

SHOOT[®] FYC: Academy & Guild Awards 2020/2021

SHOOT is pleased to present our 11th Annual 16-part Road to Oscar Series Calendar!

As is our annual tradition, we'll have a special Road to Oscars Preview a few weeks prior to the launch of the Series. We'll then publish the Part 1 Kick-off Feature on January 1 and the series will run weekly through the Academy Awards. All features will appear on *SHOOTonline* (website with 50,000+ unique visitors,) The *SHOOT* Dailies (M-F daily email newsletter,) and The *SHOOT*>e.dition (weekly email newsletter going to 22,000 opt-in subscribers every Friday.) The Preview and Parts 3, 8 & 14 of the series will also appear in *SHOOT* Magazine (highly targeted production industry print readers) + bonus PDF version with live link to FYC site that will be posted on our site for 50,000 additional readers to view/download — we will promote the PDF version with a banner Ad on The *SHOOT*>e.dition email newsletter for six weeks after issue is published and we will ALSO email the PDF version of the Issue to the 22,000 opt-in subscribers of The *SHOOT*>e.dition to bring additional attention to the print advertisers!

For the eleventh year, *SHOOT*'s "Road To Oscar" series will put the spotlight on the producers, directors, documentarians, cinematographers, editors, writers, production designers, visual effects supervisors, composers and other artisans in the running for Guild Awards and the Academy Awards.

We'll cover the entire season's festival circuit (Toronto, Telluride, et al) and Guild and ALL of the Guild and industry Award Shows (including the ACE, ADG, Annie, ASC, CAS, CDG, Critics Choice, DGA, Golden Reel, PGA, SAG, VES, WGA, BAFTA, European Film, Golden Globes, Hollywood Film, Gotham Independent Film Awards, Independent Spirit Awards)—and their implications for the Oscars and what evolves into this season's field of nominees and eventual winners. Our extensive coverage—from the kick-off article to all of the Guild Award Shows leading up to the Academy Awards and "The Road To Oscar" series — will provide insights into the artists and the artistry behind the latest crop of lauded films, artisans and Oscar-related news and info that we'll be covering for the months leading up to the Academy Awards. We'll talk to assorted artists & production execs, gaining insights into the challenges they faced on their Oscar-nominated films. Preview articles will have assessments of Oscar prospects for nominees, as well as a look at trends in this year's competition. On April 25th we'll have coverage of the winners on *SHOOTonline* immediately following the Academy Awards broadcast.

Road to Oscar Calendar...

- Preview: Dec. 18** *SHOOT* Magazine December Print & PDF Issues, *SHOOTonline*, *SHOOT*Dailies, *SHOOT*>e.dition (Print/PDF issues ideally timed to familiarize readers with films/programs)
- Part 1: Jan. 1** *SHOOTonline*, *SHOOT* Dailies & *SHOOT*>e.dition
- Part 2: Jan. 8** *SHOOTonline*, *SHOOT* Dailies & *SHOOT*>e.dition
- Part 3: Jan. 15** *SHOOT* Magazine January Print & PDF Issues, *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition (Print/PDF issues ideally timed for FYC advertising prior to Preliminary voting 2/1-2/5)
- Part 4: Jan. 22** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 5: Jan. 29** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 6: Feb. 5** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 7: Feb. 12** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 8: Feb. 19** *SHOOT* Magazine Feb/March Print & PDF Issues, *SHOOTonline*, *SHOOT*Dailies, *SHOOT*>e.dition (Print/PDF issues ideally timed for FYC advertising prior to nominations voting 3/5-3/10)
- Part 9: Feb. 26** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 10: March 5** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 11: March 12** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- March 15** Nominations coverage: 3/15 *SHOOTonline* & *SHOOT* Dailies, 3/19 *SHOOT*>e.dition
- Part 12: March 19** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 13: March 26** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- Part 14: April 2** *SHOOT* Magazine April Print & PDF Issues, *SHOOTonline*, *SHOOT* Dailies. *SHOOT*>e.dition (Print/PDF issues ideally timed for FYC advertising prior to final voting 4/15-4/20)
- Part 15: April 9** *SHOOTonline*, *SHOOT* Dailies, *SHOOT*>e.dition
- April 12** Special "Road to Oscar, Parts 1-15 Recap *SHOOT*>e.dition
- Part 16: April 16** *SHOOTonline*, *SHOOT* Dailies, The *SHOOT*>e.dition
- April 25:** Academy Awards Coverage: 4/25 *SHOOTonline*, 4/26 *SHOOT* Dailies, 4/30 *SHOOT*>e.dition

SHOOT's digital and print platforms provide an ideal audience & environment for "FYC Advertising" prior to nominations & after through final voting.

SHOOT Magazine Print (with bonus PDF version.) *SHOOTonline*, The *SHOOT*>e.dition, The *SHOOT* Dailies and *SHOOT* Custom Email Blasts digital environments offer the ideal environment in which to promote FYC Ads to an audience of industry decision-makers, including AMPAS and Industry Guild Members. Our audience includes creatives, executives, producers, directors, cinematographers, editors, writers, FX/animation artists & supervisors, music/sound artisans, production designers, etc. Every day online, in our email newsletters and print issues we cover every aspect of the production &



post industry and have been since 1960. All year long for all these decades we cover producers, directors, cinematographers, visual effects supervisors/artists, animators, composers, sound designers, mixers, production designers, art directors and many more production industry executives and artisans.

Past Academy Season SHOOT FYC Advertisers

A24 Films, Amazon Studios, Annapurna Pictures, CBS Films, Dreamworks, ES Studios, Focus Features, Fox Searchlight, HBO Studios, IFC Films, Lionsgate, Marvel Studios, Miramax, Netflix, Open Road Films, Paramount Pictures, Regency Films, Roadside Attractions, Sony Pictures, STYX Films, Summit Entertainment, Sundance Selects, Tristar, Twentieth Century Fox, TWC, Universal Pictures, Walt Disney Studios & Warner Bros. have placed successful FYC campaigns during past seasons.

Some of the films promoted with SHOOT during the 2019/2020 Season were *American Factory*, *Ford v Ferrari*, *Jojo Rabbit*, *Joker*, *Le Miserables*, *Little Women*, *Marriage Story*, *Once Upon A Time In Hollywood*, *Rocketman*, *The Irishman*, *The Two Popes*, *The Report*

Some of the films promoted with SHOOT during the 2018/2019 Season were *22 July*, *A Quiet Place*, *A Star is Born*, *BlackKklansman*, *Black Panther*, *Cold War*, *Crazy Rich Asians*, *First Man*, *Green Book*, *If Beale Street Could Talk*, *Mary Poppins Returns*, *Mary Queen of Scots*, *On the Basis of Sex*, *Roma*, *The Ballad of Buster Scruggs*, *Vice*.

We look forward to having the opportunity to work with you during the 2020/2021 season!

With SHOOT's ideal Above-the-line and Below-the-line audience, editorial environment and timing, our digital and print platforms provide high profile exposure for your programs and films every step of the way on the Road to the Guild Awards and Academy Awards. In addition to website, email newsletter banner advertising be sure to include SHOOT's December Issue (out 12/18) January Issue (out 1/15), Feb/March Issue (out 2/19) and April Issue (out 4/2) print issues with bonus PDF versions. In addition to print and banner advertising, we offer a great custom email blast service that is hugely popular for FYC Advertising to our industry database of 40,000.

For SHOOT Magazine Ad Sizes/Specs, please visit: <http://www.shootonline.com/pdfs/PrintAdSpecs>

For SHOOTonline Banner specs, please visit: <http://www.shootonline.com/pdfs/bannerspecs>

Print Advertiser Bonus: When you place a print Ad, the PDF version runs at no extra charge in the PDF version of the issue that is posted on our site for additional readers to view/download. In the PDF version, we embed a live link to each advertisers' FYC Site in their Ad. We promote the PDF version with a banner ad linking to it in the six weekly SHOOT>e.dition email newsletters after the PDF version is posted and we will email the PDF version to the 22,000 opt-in subscribers of The SHOOT>e.dition to bring even more attention to the print advertisers.

Past installments of our "Road to Oscar" Series

For the digital versions that ran on SHOOTonline, the SHOOT>e.dition & the SHOOT Dailies, please visit: <https://www.shootonline.com/news/9019>

Past installments of our "Road to Emmy" Series

For the digital versions that ran on SHOOTonline, the SHOOT>e.dition & the SHOOT Dailies, please visit: <https://www.shootonline.com/news/9018>

For additional information, "For Your Consideration" Rates & Space Reservations, please contact SHOOT Publisher, Roberta Grier. 203/227-1699, ext 701 or rgrier@shootonline.com

For SHOOT Academy Season FYC Advertising information, please visit: <http://www.shootonline.com/fyc>

For SHOOT Emmy Season FYC Advertising information, please visit: <https://www.shootonline.com/emmyfyc>