



Connecting Ad Agency, Commercial & Entertainment Production Decision-makers to News, Resources & Each Other

SHOOTonline.com is the global online community for Creatives, Producers, Executives and Artisans in the Ad Agency, Production, Post, Editing, Visual Effects, Animation, Music, Production Services, and Client Communities responsible for commercial, interactive, branded content and entertainment production. In addition to providing news and information, **SHOOTonline.com's** mission is to help foster a sense of community for its readers, who are diverse geographically and in terms of their roles in the creative/production equation (content provider, agency, client, media, studio, etc). **The SHOOT>e.dition**, a weekly HTML publications, sent via email to readers around the world connects readers to SHOOTonline.com for additional information and resources,

SHOOTonline.com features...

- **Home Page News Updated All the time**
- **SHOOT News Archives & PDF versions of Print Issues**
- **The Best and most Current Work** Appears in SHOOTonline's ScreenWork Database
- **The SHOOTonline Directory** Comprehensive Global Industry Resource
- **Creative and flexible advertising programs to suit every budget and marketing need!**

Whatever your brand, marketing or sales strategy, we offer numerous options to connect your message with potential clients around the world, including: banner advertising, sponsored text links, enhanced directory listings, classified advertising, and weekly HTML >e.dition banner advertising.

2010 Website Advertising Rates

(Rates effective Jan. 2010 • Online & >e.dition Advertising Rates are NET)

SHOOTonline.com website



SITE BANNERS / TEXT LINKS Banner ad campaigns provide a cost-effective way to increase brand awareness and visibility while driving traffic to your site. Each banner position rotates up to five ads. Top, Left Side and Bottom Banners run on all pages through the site. Right Side Banners are "Home-page" only. Ad rotation within each banner position is random but equal, so each advertiser receives the same % of views. You can rotate different ads within your position, or you can switch out your creative monthly. Your campaign stays fresh and dynamic! Sponsored text links are a great way to get your message read. Each text ad may be up to 80 characters in length and can link directly to the advertiser's web site. Because they're text, readers view them as a part of the page content, providing a persistent and powerful branding opportunity. (email Banner and text ad files to onlineads@shootonline.com)

Top Banner

- Size 468 x 60
- \$2,000. for 30 days

Online Banner Frequency Discounts

3-6months - 5%, 7-12 months - 10%

Sponsored Text Link: 80 characters

\$100. per week (will appear on same week's HTML e.dition at no extra charge)

Sponsored Text Link Frequency Discounts:

5-10 weeks - 5%, 11-21 weeks - 10%, 21+weeks - 15%

Left Side Banners

- Size 180 x 150
- \$1,400 for 30 days

Right Side Banner (Home Page-only)

- Size 180 x 125(or 150)
- \$800. for 30 days

Bottom Banners

- Size 234 x 60
- \$800 for 30 days

File Format GIF, Animated GIF, JPEG, Flash, FLV

No max file size

Q: I want my ad to loop a certain number of times. How is that done?

A: Looping the timeline

It is recommended that the .swf file is published in Actionscript 2.0

We have all seen those banner ads that play two or three times and are replaced by another version of the ad. To loop the main timeline three times—this is a popular number for banner ads—declare a loop variable in frame 1 and initialize it to 0. Here's how they do it:

(This example assumes that the animation is 30 frames long. You really only have to add the scripts to the first and last frames of your animation. It's recommended that you make a scripts layer for this.)

1. Add a keyframe in frame 1 and frame 30 of the scripts layer, select the keyframe in frame 1, and open the Actions panel.
2. Enter the following code into the Script pane:

```
var loop:Number = 0;
```

Nothing new here—you create a variable named loop and give it a number value of 0. In many respects, what you are doing here is setting the initial value, because all of the action in this example takes place between frames 2 and 30.

3. Select the keyframe in frame 30 and add the following code:

```
loop = loop + 1;  
if (loop < 3) {  
  this.gotoAndPlay(2);  
} else {  
  this.stop();  
}
```

Let's take a look at what you have done. The first line adds 1 to the value of the variable you named loop in the first frame. The next four lines are the conditional statement that essentially says, "If the value of loop is 1 or 2 (if loop < 3), then scoot the playhead back to frame 2 (this.gotoAndPlay(2)). If it is already 3—else—then stay put on frame 30."

The first time the playhead hits frame 30, the value of loop is 1, and the playhead scoots back to frame 2. (The reason it goes to frame 2 is because frame 1 would set the value of loop to 0 again.) The next time it hits frame 30, the value of loop is changed to 2 and, again, the playhead scoots back to frame 2 and plays the animation. This time, when the playhead hits frame 30, the value of loop is changed to 3, and the playhead stays put on frame 30.

4. Save and test the movie.

Q: I've heard that Flash ads need special coding in order to register the number of clickthroughs. What is it?

A: clickTAG: Single Flash Movie Tracking Application

It is recommended that the .swf file is published in Actionscript 2.0

Setup for SHOOTonline.com and Third-party click tracking

Advertisers have one option for implementing click tracking within a single-movie Flash creative. It will work with most of the common third-party tracking methods, such as using unique URLs provided by a vendor.

1. Insert the clickTAG command only into the GetURL action

Only the clickTAG command is included in the getURL action and saved within the Flash single-movie creative.

a. Use the syntax in Example 1 to code your getURL action within the Flash creative. Please note that the standard method of using clickTAG in a getURL command within a Flash animation is to use:

```
on (release) {  
  getURL (_root.clickTAG, "_blank");  
}
```

When the user clicks and then releases on the button the getURL command is activated and a new window is opened. **Do not use on (press) instead of on (release), for example:**

```
on (press) {  
  getURL (_root.clickTAG, "_blank");  
}
```

This will cause Pop-up blockers to be triggered.

b. Submit a landing page URL no more than 128 characters to SHOOTonline.com.

When the ad is served, SHOOTonline.com attaches the provided tracking URL through code outside the Flash file. SHOOTonline.com provides both click-tracking and impression data.

Note: Advertiser must use target="_blank" for the window option.

Security

For added security, Macromedia recommends using the following added bit of code to verify the URL source of any link that is not embedded:

```
on (release) {  
  if (root.clickTAG.substr(0,5) == "http:") {  
    getURL(root.clickTAG);  
  }  
}
```



SHOOT's >e.dition



The SHOOT>e.dition (weekly HTML publication) Deliver your message to 24,000 opt-in advertising, commercial and entertainment production industry subscribers each week. The weekly HTML SHOOT>e.dition keeps readers up-to-date on the latest news about commercial, interactive, branded content and entertainment production. Banner Advertising offers a powerful interactive way to reach out to prospects and customers. Readers click-thru to web site link or email address in your ad for immediate access to your company.

Top Banner

- Size 468 x 60
- \$500. per >e.dition

Left Side Banners

- Size 180 x 150
- \$375. per >e.dition

Right Side Banners

- Size 180 x 150
- \$375. per >e.dition

Bottom Banner

- Size 468 x 60
- \$250. per >e.dition

File Formats accepted: GIF, Animated GIF, or JPEG (max file size: 20K)

>e.dition banner monthly frequency discounts for great visibility and savings:

2-3 months: 10% off each banner, 4-8 months: 15% off each banner, 9-12 months: 20% off each banner

THE SHOOTONLINE CLASSIFIEDS Recruitment | Real Estate | Services Offered | Used Equipment

Find all types of Goods and Services using The SHOOT Classifieds. Our classified ads provide an easy way to locate Industry Services, Products, Real Estate (Office & Production space), and Recruitment (Help Wanted/Position Wanted/Freelance). Place a classified ad to reach industry professionals across the United States, and around the World. Contact: classified@shootonline.com | 203/227-1699, ext 12.

30 Days \$34.99

60 Days \$59.99

THE SHOOTONLINE DIRECTORY LISTING Free Basic Listing | Low-Cost Enhanced Listing

We all know how important it is to work with the right people. You've been on jobs where everything clicked and the work was great. You've been involved in projects where the chemistry was off, the vision wasn't shared, personalities clashed, or the work ethic wasn't there -- and the work suffered. The SHOOT Directory helps your clients find the right resource, the right company, and the right partners for their next job. Search alphabetically, by industry, or by location.

FREE BASIC LISTING INCLUDES

1. Company Name
2. Mail, E-mail & Website Address
3. Phone & Fax
4. Contact Names and Titles
5. Description of Business
6. Multiple category by type option

LOW-COST (\$225) ENHANCED LISTING INCLUDES

1. All Basic Free Listing Features Plus...
2. Full Color Digital Logo
3. Bold Company Name
4. Web Address Hot-Link
5. Eye-Catching Graphic
6. Extra visibility on all search lists

TO POST YOUR COMPANY'S FREE BASIC LISTING OR TO ENHANCE YOUR COMPANY'S FREE LISTING, GO TO WWW.SHOOTONLINE.COM/GO/DIRECTORY OR CONTACT: DATA@SHOOTONLINE.COM OR 203.227.1699 EXT. 11



Advertising information/banner reservations
Roberta Grier 203.227.1699 ext 13
rgrier@shootonline.com

Production Questions
onlineads@shootonline.com



FOR YOUR CONSIDERATION
BEST DIRECTOR
Kathryn Bigelow

WINNER
BEST DIRECTOR
2009 DC FILM CRITICS
BEST PICTURE
2009 IFF GOTHAM AWARDS

The >e.dition

HOME | DIRECTORY | CLASSIFIED | PUBLICITY WIRE | EVENTS

STEELE studios

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2009 In Perspective: Changing Tide Reflections On The Past Year And The Slow Moving Arc From Recession To Recovery

by A SHOOT Staff Report

LOS ANGELES, December 11, 2009 -- Although there have been hints of recovery, the economy and its challenging, if not downright sorry state, was the dominant dynamic in 2009. As we wait with bated breath to see how consumer spending goes this holiday season, which could be an initial indicator of things to come in 2010, clearly the elephant in the room is a national unemployment rate that currently resides at 10-plus percent yet still hasn't crested according to experts.

A Coming Together For Wieden+Kennedy, SHOOT's Advertising Agency Of The Year for 2009

by Robert Goldrich

PORTLAND, Ore. -- In a year when the global economy was in disarray with profoundly negative repercussions for the advertising industry, the positive theme of coming together came together for SHOOT's Agency of the Year, Wieden+Kennedy (W+K), which realized creative and business growth in 2009, as reflected in a raft of breakthrough work.

Prelude To 50th Anniversary Series: Then, Now and Looking Ahead Through The Eyes of Luminaries

by Robert Goldrich

Next December marks SHOOT's 50th year of publication and in this year-end issue we begin a series of features that will run through 2010 in which noted industry executives and artists reflect on the changes they've seen over the decades, as well as the essential dynamics that have endured.

JWT: Ready For Holiday Primetime With CBS Special

by Robert Goldrich

NEW YORK -- While *Mad Men* has made its mark in primetime, a modern day ad agency, JWT, is looking to do the same this holiday season--but as a TV special creator/producer. And like *Mad Men*, the new show has a retro appeal, though of a different variety, hearkening back to the yuletide tradition of the animation special which in the 1960s brought us such perennial favorites as *Rudolph the Red-Nosed Reindeer*, *A Charlie Brown Christmas*, and *Frosty The Snowman*.

Creative Marketer of the Year 2009: California Milk Processor Board--Thinking Outside The Carton

by Robert Goldrich

There's a word in the California Milk Processor Board (CMPB) moniker that could in a very real sense be regarded as superfluous: "California." Indeed this client goes well beyond the geography of a single state.

An Original Director: Anjelica Huston

by Robert Goldrich

LOS ANGELES -- Academy Award-winning actress Anjelica Huston has joined bicoastal Original Film for representation as a director spanning spots and varied forms of branded content. Huston is no stranger to the director's chair, having been nominated in 1997 for both a Directors Guild of America (DGA) Award as well as an Emmy for her helming of the dramatic special *Bastard Out of Carolina*.

VFX & Animation: Chart Toppers Range From A Run To Victory To Running For Your Life

by A SHOOT Staff Report

Weetabix's "Steeplechase," a spot in which a jockey loses his horse and must finish the race himself, and Kerry LowLow's "Mouse," which shows an ambitious rodent navigating his way through a gauntlet of mousetraps for a nibble of low fat cheese, are SHOOT's Visual Effects & Animation Chart toppers for the fourth quarter.

Visual Effects & Animation: SHOOT Top Ten Chart

by The Editors of SHOOT

Have a look-see at the quarter's leading VFX and Animation spots, which showcase a wide range of genres, looks and approaches.

Look for the Signs.
Quality Service is in your future.

Burbank
818-729-0080
New York
212-695-6622
commercials@pespayroll.com

taillight

THE SOUTHEAST'S BEST CROP OF DIRECTORS



> Top Spot of the Week: Verizon's "Stealth"

The New York Times
"It's extraordinary filmmaking."

THE HURT LOCKER

FOR YOUR CONSIDERATION
BEST DIRECTOR
Kathryn Bigelow

Sponsored links

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IS YOUR STORY ON THE WIRE? Here's a powerful low-cost PR Tool to communicate to a hard-to-reach market comprised of ad agencies, movie studios, networks, TV stations, syndicators, production or post studios, directors, producers and more... The SHOOT Publicity Wire... TRY IT YOU'LL LOVE IT... Join our growing list of happy clients. NOW is the ideal time to try it!

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Auctioneer To Dispose of Soundhound, Inc. on Thursday, Dec. 17th at 10...

[Need a change?](#)
Major East coast repping company, looking for a quality production com...

This week's Top Spot is Verizon's "Stealth" for the Droid smartphone. Though it doesn't speak disparagingly of AT&T, other recent Verizon campaigns do, belittling AT&T's 3G coverage, with AT&T responding via its own spots. Who is winning the ad battle?

>> Verizon by aggressively targeting AT&T with its map coverage campaign.

>> AT&T, which defends its coverage and comes off the better of the two by not having initiated attack ads.

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SHOOT Publicity Wire

MastersFX Launches Digital Division, Names Andre Bustanoby Visual Effects Supervisor

BlackLake & Therapy Create Branded Series For Wieden+Kennedy Entertainment

SHOOT Magazine Poll: Which Spot Is The "Top Spot of the Year" For 2009?

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