be agreed prior to deployment.
- Any additional ads you wish to place in the rotation of an existing 3rd Party campaign must be agreed with SHOOTonline prior to deployment.

The SHOOT Custom email design guide: KEEP IT SIMPLE

Email Design is NOT Web Design If you care about W3C standards, use of the latest in CSS, etc. then you need to forget all of that when approaching email design. Basically you can think as if it is year 2010 for best results. SHOOT tests in the following email clients before send: Outlook, Gmail, Yahoo Mail, Apple Mail, iPhone, iPad

Best Practice Highlights

- Always **use a strong subject line**; this often determines if the e-mail gets opened.

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- **Content should be easy to scan.** Readers scan for points of interests; use chunks of content with white space between. Do not use red, white or gray text. It decreases deliverability and reputation because most ISPs use it to identify SPAM.
- **Turnaround/Build Time:** Creative not received 5 business days before email deployment may not run as scheduled. Please deliver creative on time!

Email Campaigns are Co-Branded with SHOOT

- **Co-Branded email** will state "From: The Publisher of SHOOT."
- **Email Subject Line:** 50 character limit including spaces.
- **Email Body Text:** Image only emails are **NOT** allowed as they can be flagged as spam by ISPs and if image is blocked by recipients email client email delivered will have no message. If no text is provided SHOOT will create from provided image, destination URL, and other sources. (Please include 2 "call to actions" within the copy if possible).
- **ASCII Text version:** Please also supply text version (backup for those who can't open HTML on device for some reason system will deliver ascii text version along with link to HTML web copy version).
- **Destination URL(s)** Should be absolute and tested prior to email send date to make sure working properly.
- **Test and Seed list.** The test list includes e-mail addresses of those you would like to receive the test of the e-mail blast and the seed list includes those you would like to receive the actual deployment of the blast.

Layout

- **750px or less design width but no less than 600 px wide** The general rule for email size is to keep it 750px or less in width. This allows the email to display correctly (overall) in most of the email clients and display configurations.
- **Simple layouts are best** With email design simple is better. If you try to do a complicated design you will encounter a lot testing and debugging email client issues. If you are looking to complete a more advanced design be ready to use a lot of tables and to set a good amount of time aside for testing.
- Use **basic HTML tables** To create the overall layout you will need to use **standard HTML tables**. CSS floating and layout techniques will not render properly across all the email clients.
- **Be careful with table cell padding** Outlook may take the padding from any cell in a row and apply it to all of the cells in the row. This could result in some visual changes that you do not want. You should try to either apply the same padding for all cells in a row OR place an inner div or table (that has padding) within the cell that you would like to have padding.
- **Avoid using colspans="" in your tables** Some email clients do not fully support those and others will have display issues for the other cells if you have a colspan.

CSS

- **Do not use external stylesheets** They will not work in a lot of the email clients and you should be including all of your CSS using **inline CSS** within your HTML.
- **Do not use CSS classes - always use inline CSS** Many email clients do not support CSS classes. Instead of declaring CSS classes you should use inline CSS. An example would be `<div style="color:#cccccc;">content</div>` instead of `<div class="cssclass">content</div>` and even better don't use `<div></div>` tags but rather `<p></p>` tags.
- **Don't use CSS shortcuts** CSS allows you to normally set properties in groups. Such as `style="font: 12px, Arial"` Instead of grouping such attributes you should set each part individually. Such as `style="font-size:12px; font-family:Arial"`
- **Avoid using CSS float or position options** Some email clients will disregard both the float and position CSS options. Try to use tables instead.

Images & Video

- **Recommended Image Size:** Between 600px to 750px wide and no deeper than 1000px
- **Use absolute image source URLs** Instead of including an image such as `` you must include the absolute URL to the file such as ``
- **Always use alt tags** `` Most email clients disable images by default. So unless you have alt tags your subscribers will only see a blank box. With an alt tag your subscribers will see the text you put in the tag.
- **Do Not Embed Videos and/or Flash** It is not a good idea to embed videos directly and/or flash into your email. Many email clients will not support such code and many spam & virus detection programs will flag your email as spam/malicious. Instead of embedding your video/flash into your email take a screenshot of what the video of flash player looks like and embed that. When they click on it you can have the video/flash open in their browser.
- **Animated GIFs are not fully supported** Ask yourself whether you really need an animation in your email. While most email clients support animated GIFs, Outlook 2007 does not. Email clients that do not support animated GIFs will likely show the first frame of your animation sequence.
- **Be careful with spliced images** (*images deeper than 1000px will need to be spliced*) If you have a larger image that is spliced and placed into your HTML using table cells or img tags right next to each other you will need to test thoroughly. Some email clients may add extra space between your images and cause your email to look bad.
- **Avoid using images to help with your layout** Some people use 1 or 2 pixel images to help align items within their layout. Some email clients/filters will think that is a potential read/open tracking image and penalize the email for that.

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- **Test your email with images disabled** Since most email clients show emails with images disabled by default it is very important you check to see how your email looks with images disabled.
- **Watch your files sizes** Just as with regular web design you want to be aware of image file sizes for your email. Try to keep them low to ensure they will download quickly for your subscribers.

Backgrounds

- **Background images are not fully supported** If you are using a background image keep in mind that some email clients will not show them. If you still wish to use a background image use the HTML background options instead of using CSS to declare a background.
- **Full body background colors** Many email clients (such as Gmail) do not show a background color that you set for the main body (<body> tag) We suggest if you are setting a background color in the body tag to also have a wrapping div with a background color that surrounds your content. This way even if the body background color is not supported you will have something pretty similar shown.

Miscellaneous

- **Do not put anything above the opening <body> tag** Anything you put above the body tag will likely be stripped and not used.
- **Do not include javascript** It is likely that it would be stripped in most email clients and some spam filters may detect it as malicious code.
- **Avoid Microsoft Office like the plague** The HTML generated will almost guarantee issues. Additionally when you copy and paste from Office you will be pasting in their formatting and will likely have design issues.
- **Regarding the Co-Branded Email Blast Format:** Test e-mail promotions with minimal images are deployed for the best deliverability and response rates with the SHOOT audiences. Fancy HTML increases the likelihood of the blast being caught in spam filters as well as increases the likelihood of the blast encountering technical/visual obstacles as pre-defined code will be adjusted to fit into the framework of our email deployment platforms and would require longer turnaround times and additional testing prior to deployment.
- **Regarding Suppression Files:** Applying client opt-out files is legally unnecessary and will limit the number of qualified motion picture professionals available to you. Many professionals choose SHOOT as their trusted source, and request we filter and send topically relevant programs to them. Removing this qualified SHOOT audience via a client's suppression file is discouraged.

General Technical Guidelines

- All creative is subject to approval by SHOOTonline.
- Cross Site Scripting is not permitted.
- The use of Clipboard is not permitted.
- Accessing the user's microphone or web cam is not permitted.
- Advertising multiple advertisers or products on the same tag is not allowed.
- Accessing the SHOOTonline domain's cookies is not permitted.
- You may not link directly to PDFs or unless prior permission has been granted by SHOOTonline after PDF review.
- You may not link directly to email addresses. Use of contact form requesting email address data is acceptable.

Submission Guidelines

- Ads must conform to all specifications outlined herein. Creative that does not conform may be returned for revision, which may impact the launch date.
- For traditional ad sizes, creative is due 5 business days before the launch date to ensure thorough testing. Although we make every effort to accommodate late creative, be aware that it may impact the launch date. For custom built or lead gen units, turnaround times are listed in this document.
- 3rd party tags must be live upon submission to ensure thorough testing. Creative should function properly on all publicly re-leased browsers and operating systems. We will not be responsible for troubleshooting creative with compatibility issues and reserve the right to filter conflicting browsers and operating systems if they negatively impact the user experience. Be aware that compatibility issues may impact our ability to meet the contracted goals.

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