



Connecting Advertising Agency & Production Industry 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 and branded content 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). **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.com's ScreenWork Database
- **The SHOOTonline Directory** Comprehensive Global Industry Resource
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- **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.

2009 Website Advertising Rates

(Rates effective Jan. 2009 • 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 Banners (Home Page-only)

- Size 180 x 125
- \$800. for 30 days

Bottom Banners

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

File Format GIF, Animated GIF, JPEG (max file size 16K) Flash, FLV (max file size on case-by-case basis)



SHOOT's >e.dition



The SHOOT>e.dition (weekly HTML publication) Deliver your message to over 23,000 opt-in advertising & production industry E-mail subscribers each week. The SHOOT weekly HTML >e.dition keeps readers up-to-date on the latest news about commercial, interactive, and branded content 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 response.

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 125
- \$375. per >e.dition

Bottom Banner

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

File Format: GIF, Animated GIF, or JPEG

>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