

SHOOT Custom Email Blast Rates/Specs

SHOOT's Custom email blast service is available to SHOOTonline.com FYC advertisers to reach our database of 40,000+ opt-in subscribers.

Ideal for promoting FYC messages, Screenings, Events, BTS videos, Special offers & more

Rates

One Custom Email Blast: \$3,600.

Two+ Custom Email Blasts sent during the same FYC Phase: \$3,300. each

SHOOTonline Banner Minimum Buy Requirement

Custom Email blasts are sent for advertisers running a SHOOTonline 20% SOV Banner for a minimum of 2 weeks (14 days).

Extend your High Profile reach with a cost-effective 30 day banner!

Size	14 Day Banner Rates	30 Day Banner Rates
Billboard 970x250	\$1,950.	\$3,600.
Catfisher/floor 970x90	\$1,950.	\$3,600.
Catfisher/floor 970x250	\$2,200.	\$4,000.
Expandable Large Leaderboard (expands down from 970x90 to 970x415)	\$2,250.	\$4,200.
Side Half Page 300x600	\$1,950.	\$3,600.
Interstitial 600x500 up to 800x550	\$2,800.	\$4,800.
Wallpaper/skins Top 1110x250 + Right & Left 300x1250	\$5,850.	\$10,000.

Banner File formats: JPG, GIF, Animated GIF, HTML5; 3rd party serving.

SHOOTonline.com Banner Specs: <https://www.shootonline.com/pdfs/bannerspecs>

Banner will receive 20% SOV and run on the Home Page & ROS throughout the site which includes Home Page, News pages, Screenwork pages, SHOOT Publicity Wire pages. This is an important SHOOT benefit because while thousands of users enter the site via the Home Page, thousands also enter via links in one of email newsletters going to all different pages on the site to read articles, interviews, charts, new work, columns, etc.

Custom Email Blast Specs

>HTML email with image in place 625 x up to 1500

>Please also supply text version (backup for those who can't open HTML)

>Subject Line: suggest up to 50 characters, including spaces

>List of emails that should receive test email (*keep list to a few final decision-makers to avoid delays*)

Link to helpful Design Guide: <https://www.shootonline.com/pdf/FYCCustomEmailBlastDesignGuide>

--OR--

If SHOOT is going to build the HTML for you, we'll need the following...

>Body copy text

>Image: Should be equal to or less than 750 wide x 1500 long

(suggest 600x1000 or shorter. Image should be static (JPG or Gif) & no bigger than 300-350K max)

>Subject Line: suggest up to 50 characters, including spaces

>List of emails that should receive test email (*keep list to a few final decision-makers to avoid delays*)

Custom Email Blast Creative Assets Deadline

All Assets/tags MUST arrive 7 business days prior to send date.

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