



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, network, studio, agent, 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.

## 2012 Website Advertising Rates

(Rates effective Jan. 2012 • 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. 468x60 Top Banners appear on all pages throughout the site. 180x150 Side Banners alternate between the Top-Left & Mid-Left slots on all pages throughout the site and on the right side "Home-page" slot. Ad rotation within each banner position is random but equal. 234x60 Bottom banners appear on all pages throughout the site. Keep campaign fresh and dynamic by rotating different creative within your position or switching creative monthly. Sponsored text links may be up to 150 characters in length and 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. Site averages 36,000+unique visitors per month, 75,000+page views, 100,000+ impressions. **File Formats Accepted:** JPEG, GIF, Animated GIF, Flash, FLV. If using Flash or FLV, please request our Click Tag specs/looping codes.

#### Top Banner

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

#### Side Banners

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

#### Right Side Skyscraper (Home Page-only)

- Size 180 x 300, 450 or 600

\*Contact SHOOT for rates

#### Bottom Banners

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

#### Online Banner Frequency Discounts

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

**Sponsored Text Link: up to 150** characters

\$100. per week (appears on same week's SHOOT>e.dition at no extra charge)

**Sponsored Text Link Frequency Discounts:**

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



## SHOOT's >e.dition



**The SHOOT>e.dition (weekly HTML publication)** Deliver your message to 28,000 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, 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 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: 35K)

**>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

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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

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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](http://WWW.SHOOTONLINE.COM/GO/DIRECTORY) OR CONTACT: [DATA@SHOOTONLINE.COM](mailto:DATA@SHOOTONLINE.COM) OR 203.227.1699 EXT. 11**



Advertising information/banner reservations  
Roberta Grier 203.227.1699 ext 13  
[rgrier@shootonline.com](mailto:rgrier@shootonline.com)

Production Questions  
[onlineads@shootonline.com](mailto:onlineads@shootonline.com)

## SHOOT Flash ad submittal FAQ

**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**

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.

### What is a clickTAG?

A click tracking method created by Adobe for rich media banners designed with Flash. It has evolved into an industry standard over the past several years and is today supported by every major ad server.

Flash designers will find implementing the clickTAG method to be fairly simple. In short, you need to insert a transparent button into the top-most layer of your Flash banner and assign it an onrelease action with some special ActionScript code that is designed to accept a click-tracking redirect as a parameter. Copy the ActionScript code below for the minimum version of Flash you intend to publish in the SWF file for the banner.

Which minimum version of Flash should you choose to save your file as? If at all possible, we recommend that you choose Flash 8 or 9. According to surveys conducted by Adobe, 99.6% of users worldwide have the Flash 8 or 9 plugin. **To save time, it is recommended you also provide the native .fla file, in case the submitted SWF file does not work correctly so the SHOOTonline production department can fix it.**

**Use the syntax below to code your getURL action within the Flash Creative. Do not make any modifications to the code. It requires absolutely no changes to function correctly. It should be copied and pasted into your banner exactly as it appears. Also, do not insert your company website address url.**

### Output to Flash 8 and 9

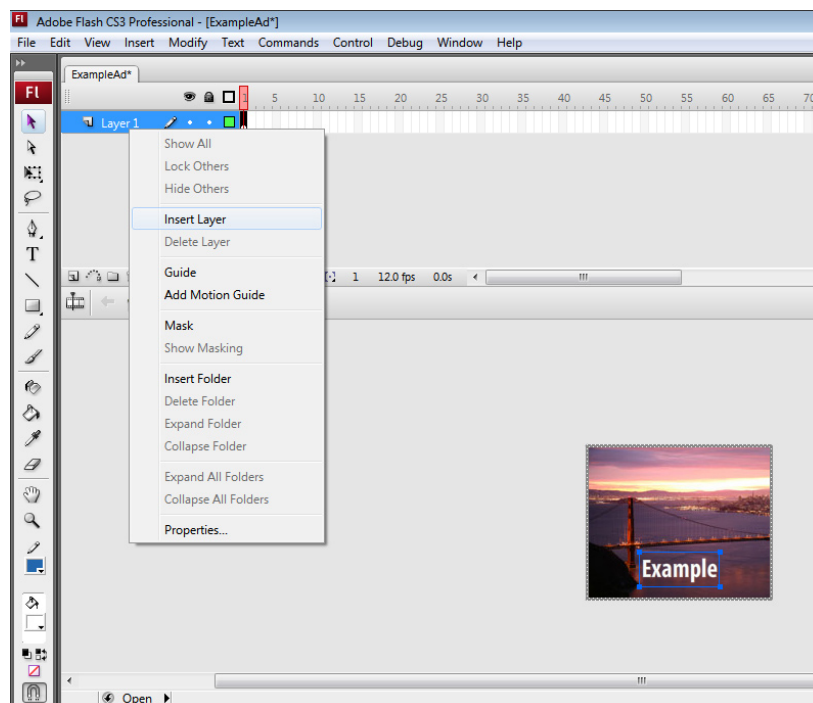
This is ActionScript 2.0 code. **It is recommended that the Flash File is published in ActionScript 2.0 and is output to Flash Version 8 or 9.** Be aware that Flash 8 and 9 treat the clickTAG parameter name case sensitively—verify that all occurrences of the parameter name are exactly them same.

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

### Implementing the clickTAG (Tutorial)

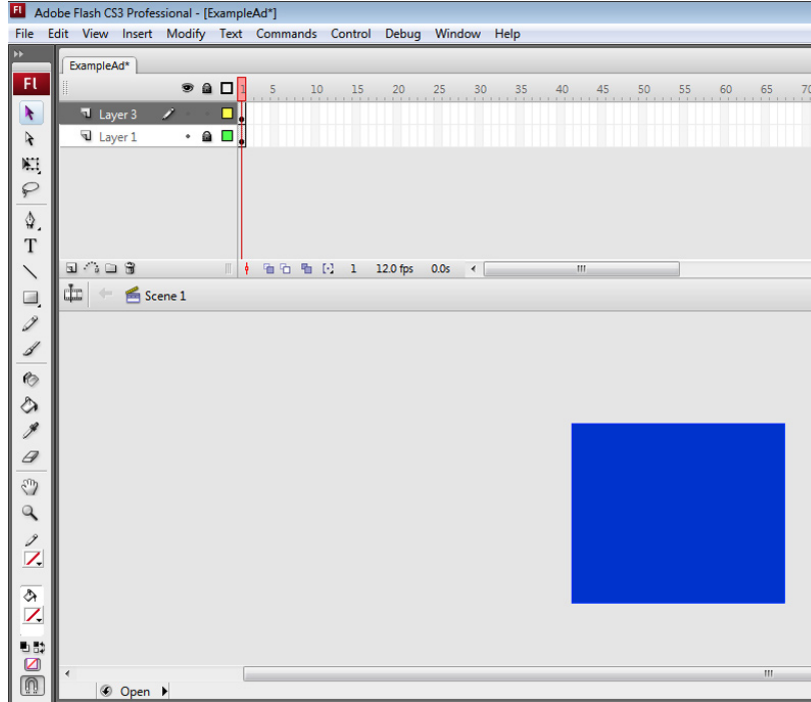
The following example images use a banner size of 180x150—but these settings can be applied to any size ad. Remember to set the ad background to black. *(To be on the safe side, it's preferable to have a solid black rectangle that covers your whole ad on the bottom layer.)*

**Step 1:** Right click on Layer 1 (or your topmost layer) and then click on Insert Layer as shown in the screenshot below. Name it "Button":

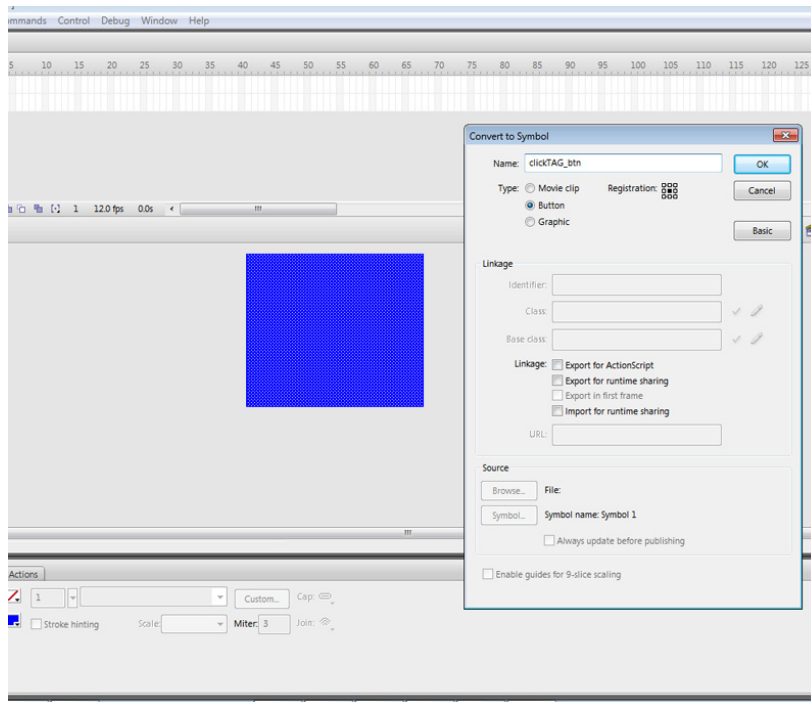


### clickTAG Tutorial, continued

**Step 2:** Using the rectangle tool, draw a rectangle over the entire ad. (Don't worry about it covering your ad—later on when you modify the button symbol, the button will be invisible.)

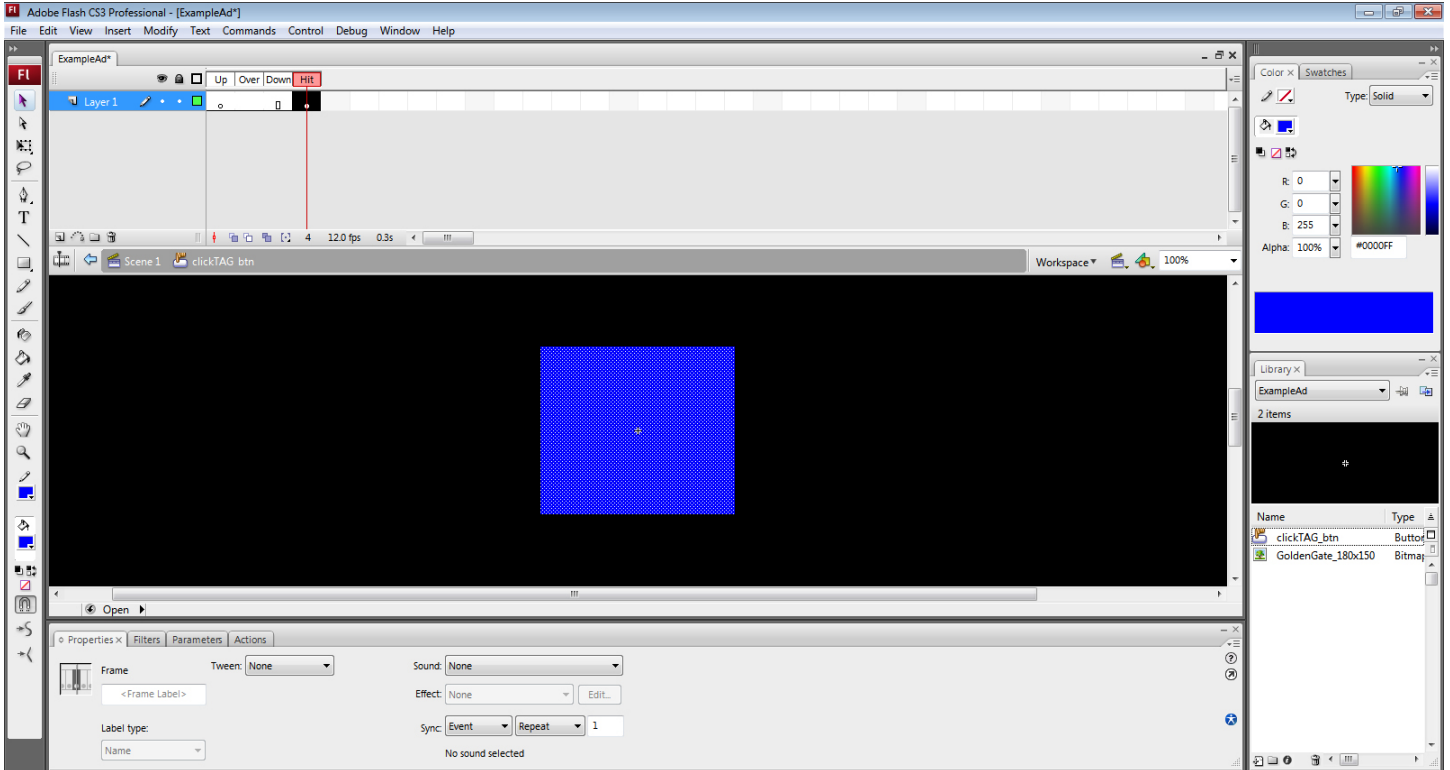


**Step 3:** Select your rectangle and select Modify > Convert to symbol from the menu. In the example below, we've named it clickTAG\_btn.

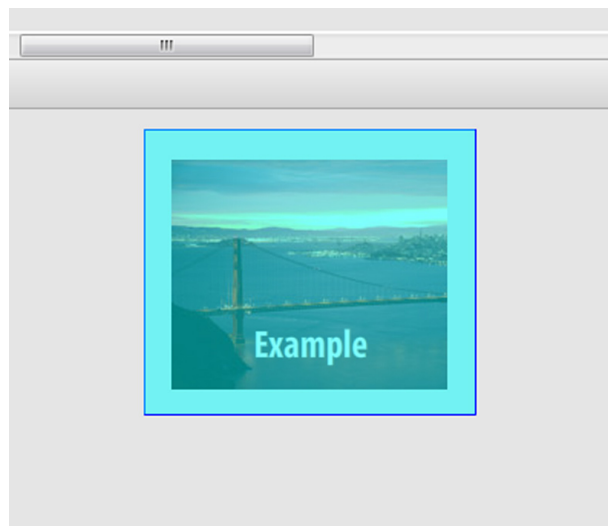


### clickTAG Tutorial, continued

**Step 4:** Double click your clickTAG\_btn symbol in your library. Make sure only the "Hit" state has a keyframe in it—all the others (the Up, Over, and Down states) should be blank, as illustrated below.

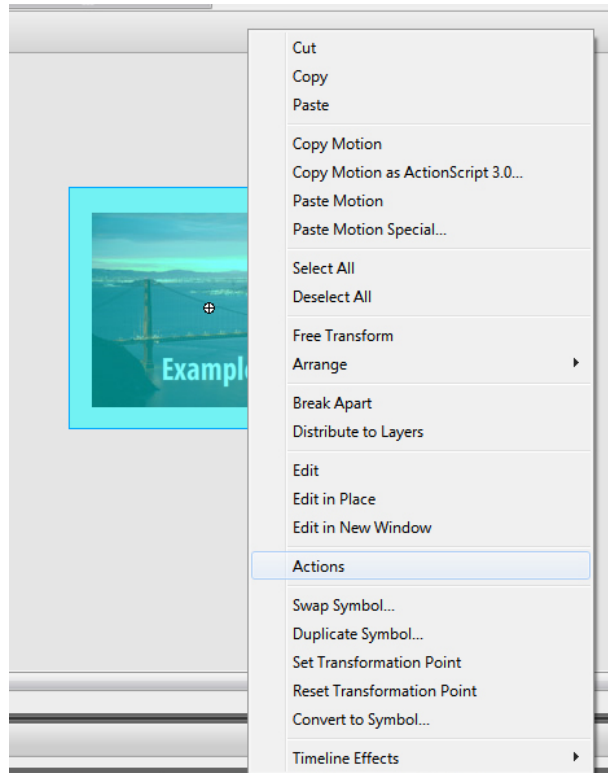


Once you go back to your banner ad, the result should look like this:



### clickTAG Tutorial, continued

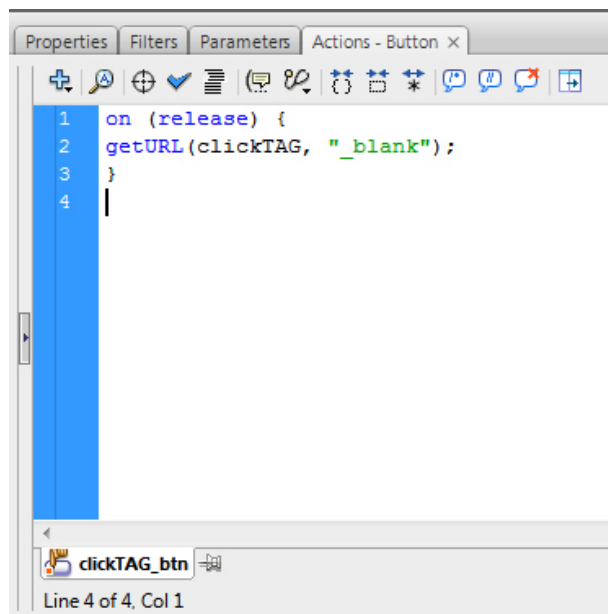
**Step 5:** Right click on your button and select "Actions" from the menu. (Remember, the button layer should be the topmost layer in your flash file.)



**Step 6:** Paste the following code in your ActionScript window. **Note that there is no embedded link in the getURL tag. The URL will be specified by the ad serving software, and should not be embedded in the .swf file itself.**

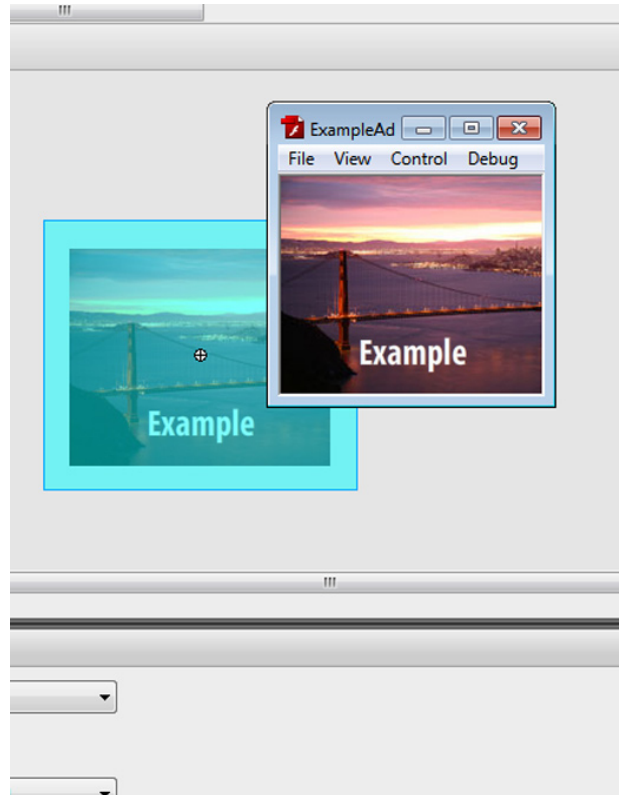
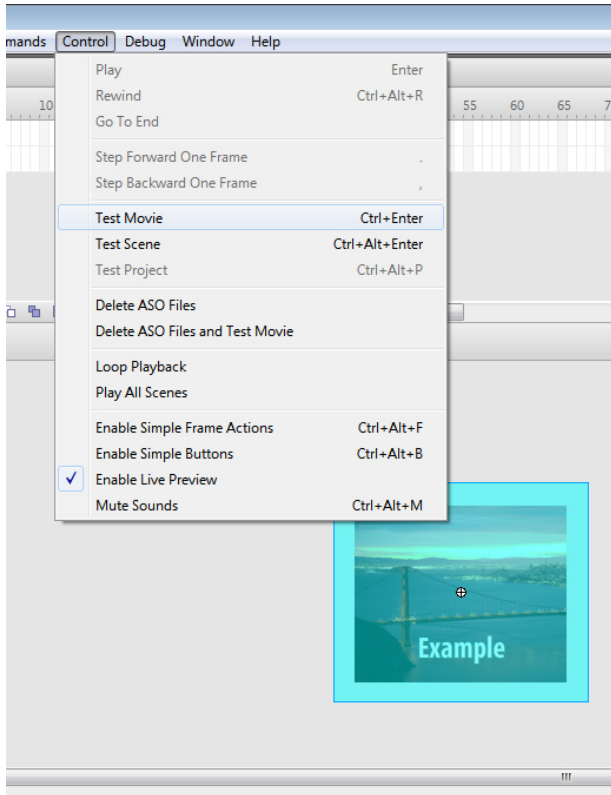
When the ad is served, SHOOTonline.com attaches the provided tracking URL through code outside the Flash file. SHOOTonline provides both click-tracking and impression data.

Note: Code must use target "\_blank" —This will open your click url in a new window.

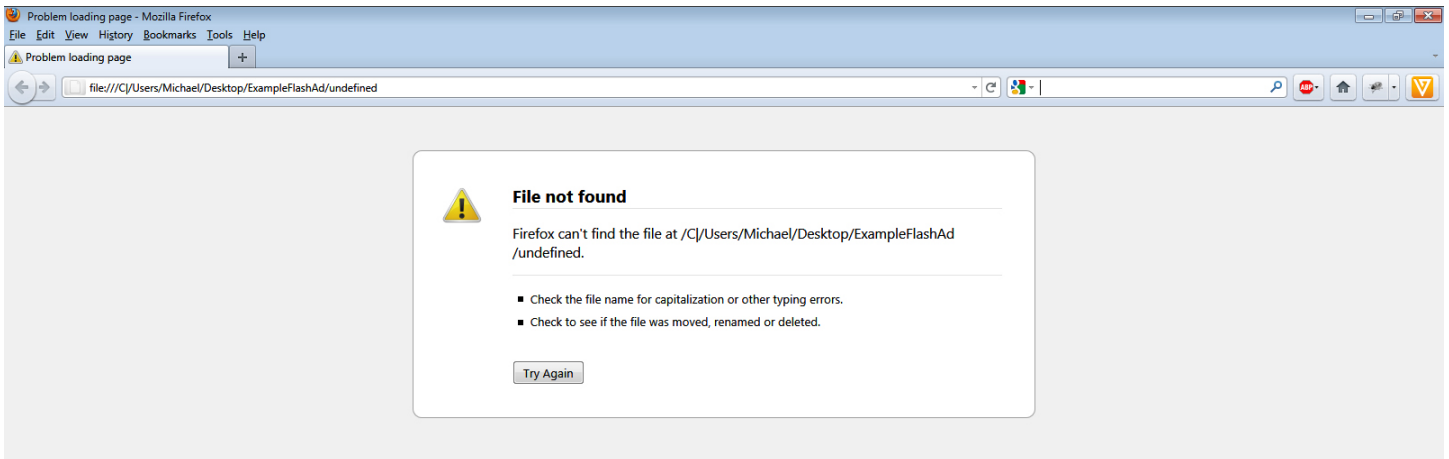


### clickTAG Tutorial, continued

**Step 7:** Now, save your file (if you haven't already done so,) and test your movie. Give your ad a click; if a finger cursor pops up, the banner is hot, and your ad is clickable.

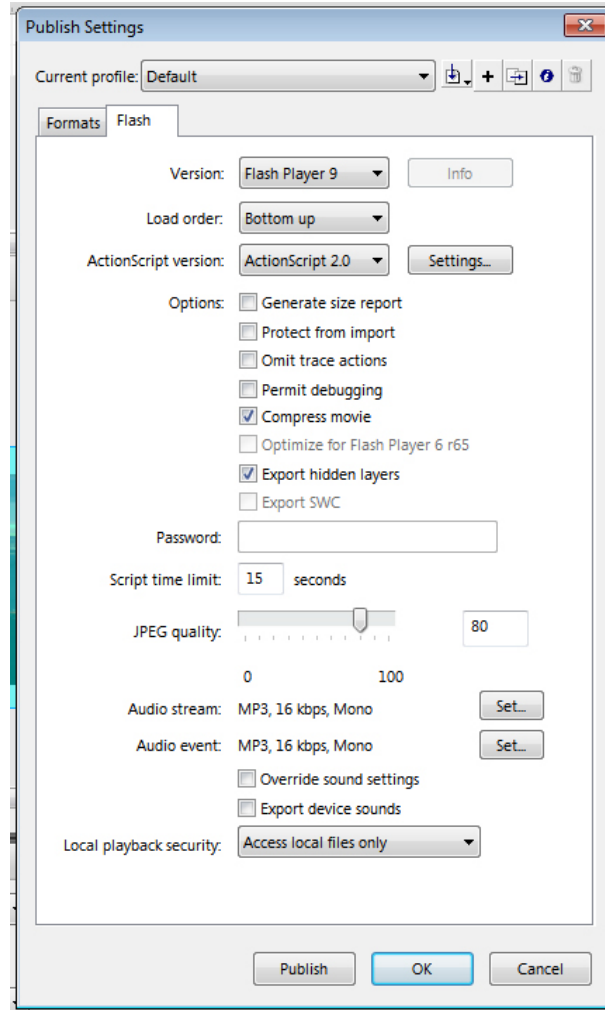


If your browser opens up to a screen as illustrated below, your ad works fine. This is only happening because we haven't specified a URL in the Flash file itself; it will be supplied by the ad serving software when the ad is uploaded later.



### clickTAG Tutorial, continued

**Step 9:** Once you've verified that your ad is working correctly, it is recommended you output your file using Flash version 8 or 9, and using ActionScript version 2.0. Also, we recommend sending the native .fla file as well, should we have to review it.



## Looping your ad

**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've all seen those banner ads that loop two or three times. To loop the main timeline three times—this is a popular number for banner ads—they simply declare a loop variable in frame 1 and initialize it to 0. Here's how to 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 specific scripts layer for this.)

**1)** Add a keyframe in frame 1 and frame 30 of the scripts layer, then select the keyframe in frame one and open the Actions panel.

**2)** Enter the following code in 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 enter the following code in the script pane:

```
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 three—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.

## Troubleshooting

### Case Sensitivity

Did you export the SWF file for your banner for Flash version 8 or 9? These versions of Flash treat the clickTAG parameter name case sensitively. If you did not copy and paste the ActionScript code, verify that all occurrences of the parameter name are spelled exactly as clickTAG.

### Embedded URLs

Where your link actually goes is in the ad server, which will dynamically inject the link into the banner at the time of serving. No link(s) should ever be embedded in the Flash banner directly.

### "Smart" quotes and extra closing brackets

ActionScript won't work if there are typographer's (" ") quotes in the coding. Make sure the quotes are straight up and down, not slanted. Also, line without a closing bracket, or an extra bracket will result in a syntax error.

For any questions regarding your Flash ad, contact  
Gerald Giannone at [ggiannone@shootonline.com](mailto:ggiannone@shootonline.com), (203) 227-1699 ext. 12 or  
Michael Morgera at [mmorgera@shootonline.com](mailto:mmorgera@shootonline.com), (203) 227-1699 ext. 11



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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.

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The New York Times

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**BEST DIRECTOR**  
 Kathryn Bigelow

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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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