

SHOOTonline.com

40,000 unique visitors per month. Banners may start any day of the month, Home Page & ROS

In-Page Units: Banner Type

Billboard
Large Leaderboard
Leaderboard
Side Medium Rectangle
Side Half Page
Middle Horizontal

In-Page Expandable Units: Banner Type

Large Leaderboard (expands down)
Leaderboard (expands down)
Side Medium Rectangle (expands down & left)
Side Half Page (expands left)
Middle Horizontal (expands down)

File Formats: JPEG, GIF, Animated GIF, Flash, HTML5

SHOOTonline Specs: <http://shootonline.com/pdfs/bannerspecs>

Other Formats

| | | | |
|------------------------|--|-------------|------------|
| Interstitial | 600x500up to 800x550 | \$4,800.00 | \$1,400.00 |
| Wallpaper/Skin | Top 1110 x 250 + left & right 300 x 1250 | \$10,000.00 | \$2,925.00 |
| Catfisher/Floor | 970x250 | \$4,000.00 | \$1,100.00 |
| Catfisher/Floor | 970x90 | \$3,600.00 | \$975.00 |

The SHOOT>e.edition

weekly email newsletter, every Friday

15,000 opt-in subscribers

File Formats: JPEG, GIF, Animated Gif -max file size: 50K

Banner Size (wxh) single >e.edition 6+ weeks Rate

| | | |
|-------------------------|------------|-----------|
| Top Banner: 468x60 | \$500.00 | \$450. ea |
| Side Banner: 180x150 | \$375.00 | \$340. ea |
| Skyscraper: 180x600 | \$1,050.00 | \$945. ea |
| Bottom Banner 1:468x60 | \$250.00 | \$225. ea |
| Bottom Banner 2:595x250 | \$995.00 | \$925. ea |

The SHOOT Dailies

daily email newsletter, every day Monday-Friday

3,500 opt-in subscribers

File Formats: JPEG, GIF, Animated Gif-max file size: 50K

Banner Size (wxh) 1 week Rate: 5 dailies M-F

| | |
|----------------------|----------|
| Top Banner: 728x90 | \$975.00 |
| Side Banner: 180x150 | \$625.00 |
| Skyscraper: 180x600 | \$975.00 |

SHOOT Custom Email Blasts

40,000 opt-in subscribers

File Formats: Image & HTML copy (no flash)

Max Size Rate 1X Rate ea for 2+ in same FYC Phase

| | | |
|--------------------|------------|------------|
| 600 up to 725x1500 | \$3,600.00 | \$3,300.00 |
|--------------------|------------|------------|

(625 wide is suggested)

(

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2 week 20%SOV SHOOTonline banner minimum buy requirement

Or 2 month period for non-FYC

Contact: Roberta Griefer, Publisher, SHOOT Magazine/SHOOTonline, rgriefer@shootonline.com 203/227-1699, ext 701

SHOOTonline.com, The SHOOT>e.edition, The SHOOT Dailies & Custom email blasts

2025 Rates

(Rates are Net and flat-fee based)

| | <u>Banner Size (wxh)</u> | <u>30 Days (20% sov)</u> | <u>7 Days (20% sov)</u> |
|---------|--------------------------|--------------------------|-------------------------|
| 970x250 | \$3,600.00 | \$975.00 | |
| 970x90 | \$3,200.00 | \$875.00 | |
| 728x90 | \$2,800.00 | \$800.00 | |
| 300x250 | \$1,800.00 | \$525.00 | |
| 300x600 | \$3,600.00 | \$975.00 | |
| 468x60 | \$1,500.00 | \$425.00 | |

| | <u>Max Expansion (wxh)</u> | <u>30 Days (20% sov)</u> | <u>7 Days (20% sov)</u> |
|---------|----------------------------|--------------------------|-------------------------|
| 970x300 | \$4,200.00 | \$1,125.00 | |
| 728x300 | \$3,800.00 | \$1,025.00 | |
| 600x250 | \$2,500.00 | \$725.00 | |
| 600x600 | \$4,200.00 | \$1,125.00 | |
| 468x400 | \$2,400.00 | \$700.00 | |

(Note: All Banners can be purchased in 10% SOV at half off above rates)