

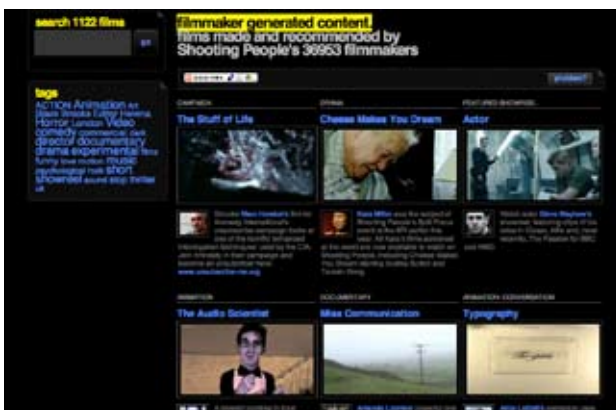
"Shooting People is a necessity for anyone who works, lives and breathes independent film".
Morgan Spurlock (dir: *Supersize Me*)

Entering its second decade, Shooting People is the international networking organization dedicated to the support and promotion of independent filmmaking. It has 37,000 members (23,500 in the UK, and 13,500 in the US).

Members pay a yearly subscription (US \$40; UK £30) to join. Members create their own profiles and upload their work, exhibiting themselves to their peers, the industry and the world, giving them a permanent showreel-style service. They receive access to Shooting People's huge independent film calendar, as well as to invaluable document resources, podcasts of interviews, and industry best deals on goods and services.

The network enables over 300 films to be cast and crewed every week.

Shooting People is indispensable to the independent filmmaker.



The Bulletins

- ▶ **There are the nine bulletins members can subscribe to.**
- ▶ Members 'write' the bulletins by posting in questions, news, offers and so on. SP moderates each bulletin, to make sure posting guidelines are adhered to;
- ▶ Over 75% of these daily e-mails are opened by members;
- ▶ The nine Daily Bulletins and the numbers of recipients are:
 1. **NY Filmmakers** (11,400 subscribers each day); and
 2. **LA/SF Filmmakers** (4,600 subscribers each day).
 3. **Global Screenwriters** (7,900 subscribers weekdays);
 4. **Global Script Pitch** (5,900 subscribers Wednesdays);
 5. **UK Animation** (4,600 subscribers Monday, Wednesdays and Fridays);
 6. **UK Filmmaker** (19,300 subscribers each day);
 7. **UK Casting** (10,200 subscribers each day);
 8. **UK Music Video and Film Music** (10,100 subscribers Tuesdays and Thursdays);
 9. **UK Documentary** (10,300 subscribers weekdays);

This is over 500k e-mails sent per week.

Shooting People members are usually 20-40, highly skilled, have above average disposable incomes, and are mavens, or early adopters of both lifestyle fashions and new technologies. The members are involved in all aspects of the filmmaking process: directors, producers, actors, writers, technicians, and more.

"Shooting People is right!"
 Director and Shooters Patron Mike Figgis
 (Leaving Las Vegas, Timecode).



Bulletin banner

Can host static images only, links through to page of client's choice.

685 x 90px

(File size must not exceed 30KB)

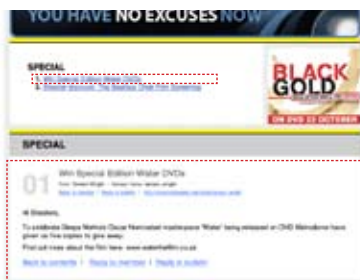


Bulletin Rectangle

Can host static images only, links through to page of client's choice

180 x 165px

(File size must not exceed 20KB)



Sponsors Message

Advertising on the NYC Filmmaker Daily e-mail Bulletin: 11,400 members receive the NYC Filmmaker Bulletin Daily

	Just once	For a week (7 days)	For a month
Bulletin Banner	\$500	\$2,400 (i.e. \$343per day)	\$6,750 (i.e. \$225per day)
Bulletin Rectangle box	\$400	\$1,800 (i.e. \$257per day)	\$5,250 (i.e. \$175per day)
Sponsor's message (text)	\$300	\$1,300 (i.e. \$186 per day)	\$3,750 (i.e. \$125per day)
Own the US Bulletins	\$1,000 (i.e. 17% off)	\$4,000 (i.e.30% off)	\$8,000 (i.e.50% off)
		(which is a 25% discount)	(which is a 50% discount)

Shooting People's Patrons include Stephen Woolley, Sally Potter, Albert Maysles, Tom McCarthy?, Nick Park, Richard E Grant, Kevin Macdonald...



Homepage Skyscraper

Can host static or Flash images, links through to page of client's choice.

120 x 600px

Advertising on Shooting People Homepage:

	Just once	For a week (7 days)	For a month
Home Page Large	n/a	\$1,000 (i.e. \$143 per day)	\$2,000 (i.e. \$66 per day, or 50% off)
Home Page Small	n/a	\$500 (i.e. \$70 per day)	\$1,000 (i.e. \$33 per day)
Own the Bulletin	n/a	\$1,050 (i.e. 50% off)	\$2,100 (i.e. 50% off)
		(which is a 25% discount)	(which is a 50% discount)

All items to be e-mailed to james@shootingpeople.org

- 1. Homepage Rectangle:** Client to supply image, strap line, url, or code if Flash animation, and Shooting People will build. W180 x H150px;
- 2. Homepage Small Rectangle:** Client to supply image, strap line and url, and Shooting People will build. Note: static images only. W135 x H55px;
- 3. Bulletin banner (with url click through to client's website):** Client to supply finished item and url. Note: static images only. W729 x H90px (File size must not exceed 30KB);
- 4. Bulletin Rectangle (with url click through to client's website):** Client to supply finished item and url. Note: static images only. W180 x H150px (File size must not exceed 20KB);
- 5. Foot of Bulletin 'our friends' logo (with url click through to client's website):** Client to supply finished item and url. Note: static images only. W110(max) x H58(max)px (File size must not exceed 6KB).

Previous Clients:

