

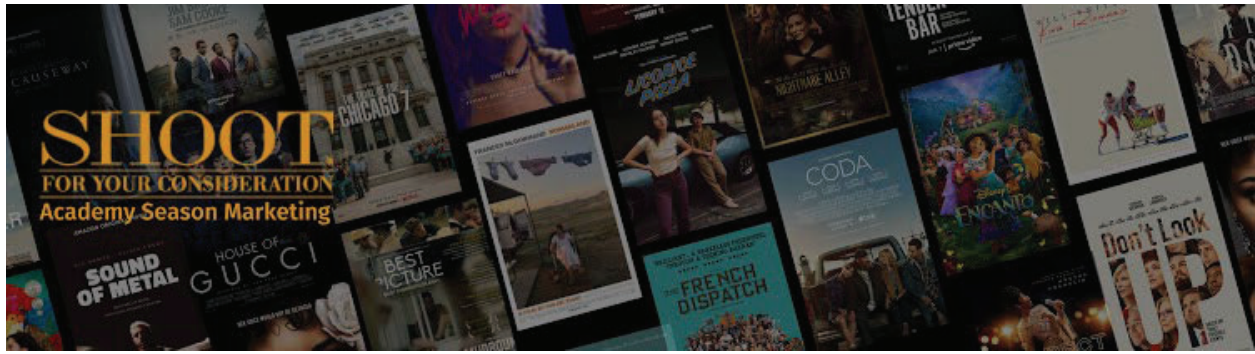
Introduction: SHOOT FYC Overview **Connect with Above-the-Line & Below-the-Line Decision-makers!**

SHOOT's platforms are ideal for helping to drive consideration for Films & Programs during the Guild Awards/Academy Season. We cover all the Guild Awards for film and television throughout the season in addition to our special Road to Oscar 16-part series. We don't just cover nominations and winners, but we regularly cover their news throughout the year. We also cover all the film festivals leading up to the Guild and Academy Awards, bringing attention to the films that are screened at the fests. SHOOT started publishing in 1960, so we have a very long relationship with industry guilds dating back many decades. SHOOT is rather unique in that we are extremely targeted to both the production and post communities and have been since our launch. FYC Marketing with SHOOT ensures that you'll be reaching executives and artisans including producers & production executives, directors, cinematographers, editors, visual effects supervisors/artists, animation supervisors/artists, writers, production designers, music composers & mixers, PR execs & many more.

Our audience includes members of all the industry Guilds and Associations including the AMPAS, Television Academy, ACE, ADG, ASIFA-Hollywood, ASC, ADG, ATAS, CAS, CDG, DGA, ICG, MPSE, MUAHS, VES, WGA & many more. SHOOT is celebrating its 65th Anniversary this year and is pleased to say that we have deep decades long relationships with all Guilds and Associations. Some of the Guild Awards we've been involved with as media sponsors over the years, include the Art Directors Guild (ADG) Production Design Awards, the Cinema Audio Society (CAS) Awards, the International Cinematographers Guild (ICG) Emerging Cinematographer Awards & ICG Publicists Awards, the Motion Picture Sound Editors (MPSE) Golden Reel Awards, the Makeup Artists & Hair Stylists (MUAHS) Awards, and the Visual Effects Society (VES) Awards.

We have an especially close relationship with the Directors Guild of America (DGA) and produce our own annual "SHOOT New Directors Showcase Event" that celebrated its 22nd Anniversary in 2024 -- we hold that event at the Directors Guild of America (DGA) in NYC and the DGA has been a Lead Sponsor each year with a DGA representative always speaking during the evening portion of the Event.

Our annual "Road to Oscar & the Guild Awards" 16-part Series, now in its sixteenth year, is published across all of our platforms, running weekly throughout the season. The series includes profiles and interviews with the executives and artisans behind the films and programs generating Awards buzz in the early part of the series and then nominees in the later part of the series, plus of course nomination and awards coverage. This coverage keeps the people you want to reach with your FYC messages coming to SHOOTonline and reading the SHOOT>e.dition, SHOOT Dailies and SHOOT Magazine's PDF Issues all season long.



Introduction: SHOOT's platforms

SHOOTonline.com

highly targeted production/post industry website with 40,000 unique visitors per month.

Some Popular FYC Banner Sizes include

Billboard: 970x250 -and- Side Half Page: 300x600

Wallpaper/Skins: 1110x250 with right & left 300x1250s wrap around top and sides of site.

Interstitial: 600x500 up to 800x550 - *First thing seen on site; opens on black background.*

Floor/Catfisher: 970x90 or 970x250 - *Right above the bottom of the screen---as readers scroll down, the banner remains there so it's always seen.*

Major Benefits to FYC Advertising on SHOOTonline

#1 Banners runs on the Home Page & all pages throughout the site - and there are thousands of them--a key benefit as while thousands of users enter the site via the Home Page, thousands others enter via links in articles from one of our email newsletters so they are entering the site on all different pages and your banner will be wherever that is!

#2 Banners rotate up & down on pages where there are multiple slots of your size while always appearing on all different pages at the same time.

#3 Mobile Friendly! If your size isn't one that runs on mobile, you'll be able to provide additional size banner at no extra cost, so banners appear perfectly on all mobile devices!

The SHOOT>e.dition Every Friday email newsletter to 15,000 opt-in subscribers, containing abstracts/links to all of the articles, columns, interviews, videos published on SHOOTonline & releases published on the SHOOT Publicity Wire (SPW) during the previous week. Great addition to SHOOTonline banner advertising - as readers of the >e.dition click back and forth to the site they will see your site banners that appear on the Home Page and all throughout the site. **Sizes:** 468x60, 180x600, 180x150

The SHOOT Dailies (M-F email newsletter)

Published daily Monday-Friday, the Dailies go to 3,000 opt-in subscribers.

Recommended for added reach in conjunction with a SHOOTonline and/or SHOOT>e.dition schedule; not as a stand-alone buy. **Sizes:** 728x90, 180x600, 180x150 - banners run on all five consecutive M-F Dailies.

SHOOT Custom Email Blasts

Sent to our email database of 40,000 opt-in subscribers, hugely popular for FYC messages including screening/virtual screening invitations, BTS videos, etc.

SHOOT Magazine PDF Issue with digital distribution

The great look of Print with all the benefits of digital! Your Ad will link to your FYC site! PDF Issues are posted on SHOOTonline for 40,000 monthly visitors to view/download & are emailed to 15,000 subscribers to bring more attention to FYC Advertisers!

The SHOOT Publicity Wire (SPW)

Publicity Wire Service for the Entertainment & Advertising Production Industry