



# DUCKS UNLIMITED

## — MEDIA KIT —



LEADER *in* WETLANDS CONSERVATION

# DIGITAL OVERVIEW



## WWW.DUCKS.ORG

**485K+**

average monthly active users

**2.67MM+**

average monthly page views

**3.61**

pages per visit

## E-MAIL

**700K+**

opt-in e-mail subscribers

**15%**

average open rates

**20%**

average click through rates

## SOCIAL

**1.1MM+**

Facebook followers

**117K+**

Twitter followers

**734K+**

Instagram followers

## PODCAST

**1.1MM+**

total unique downloads

**15+**

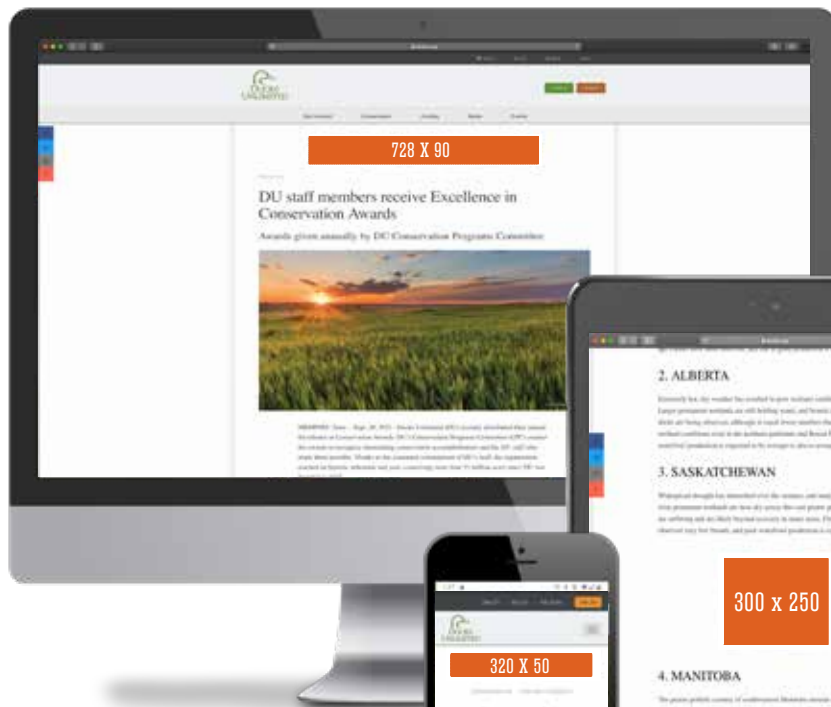
new episodes per month

**2.8K+**

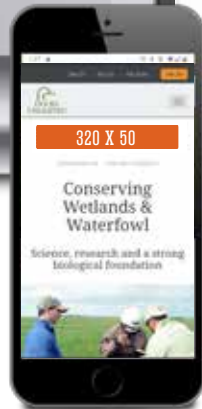
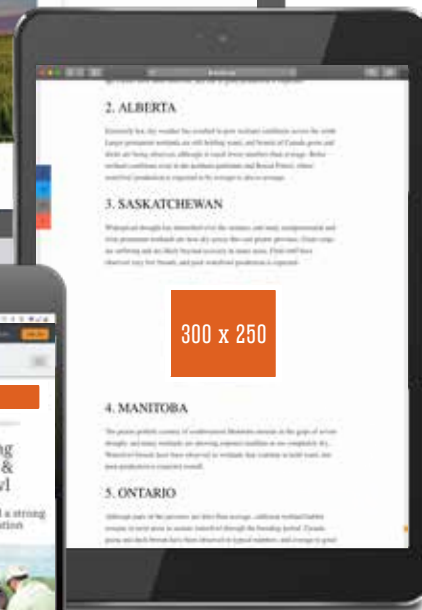
average listeners per episode



DESKTOP



TABLET



MOBILE

## ROBUST, GROWING AND RANKED #1 AMONG DUCK HUNTING SITES

### OVERVIEW

Position your ad in the leading online waterfowl hunting and wetlands conservation authority. *Ducks.org* delivers nearly 30 million pageviews annually to more than 5.5 million visitors.

### MOST-VISITED SECTIONS DURING WATERFOWL SEASON:

- » Migration Map
- » Migration Location Report
- » Waterfowl ID

28.5% — DESKTOP USERS

68% — MOBILE USERS

### AD UNITS\*

#### DESKTOP:

728X90 and 300X250

#### TABLET:

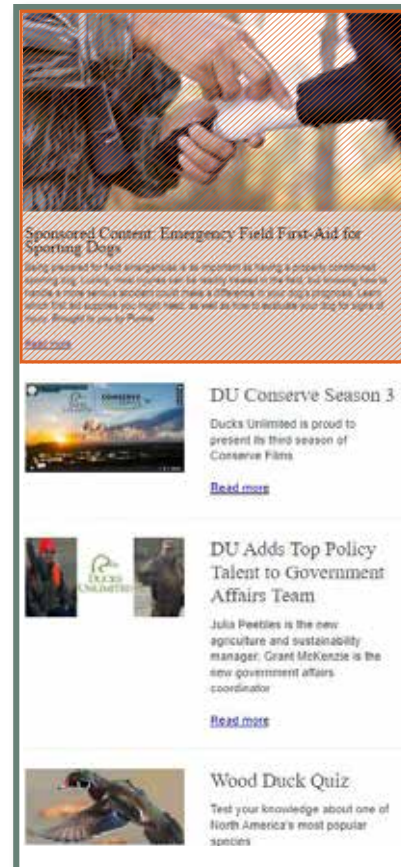
728X90 and 300X250

#### MOBILE:

300X250 and 320X50

\*Additional sizes may be available upon request.

# DIGITAL MONTHLY E-NEWSLETTER



## OVERVIEW

The comprehensive monthly *DU E-Newsletter* covers waterfowl hunting tips and tactics, habitat and hunting reports, national and regional news, conservation projects, wild game recipes and more.

### SPONSORSHIP DETAILS:

- » Sent first week of each month
- » Sponsored Content within e-newsletter (Max. 50 words, image and URL provided by client). Subject to editorial approval.
- » 300X250 supplied ad unit
- » URL to preferred site
- » Cost: \$7,500 net

## E-NEWSLETTER STATISTICS

**700K+**  
OPT-IN SUBSCRIBERS

**100%**  
SOV

**15%**  
AVERAGE OPEN RATE



**ARTICLE TOP AD**

**NEWSLETTER E-BLAST**

## OVERVIEW

A biweekly themed newsletter written by Ducks Unlimited editors and designed for avid waterfowl hunters, providing updated information on duck and goose hunting tips, tactics, and gear. Sponsorship opportunities include a corresponding article takeover for one month.

## SPONSORSHIP DETAILS:

- » Article takeover and ownership of all ad positions within content for one month.
- » URL to preferred site
- » Social Media recognition: "Brought to you by" social tags and mentions (2 Twitter, 2 Instagram, 2 Facebook)
- » Cost \$8,500 net

## WATERFOWLING PULSE STATISTICS

<b>700K+</b>	<b>100%</b>	<b>20%</b>
OPT-IN SUBSCRIBERS	SOV OF INDIVIDUAL E-MAIL	AVERAGE OPEN RATE

# DIGITAL PODCAST SPONSORSHIP



HOSTED BY **CHRIS JENNINGS,  
DR. MIKE BRASHER,  
KATIE BURKE  
& JOHN GORDON**

## PODCAST STATISTICS

**1.6MM+**  
TOTAL  
DOWNLOADS

**15+**  
NEW EPISODES PER  
MONTH

**4.3K+**  
AVERAGE LISTENER PER  
EPISODE

Source: Libsyn, September 2022

## OVERVIEW

Ranked in the top five percent of all U.S. podcasts, the *Ducks Unlimited* Podcast brings engaging, entertaining discussions focused on all things waterfowl — science, research, hunting, migration and much more. The *DU Podcast* releases more than 15 episodes each month and is available on most podcast listening platforms.

## PACKAGES

### STUDIO SPONSORSHIP:

- » In Studio Signage
- » “Brought to you by” recognition
- » Guest interview\*
- » Pre- and mid-roll per episode
- » Social Integration
- » 3, 6 and 12 month sponsorships available. Pricing TBD depending on scope of package.

### MONTHLY SPONSORSHIP:

- » One month non-exclusive Sponsorship
- » Pre- and mid-roll per episode
- » Social Integration
- » Cost: \$7,500 net

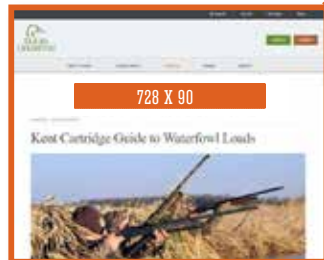
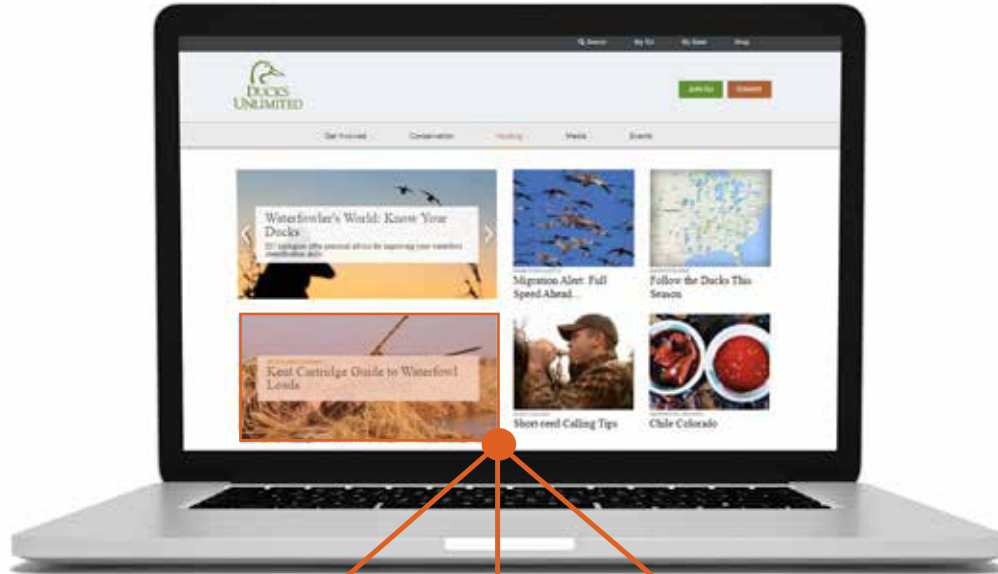
## GUIDELINES

- » New episodes are produced each month, except February, March, April, and July. Guest interviews are not available during these months.
- » **Interviews should align with DU’s mission and podcast topics, and guests are also subject to approval.**

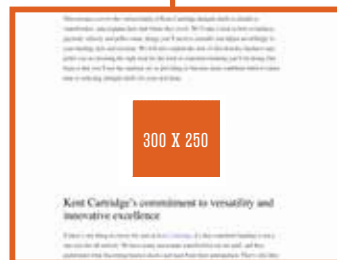
# DIGITAL SPONSORED CONTENT



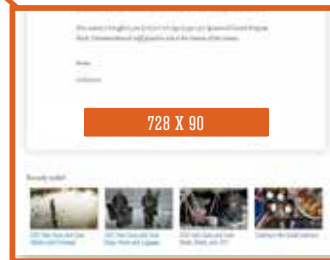
## ARTICLE TAKEOVER



TOP AD



EMBED AD



ANCHOR AD

## OVERVIEW

This exclusive opportunity allows you to publish your brand's content on the Ducks Unlimited website. Promotion includes a section-homepage article takeover.

## ARTICLE DETAILS

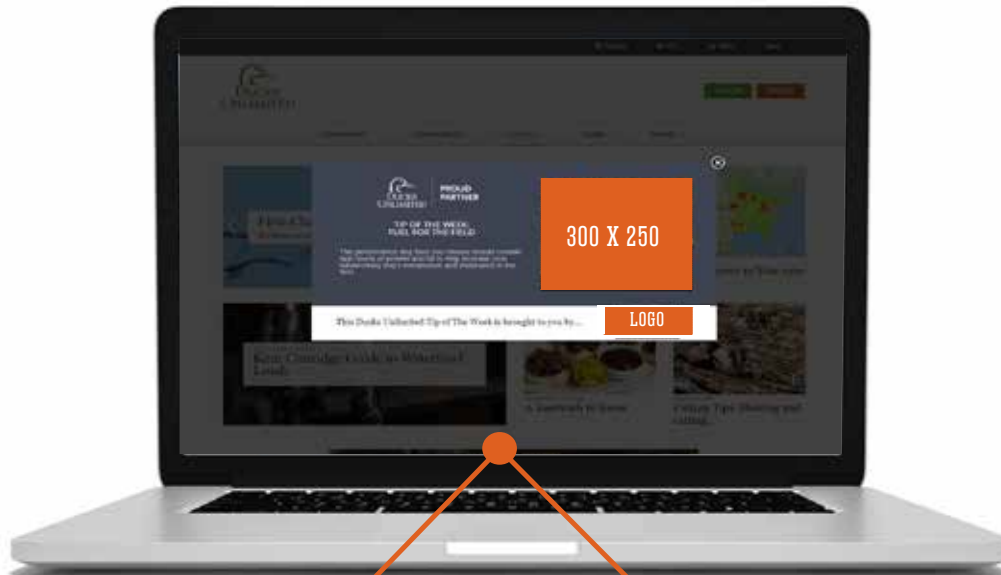
- » Article takeover for one month\*
- » 100% SOV of display ad units on branded content
- » Maximum of two hyperlinks within article
- » One image/video provided by client
- » Social Media recognition: "Brought to you by" social tags and mentions (2 Twitter, 2 Instagram, 2 Facebook)
- » Cost \$7,500 net

\*Article provided by client and subject to editorial approval.

# DIGITAL CUSTOMIZED INTERSTITIAL AD



## DESKTOP VIEW



## TIP OF THE WEEK

Sponsor four weekly tips per month to align your brand with Ducks Unlimited.

### SPONSORSHIP DETAILS:

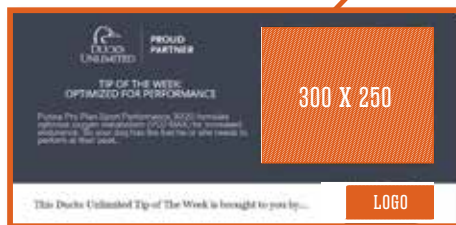
- » 100% SOV in interstitial ad
- » URL to preferred site
- » “Brought to you by” logo treatment
- » One tip per week – up to four per month
- » Cost \$5,000 net

## PRODUCT(S) OF THE MONTH

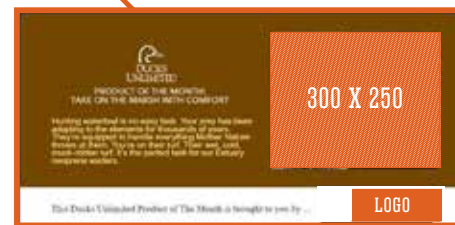
Showcase up to four products per month to promote your brand.

### SPONSORSHIP DETAILS:

- » 100% SOV in interstitial ad
- » URL to preferred site
- » “Brought to you by” logo treatment
- » One product per week – up to four per month
- » Cost \$5,000 net



TIP OF THE WEEK EXAMPLE



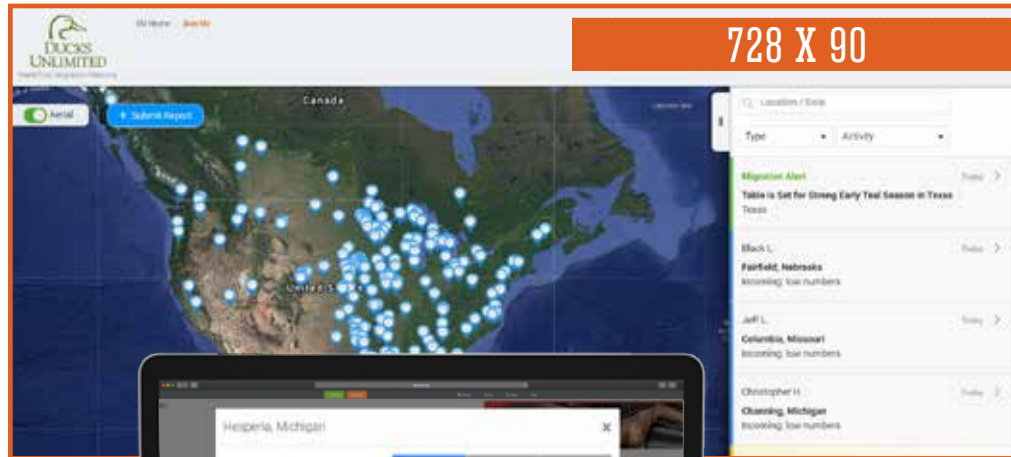
PRODUCT OF THE MONTH EXAMPLE



# DIGITAL MIGRATION MAP & APP



## DESKTOP VIEW



APP VIEW

POSITION YOUR BRAND IN THE MOST POPULAR SECTION OF **DUCKS.ORG** WITH THIS TARGETED OPPORTUNITY.

## OVERVIEW

The Waterfowl Migration Map is an interactive application that allows visitors across North America to report on waterfowl concentrations and hunting reports in their areas. Additional reports are submitted by DU biologists, wildlife agencies and other waterfowl experts. The map has nearly 50 million views per season, providing you with maximum reach of your target audience.

## AVAILABLE AD UNITS:

- » 300X250
- » 728X90
- » 320X50

## MAP AND APP STATISTICS

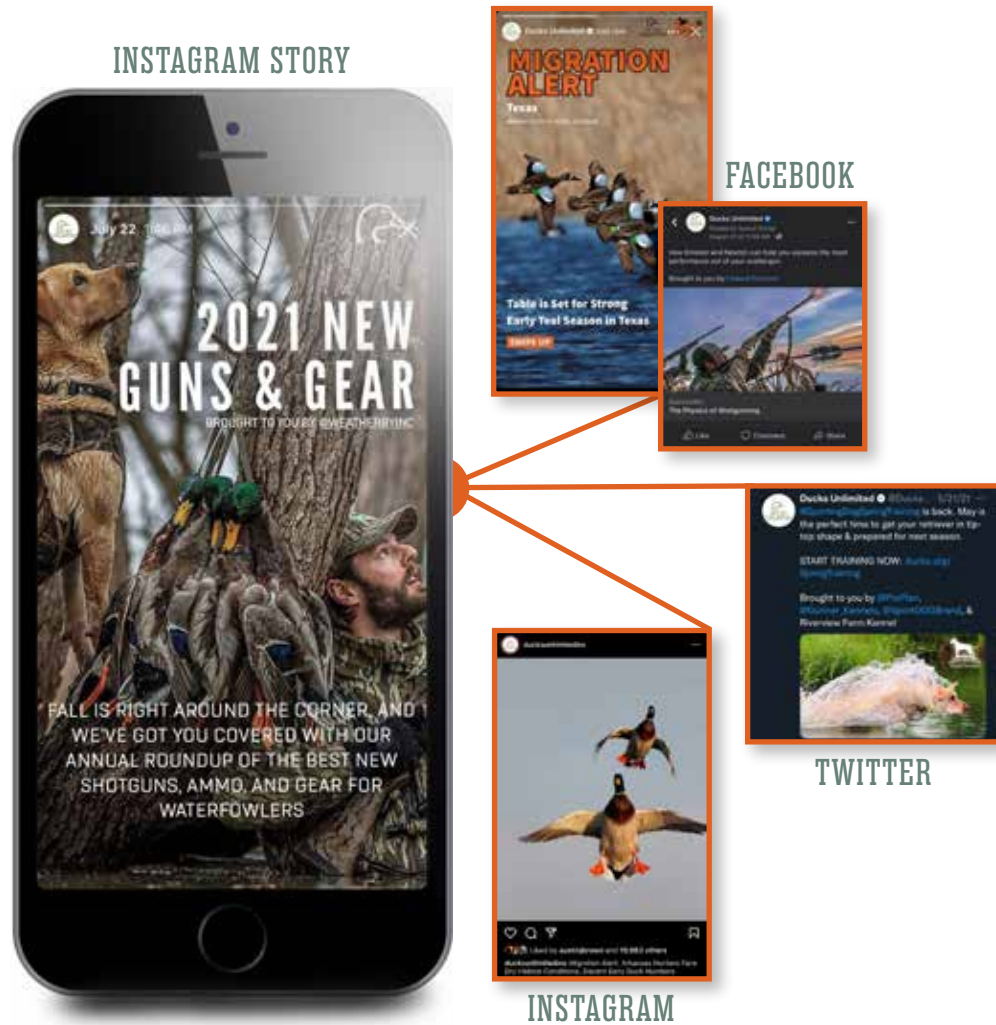
**213K+**  
APP DOWNLOADS

**202K+**  
APP VIEWS

**34.6MM+**  
SCREENVIEWS

Please contact your sales representative or visit [ducks.org/mediakit](https://ducks.org/mediakit) for more information.

# DIGITAL CUSTOM SOCIAL PROGRAMS



## ALIGN YOUR BRAND WITH DU'S SOCIAL MEDIA FANS AND FOLLOWERS

### OVERVIEW

DU's social media platforms offer a wide range of brand recognition and partnership opportunities. Contact your sales representative for more details on how to create a unique social media partnership specific to your brand.

#### FACEBOOK:

- » Co-branded sponsored posts with corresponding DU content
- » "Brought to you by" recognition
- » Boosted posts

#### TWITTER:

- » Co-branded sponsored posts with corresponding DU content
- » "Brought to you by" recognition

#### INSTAGRAM & INSTAGRAM STORIES:

- » Sponsored posts / Instagram Stories
- » Client-provided image and copy
- » Subject to editorial approval
- » Brand alignment

*\*NOTE: Social Media opportunities require a minimum purchase.*

# DIGITAL SEASONAL OPPORTUNITIES



## WF360 SPONSORSHIP

Ducks Unlimited Hunting section transforms into WF360 and features a migration map, recipes, calling tips, migration alerts, decoy strategies and everything related to waterfowl.

- » September through January
- » 2MM guaranteed impressions
- » Editorial coverage
- » Sponsor logo recognition
- » Social Media Integration

## MIGRATION MAP & APP

An interactive application allowing visitors to report on waterfowling concentrations and hunting reports.

- » Fall and Spring
- » High reach for target audience
- » Valuable content submitted by DU biologists and wildlife agencies

## NEW GUNS & GEAR

An annual highlight for the latest in guns, gear, decoys, apparel and much more.

- » July
- » 50K guaranteed impressions
- » Image, product description and link to URL
- » Social Media Integration

## MIGRATION ALERTS

Delivered via e-mail subscription, DU Migration Alerts provide the latest in migration and hunting news.

- » Fall and Spring
- » 100% SOV of each alert and article takeover for every alert
- » Covers four unique flyways
- » Alerts are posted on DU's Migration Map
- » Social Media Integration

## DU TRAVEL

Highlighting top hunting destinations for the avid waterfowler.

- » *Ducks Unlimited Magazine* (March/April)
- » 200K guaranteed impressions
- » Editorial coverage
- » Sponsor logo recognition
- » Social Media Integration

## SPORTING DOG SPRING TRAINING

Everything you need to get your dog ready for the hunting season.

- » *Ducks Unlimited Magazine* (May/June)
- » 200K guaranteed impressions
- » Editorial coverage
- » Sponsor logo recognition
- » Social Media Integration

## FLIGHT TO FEAST

From top cooking tips to game care in the field, Flight to Feast is your guide to mouthwatering recipes.

- » *Ducks Unlimited Magazine* (July/August)
- » 200K guaranteed impressions
- » Editorial coverage
- » Sponsor logo recognition
- » Social Media Integration

## WATERFOWLER'S GIFT GUIDE

Must haves for every waterfowl hunter's holiday shopping list.

- » November
- » 50K guaranteed impressions
- » Image, product description and link to URL
- » Social Media Integration



Please contact your sales representative or visit [ducks.org/mediakit](https://ducks.org/mediakit) for more information.

# DIGITAL ADVERTISING SPECS

SUBMIT MATERIALS TO  
**STEPHEN VAGNONE**  
E svagnone@ducks.org



## GENERAL GUIDELINES

- » Google Ad Manager is used for website display ad delivery.
- » All ad placements must launch a new browser window when clicked.
- » Rich media ads are accepted if they meet specifications and are provided in the form of third-party tags.
- » Cancellations must be submitted in writing two weeks prior to start date.
- » E-mail banner ads (E-newsletter, Pulse & Migration Alerts) must be static and GIF/JPEG format only.

## STANDARD BANNER

### PRODUCT DIMENSIONS:

- » Desktop Leaderboard: 728x90
- » Medium Rectangle: 300x250 (serves all devices)
- » Mobile Leaderboard: 320x50
- » Click redirect URL

### SPECIFICATIONS:

- » Formats: GIF/JPEG. PNG accepted only via 3rd party ad tags
- » File Size: 100k max GIF/JPEG for desktop and 50K for mobile; up to 24 fps accepted for in-banner video
- » If ad has a white or light background, please include ad border
- » **Materials due two weeks prior to launch date**

## MONTHLY E-NEWSLETTER

### PRODUCT DIMENSIONS:

- » Medium Rectangle: 300x250
- » Click redirect URL

### SPONSORED CONTENT WITHIN E-NEWSLETTER

### PRODUCT DIMENSION:

- » Body Copy: Max. 50 words
- » Photo Option: 1200x600 Minimum 72dpi
- » Click redirect URL

### SPECIFICATIONS:

- » 100k max file size
- » NOTE: Third-party serving is not available and click-tracking pixels are not accepted
- » Formats: GIF/JPEG only
- » **Materials due two weeks prior to deployment**

## SPONSORED CONTENT

### PRODUCT DIMENSIONS:

- » Desktop Leaderboard: 728x90
- » Medium Rectangle: 300x250 (serves all devices)
- » Mobile Leaderboard: 320x50
- » Click redirect URL(s)
- » 2- 3 high resolution photo options
- » Video is accepted
- » Social Media Handles for Facebook, Instagram and Twitter

### SPECIFICATIONS:

- » 40k max file size
- » Headline: 20-25 characters recommended; maximum 28
- » Body Copy: 600-800 words
- » Photo Option: Horizontal; Size 1200x600, Minimum 72dpi
- » Video: Submit via YouTube channel and provide URL link
- » **Materials due four weeks prior to launch date**

## WATERFOWLING PULSE

### E-MAIL BLAST PRODUCT DIMENSIONS:

- » Medium Rectangle: 300x250
- » Click redirect URL
- » Social Media Handles for Facebook, Instagram and Twitter

### BANNER PRODUCT DIMENSIONS:

- » Desktop Leaderboard: 728x90
- » Medium Rectangle: 300x250 (serves all devices)
- » Mobile Leaderboard: 320x50
- » Click redirect URL

### SPECIFICATIONS:

- » 100k max file size
- » NOTE: Third-party serving is not available and click tracking pixels are not accepted
- » Formats: GIF/JPEG only
- » **Materials due two weeks prior to deployment**

## PODCAST

### PRODUCT DIMENSIONS:

- » Desktop Leaderboard: 728x90
- » Medium Rectangle: 300x250 (serves all devices)
- » Mobile Leaderboard: 320x50
- » Click redirect URL
- » Social Media Handles for Facebook, Instagram and Twitter

### AUDIO FILE SUBMISSION SPECIFICATIONS:

- » Duration: 30 seconds
- » Formats: WAV, mp3, AIFF
- » Bit Depth: 16 Bits
- » Master: Stereo
- » For publisher-produced voiceover ads: Supply 25 – 30 seconds of copy to be read by DU hosts (including taglines, special promo, URLs, etc.)
- » **Materials due two weeks prior to air date**

## CUSTOMIZED INTERSTITIAL AD

TIP OF THE WEEK (FOUR TIPS PER MONTH) & PRODUCT OF THE MONTH

### PRODUCT DIMENSIONS:

- » Medium Rectangle: 300x250 (non-expandable)

### SPECIFICATIONS:

- » Formats: GIF/JPEG. PNG accepted only via third-party ad tags
- » File Size: 100k max GIF/JPEG for desktop and 50K for mobile; up to 24 fps accepted for in-banner video
- » Headline: 25 characters max. (including spaces)
- » Click redirect URL
- » Body Copy: 180 characters max. (including spaces)
- » Logo Format: transparent PNG-24 (preferred); transparent PNG-8; transparent .gif
- » Please provide all text/copy in a Word document
- » **Materials due three weeks prior to launch date**