



# DUCKS UNLIMITED

## — MEDIA KIT —



LEADER *in* WETLANDS CONSERVATION

# MAGAZINE OVERVIEW



## ESTABLISHED IN 1963

Rate Base  
**575,000**

Male  
**97%**

Total Audience  
**2 million**

Average Age  
**59**

Frequency  
**6x**

Married  
**82%**

Read 4 out of 4 Issues  
**88%**

Median HHI  
**\$136,800**

Reading Each Issue  
**65 minutes**

Median Net Worth  
**\$1,015,000**

Own a Home  
**92%**

Graduated College  
**60%**



# MAGAZINE 2024 EDITORIAL CALENDAR



## Jan/Feb

Season's End  
Pattering Late-Season Waterfowl  
The Lovelock Cave Decoys  
DU's Artist of the Year

Ad Close Nov 1  
Materials Nov 15

LATE-SEASON ISSUE



## March/April

The End of the Road (Louisiana Teal/Fish)  
RV Adventures  
Northern Hospitality

Ad Close Jan 2  
Materials Jan 16

SPORTING TRAVEL ISSUE



## May/June

Green Bay Bills (Divers)  
Training a City Dog  
Rock Star Retrievers  
DU Member Photo Contest Winners

Ad Close Mar 1  
Materials Mar 15

SPORTING DOG ISSUE

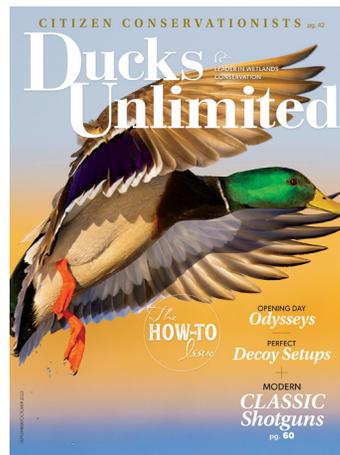


## July/Aug

New Guns and Gear for 2024  
Northwest Passage  
Waterfowler's Charcuterie Board

Ad Close May 1  
Materials May 15

NEW GEAR/COOKING ISSUE



## Sept/Oct

The Next Farm Bill  
The Ultimate Decoy Spread  
Hunting the Hi-Line (Montana)  
Calling Clinic  
Ready Your Retriever

Ad Close July 1  
Materials July 15

SPECIAL HOW-TO ISSUE



## Nov/Dec

Status of Waterfowl  
Nebraska Homecoming  
Next-Generation Waterfowling  
Ducks Camp Cocktails  
Holiday Wish List (Products)

Ad Close Sept 2  
Materials Sept 16

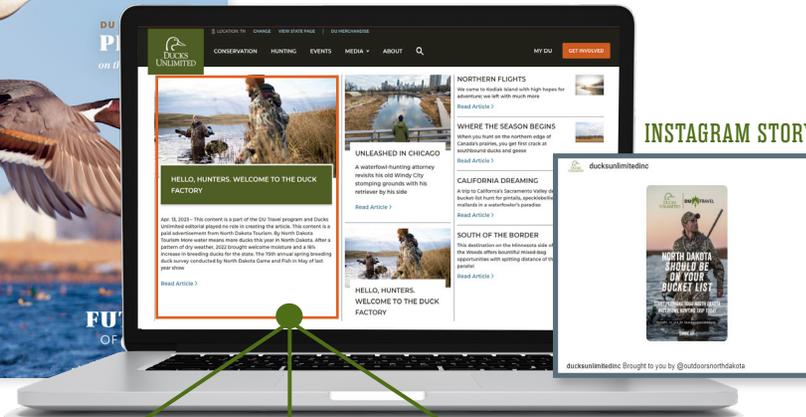
FALL HUNTING ISSUE



**TIMING: MARCH/APRIL**



**WEBSITE SPONSORED CONTENT**



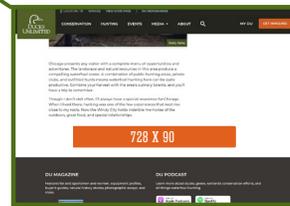
**INSTAGRAM STORY**



**TOP AD**



**EMBED AD**



**ANCHOR AD**

## CONTENT

*Ducks Unlimited's* Special Travel Issue celebrates waterfowl hunting destinations and adventures in unique places across North America. Features include “The End of the Road” about a cast-and-blast trip for teal, redbfish, and trout at the mouth of the Mississippi River near Venice, Louisiana. Other highlights include “RV Adventures” about how waterfowl hunters can use RVs and campers to provide mobile lodging and expand their hunting opportunities. And, in “Northern Hospitality,” the author celebrates the relationships and bonds between American hunters and Canadian landowners as well as the phenomenal hunting that keeps waterfowlers heading north of the border each fall.

## COMPONENTS:

- » *Ducks Unlimited* magazine
- » *Ducks.org*
- » DU Social Media Channels

## SPONSORSHIP ELEMENTS:

- » Full page, 1/2 page, or 1/3 page ad unit
- » ROS Banners – 200,000 impressions
- » Editorial coverage in *Ducks Unlimited* magazine and *ducks.org*

## RECOGNITION:

- » Logo recognition in Destination section on *ducks.org*
- » Sponsor recognition in e-newsletter
- » One post recognizing all “DU Travel” sponsors on DU’s social media channels – Facebook, Twitter, and Instagram
- » One “brought to you by” post per sponsor on DU’s social media channels – Facebook, Twitter, and Instagram

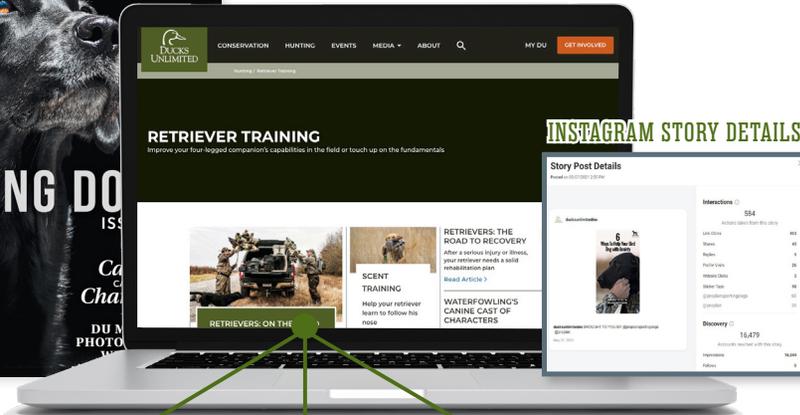
# MAGAZINE SPORTING DOG SPRING TRAINING



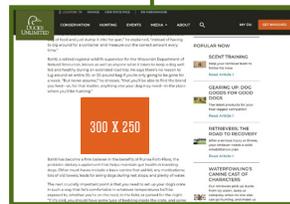
**TIMING: MAY/JUNE**



**WEBSITE RETRIEVER HOME PAGE**



**TOP AD**



**EMBED AD**



**ANCHOR AD**

## CONTENT

Leading off this special issue will be “Rock Star Retrievers,” which will include profiles of exceptional dogs representing each of the major waterfowl retrieving breeds, what makes these dogs special, and how they exemplify their respective breeds. Also in this issue will be “Training a City Dog,” which will offer tips and advice about how to find the right places, tools, and other resources needed to train a finished retriever in urban and suburban areas.

## COMPONENTS:

- » *Ducks Unlimited* magazine
- » *Ducks.org*
- » DU Social Media Channels

## SPONSORSHIP ELEMENTS:

- » Full page, 1/2 page, or 1/3 page ad unit
- » ROS Banners – 200,000 impressions
- » Sponsored content – 1 month
- » Editorial product coverage in *Ducks Unlimited* magazine and *ducks.org*

## RECOGNITION:

- » Logo recognition in Retrievers section on *ducks.org*
- » Sponsor recognition in e-newsletter
- » One post recognizing all “Spring Training” sponsors on DU’s social media channels – Facebook, Twitter, and Instagram
- » One “brought to you by” post per sponsor on DU’s social media channels – Facebook, Twitter, and Instagram

Please contact your sales representative for special pricing.





## TIMING: JULY/AUGUST



\*This feature was published in the July/August 2023 Issue

## CONTENT

Headlining the Flight to Feast Program is the feature article, “A Waterfowler’s Charcuterie Board.” Sporting chef Scott Leysath will explain how to create the ultimate spread of appetizers using waterfowl ingredients, such as sliced smoked duck, goose sausage, duck pastrami, and paté, as well as accompanying cheeses, pickled vegetables, sauces, wine and beer pairings, and more. With photos, illustrations, and step-by-step instructions, readers will be able to recreate these unique recipes at home or the duck camp.

## COMPONENTS:

- » Ducks Unlimited magazine
- » Ducks.org
- » DU Social Media Channels

## SPONSORSHIP ELEMENTS:

- » Full page, 1/2 page, or 1/3 page ad unit
- » ROS Banners – 200,000 impressions
- » Sponsored content – 1 month
- » Editorial product coverage in *Ducks Unlimited* magazine and *ducks.org*

## RECOGNITION:

- » Logo recognition in recipe section on *ducks.org*
- » Sponsor recognition in e-newsletter
- » One post recognizing all “Flight to Feast” sponsors on DU’s social media channels – Facebook, Twitter, and Instagram
- » One “brought to you by” post on DU’s social media channels – Facebook, Twitter, and Instagram

# MAGAZINE ADVERTISING RATES



	1x	3x	6x
<b>4-COLOR</b>			
Full Page	37,390	35,530	33,625
2/3 Page	31,160	29,610	28,020
1/2 Page	23,370	22,205	21,015
1/3 Page	15,580	14,805	14,010
<b>B&amp;W</b>			
Full Page	26,175	24,870	23,540
2/3 Page	21,815	20,725	19,620
1/2 Page	16,360	15,545	14,715
1/3 Page	10,905	10,365	9,810
<b>COVERS</b>			
2nd	43,000	40,860	38,670
3rd	41,130	39,085	36,990
4th	44,870	42,640	40,350

EFFECTIVE JANUARY 2024  
 GUARANTEED BASE RATE: 575,000

## ADDITIONAL RATE INFORMATION

**BLEED:** No charge.

**SPECIAL POSITION:** Add 10% (when available). Covers not included.

**COLOR:** Color prices are for standard CMYK process only.

**INSERTS, REGIONAL ADS & SPLIT RUNS:** Accepted only on a limited basis.

Insert cards must be accompanied by at least one full page of advertising. Contact publisher for rates.

## COMMISSION, PAYMENTS & CASH DISCOUNTS:

- » 15% to recognized agencies.
- » Net payment due 30 days from publication date.
- » A finance charge of 1.25% per month will be assessed to all past due invoices.
- » All new advertisers must supply payment with order, pending credit approval.

## HUNTER PHOTO GUIDELINES:

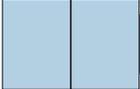
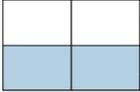
Photographs in ads should reflect positively on the image of waterfowlers, show respect for the resource, and conform to federal regulations regarding transportation, bag limits, and possession of migratory waterfowl. Ads with photographs showing harvested waterfowl must conform to the following: All photos must show hunters with no more than their individual daily limits; no photos showing multiple limits in a pile; no photos showing unattended harvested waterfowl.

**CONTRACT AND COPY REGULATIONS** Ducks Unlimited (Publisher) reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Cancellations are not accepted after closing date. Insertion orders for cover positions must be received one month before closing. Covers are non-cancelable. All verbal instructions regarding contracts or insertions must be confirmed in writing. Positioning of advertisement is at the discretion of the Publisher except where a request for a preferred position is acknowledged by Publisher in writing. Publisher assumes no responsibility for insertion of incorrect key numbers or incorrect advertisement. Publisher will not extend credits for advertising orders, contracts or space reservations that claim sequential liability. Any advertiser who does not complete a contracted schedule will be subject to a short rate. Publisher shall have the right to hold advertiser and its agency jointly and separately liable for monies due and payable to publisher for advertising that advertiser or its agent ordered and that was published. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense or liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims of suits that may arise out of the publication of such an advertisement. Publisher is not liable for delays in delivery and/or non-delivery in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner. No conditions other than those set forth in this rate card shall be binding on the Publisher unless agreed to, in writing, by Publisher. Conditions are subject to change without notice by Publisher.

# MAGAZINE PRINT SPECIFICATIONS

PRODUCTION CONTACT  
**KALINA MCKINNEY**  
 EMAIL [kmckinney@ducks.org](mailto:kmckinney@ducks.org)



AD SIZE	BLEED	LIVE AREA	TRIM
 Full Page Spread	16.625"x11"	15"x9.75"	16.25"x10.5"
 Full Page	8.875"x11"	7"x9.75"	8.125"x10.5"
 2/3 Page	5.5"x11"	4.625"x9.75"	5.25"x10.5"
 1/2 Page Spread	16.625"x5.25"	15"x4.75"	16.25"x5.125"
 1/2 Page Vertical	5.5"x8.125"	4.625"x7.375"	5.25"x7.8125"
 1/2 Page Horizontal	8.375"x5.5"	7"x4.75"	8.125"x5.1875"
 1/3 Page Vertical	2.75"x11"	2.125"x9.75"	2.5"x10.5"
 1/3 Page Horizontal	5.5"x5.5"	4.625"x4.75"	5.25"x5.1875"

## ADDITIONAL MECHANICAL INFORMATION

**SCREEN RULINGS:** Output resolution of 2400 dpi, 150-line screen for all sizes of one-, two-, and four-color ads.

Maximum density 280.

SWOP® standards apply for CMYK, no RGB color and no spot color.

### DIGITAL SPECIFICATIONS:

- » PDF/X-1a is the required file format for spreads, full pages, and partial ads.
- » All ads must be created in a single unit and built to the exact trim specified in this rate card.
- » Standard trim, bleed, and center marks should be 1/2" outside trim.
- » Bleeds must extend at least 3/8" beyond the trim area and all live matter must be placed at least 1/2" to the inside of the trim line.
- » All high-resolution images should be 300 DPI.
- » Any fonts must be embedded.
- » Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- » A preflight report should be supplied.
- » All other files will not be accepted.

**ADDITIONAL CHARGES:** Failure to supply Ducks Unlimited with proper materials creating additional work or changes will be billed at prevailing rates to the advertiser.

**PRINTING:** Web offset, perfect bound, three column format, jog to foot, 1/8" gutter allowance

**PROOFS:** We request two SWOP certified hard copy proofs at 100% size for all digital files. Ducks Unlimited will not be responsible for content or guarantee color without a color correct proof. A written release granting Ducks Unlimited permission to run the digital ad without an original proof should be sent to [kmckinney@ducks.org](mailto:kmckinney@ducks.org).

### DIGITAL FILE TRANSFER METHODS:

E-Mail: [kmckinney@ducks.org](mailto:kmckinney@ducks.org) (maximum file size 20MB)



Annual Frequency: 6 times/year

Field Served: DUCKS UNLIMITED is a magazine for active outdoor sportsmen and conservationists. The magazine is published bi-monthly to report on the organization's progress in wetlands conservation as well as to present features on waterfowling, photography, cooking, game guns, sporting dogs and outdoor "how-to" tips.

Published by Ducks Unlimited

**Publisher's Statement**

**6 months ended June 30, 2023, Subject to Audit**

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
583,790		583,790	575,000	8,790

**TOTAL CIRCULATION BY ISSUE**

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	579,234	30	579,264				579,264				579,234	30	579,264
Mar/Apr	583,094	27	583,121				583,121				583,094	27	583,121
May/June	588,984		588,984				588,984				588,984		588,984
<b>Average</b>	<b>583,771</b>	<b>19</b>	<b>583,790</b>				<b>583,790</b>				<b>583,771</b>	<b>19</b>	<b>583,790</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Membership	583,771		583,771	100.0
Partnership Deductible Subscriptions		19	19	0.0
<b>Total Paid Subscriptions</b>	<b>583,771</b>	<b>19</b>	<b>583,790</b>	<b>100.0</b>
<b>Verified Subscriptions</b>				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>583,771</b>	<b>19</b>	<b>583,790</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
<b>Total Paid &amp; Verified Circulation</b>	<b>583,771</b>	<b>19</b>	<b>583,790</b>	<b>100.0</b>

**PRICES**

	Suggested Retail Prices	Average Price(1)
Single Copy	N/A	
Subscription	\$1.26	
Average Subscription Price Annualized (2)		\$1.26
Average Subscription Price per Copy		\$0.21

(1) Represents subscriptions for the 6 month period ended June 30, 2023

(2) Based on the following issue per year frequency: 6

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	575,000	614,839	614,839		
12/31/2020	575,000	623,097	623,097		

Visit auditedmedia.com Media Intelligence Center for audit reports

**ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

Rate Base by Issue  
Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Trend Analysis

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

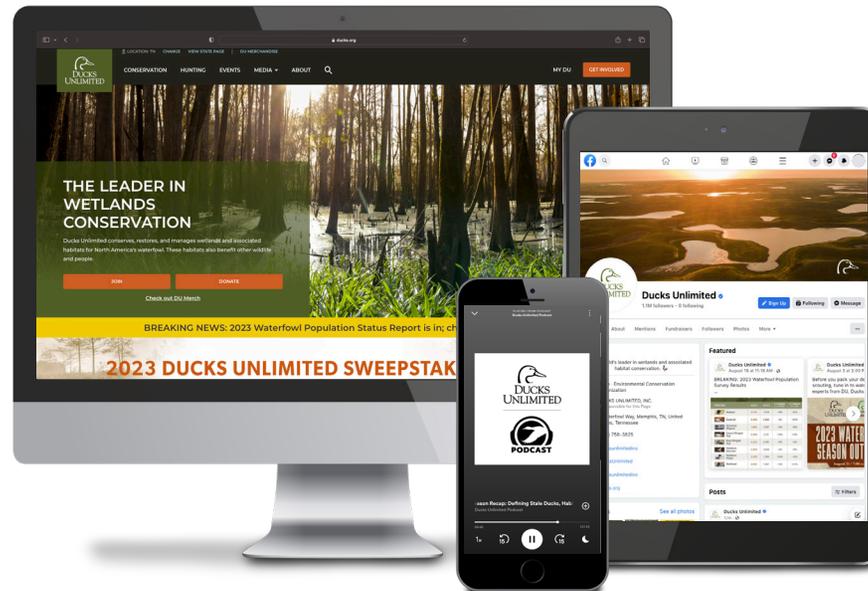
**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 32,267

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 9,052

**RATE BASE**

Rate base shown in Executive Summary is for paid and verified circulation.

# DIGITAL OVERVIEW



## WWW.DUCKS.ORG

**376k+**  
average monthly active users

**1.7MM+**  
average monthly page views

**2.70**  
pages per visit

## E-MAIL

**700K+**  
opt-in e-mail subscribers

**30%+**  
average open rates

**3.30%**  
average click through rates

## SOCIAL

**1.1MM+**  
Facebook followers

**120K+**  
Twitter followers

**776K+**  
Instagram followers

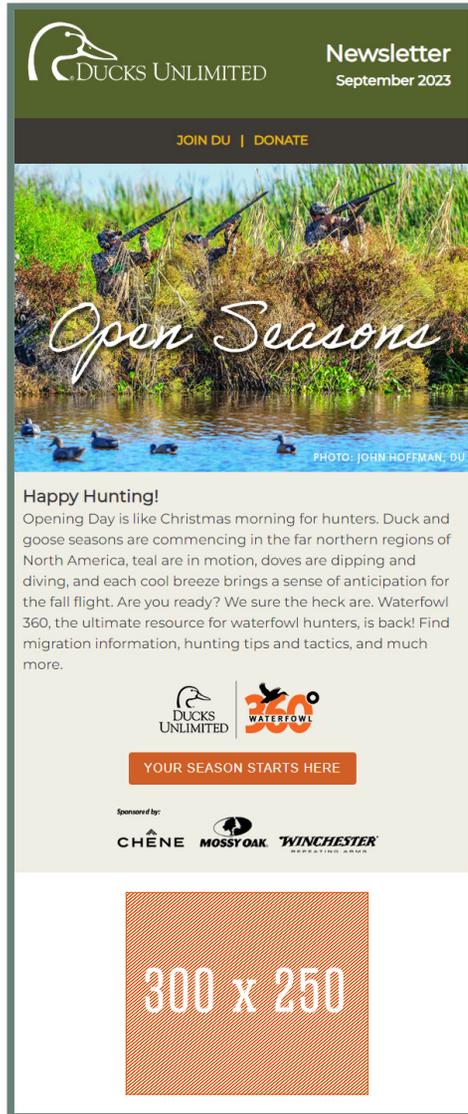
## PODCAST

**2.5MM+**  
total unique downloads

**8+**  
new episodes per month

**4.9K+**  
average listeners per episode

# DIGITAL MONTHLY E-NEWSLETTER



## OVERVIEW

The comprehensive monthly *DUE-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

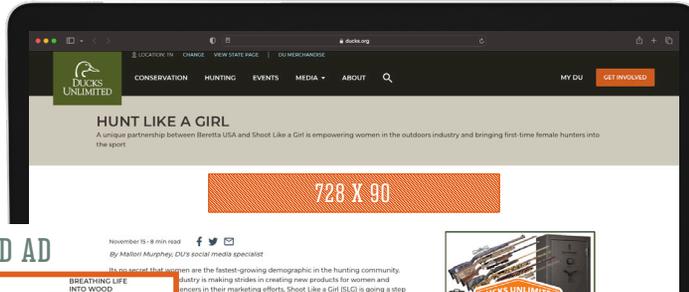
**100%**  
SOV

**30%+**  
AVERAGE OPEN RATE

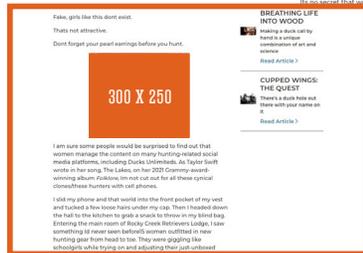
# DIGITAL WATERFOWLING PULSE



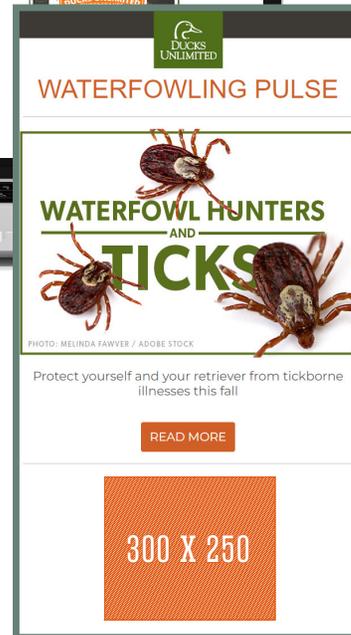
## ARTICLE TOP AD



## EMBED AD



## ANCHOR 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.

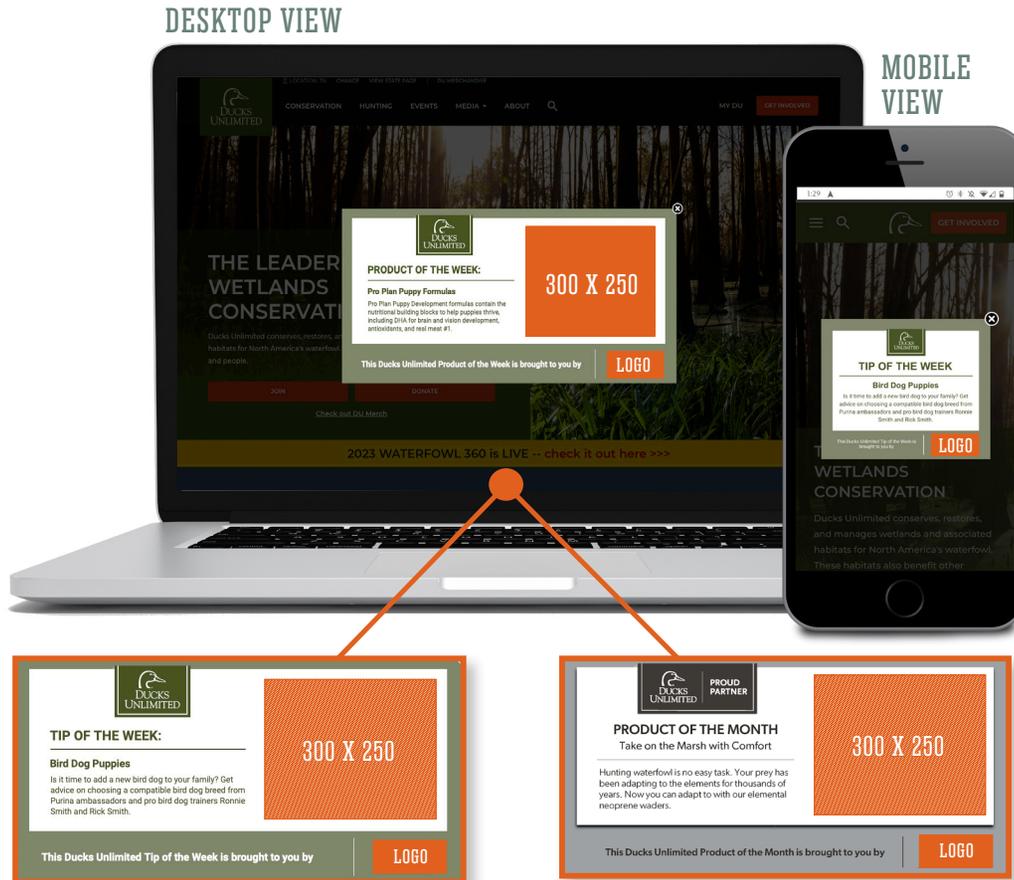
## SPONSORSHIP DETAILS:

- » 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

**700K+** OPT-IN SUBSCRIBERS      **100%** SOV OF INDIVIDUAL E-MAIL      **30%** AVERAGE OPEN RATE

# DIGITAL TIP OF THE WEEK



## 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

# DIGITAL PODCAST SPONSORSHIP



**Great podcast**  
★★★★★  
1y ago  
Peter Jarka-Sellers  
Always interesting, good variety of all things waterfowl/ hunting and conservation

**Great Show!**  
★★★★★  
Jan 25, 2023  
WallaceLantz  
Love the collector series. Keep them coming.

**AR preseason update**  
★★★★★  
Nov 18, 2022  
StumpJumperll  
Great podcast as always. Keep up the great work. For the DUcks. 🦆

**Love your podcast**  
★★★★★  
May 19, 2023  
Ducks unlimited person  
Good conversations and facts that make my day

**Great Listen!**  
★★★★★  
3y ago  
ggppp4444  
Always an interesting topic with a great opportunity to learn something new. Never gets old. Keeps me in tune during the off season! Love every second!

**Ducks**  
★★★★★  
2y ago  
adat04  
Love these podcasts!! All things waterfowl! Highly recommend!

SCAN THE QR CODE TO LISTEN TO THE DU PODCAST NOW!

## HOSTED BY DUCKS UNLIMITED'S VERY OWN



KATIE BURKE



CHRIS JENNINGS



DR. MIKE BRASHER



JOHN GORDON

## 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 8+ episodes each month and is available on most podcast listening platforms.

## PACKAGES

### STUDIO SPONSORSHIP:

- » In Studio Signage
- » “Brought to you by” recognition
- » Pre-, mid-, and post-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-, mid-, and post-roll per episode
- » Social Integration
- » Cost: \$7,500 net

## GUIDELINES

- » Eight new episodes are produced each month. 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.

## PODCAST STATISTICS

2.5MM+

TOTAL UNIQUE  
DOWNLOADS

8+

NEW EPISODES  
PER MONTH

55K

DOWNLOADS  
PER MONTH

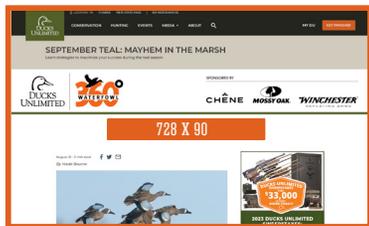
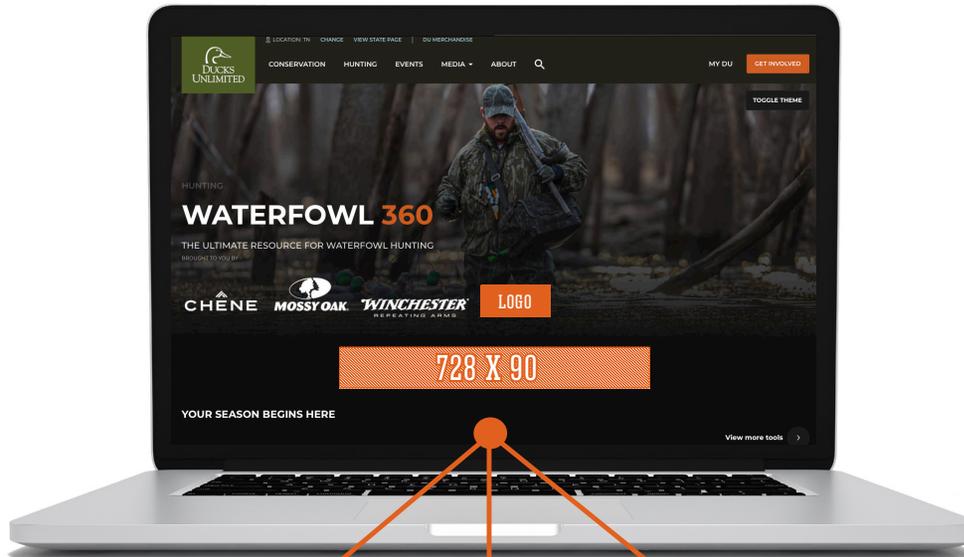
4.9K+

AVERAGE LISTENERS  
PER EPISODE

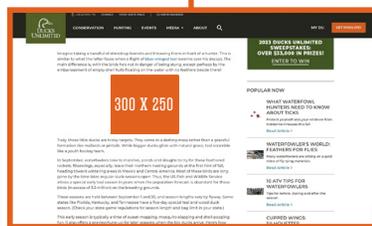
# DIGITAL WF360 SPONSORSHIP



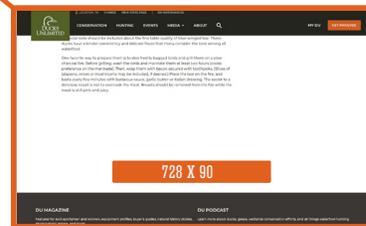
## HUNTING PAGE AD & SPONSOR LOGO



TOP AD



EMBED AD



ANCHOR AD

## OVERVIEW

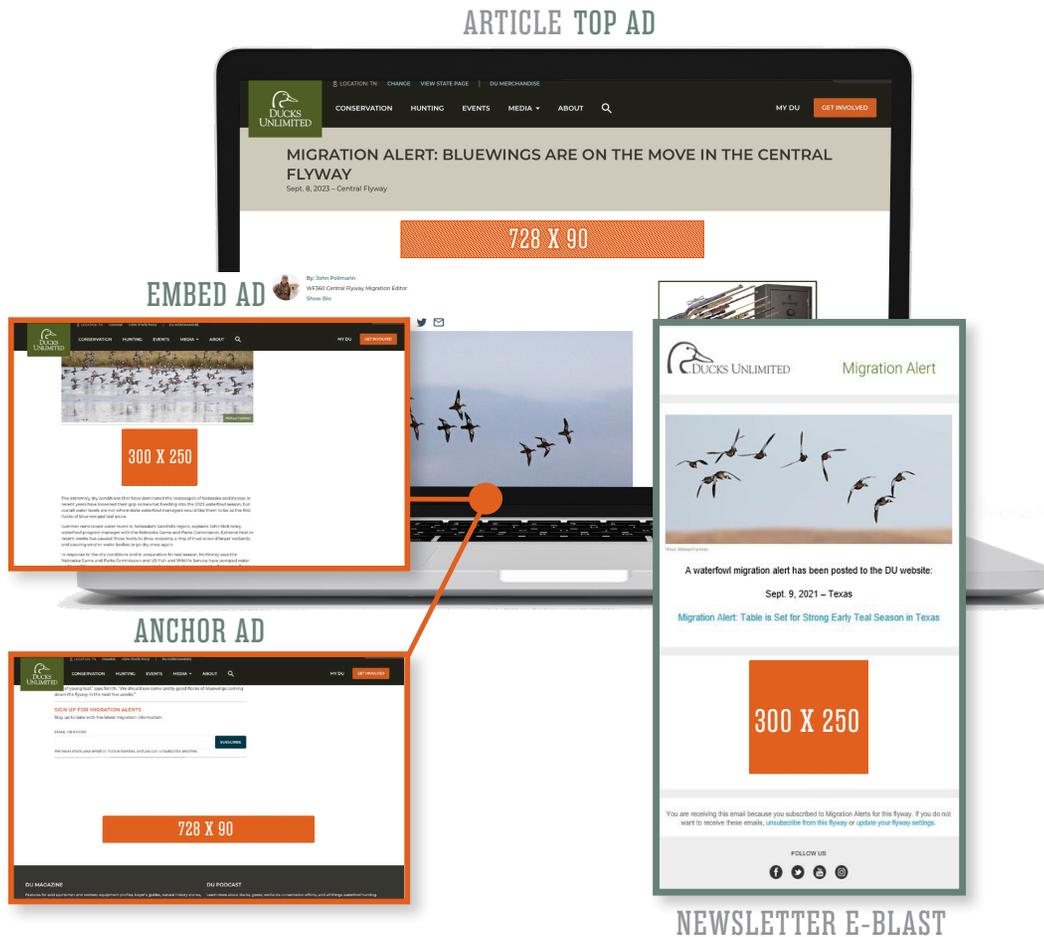
From September through January — peak waterfowl season — Ducks Unlimited transforms the Hunting section of its website to WF360. The section is re-branded and features our Migration Map, recipes, calling tips, migration alerts, decoy strategies, and much more.

## SPONSORSHIP DETAILS:

- » 2 million run of section display banners – guaranteed
- » Editorial coverage in New Gear section
- » Sponsor logo recognition in WF360 section header on *ducks.org*
- » Recognition in *Ducks Unlimited* magazine
- » Sponsor recognition in monthly e-newsletters
- » Social media integration – platforms include Facebook, Instagram, and Twitter.
- » Cost \$35,000 net

**TIMING: SEPTEMBER — JANUARY**

# DIGITAL MIGRATION ALERTS



## OVERVIEW

DU's Migration Alert program is the most timely, credible source of waterfowl migration, hunting, and habitat information available online. Written by professional freelance contributors and DU staff, these reports provide the latest migration and hunting news from waterfowl biologists, refuge managers, and expert waterfowlers from across the United States. Delivered via e-mail subscription, Migration Alerts include a social media component that reaches a large segment of DU's audience.

## SPONSORSHIP DETAILS:

- » Covers four unique Flyways
- » One 300X250 banner ad in opt-in e-mails
- » Article take over on content page
- » Each alert is posted on DU's high-traffic Migration Map

## SOCIAL MEDIA INTEGRATION:

- » All Migration Alerts receive social promotion
- » Geo-targeted Facebook posts
- » Twitter promotions
- » Push Notifications
- » Contact your sales representative for pricing details

**TIMING: SEPTEMBER — JANUARY**

## MIGRATION ALERT

**20-30K**

OPT-IN SUBSCRIBERS PER FLYWAY

**100%**

SOV

**8-10**

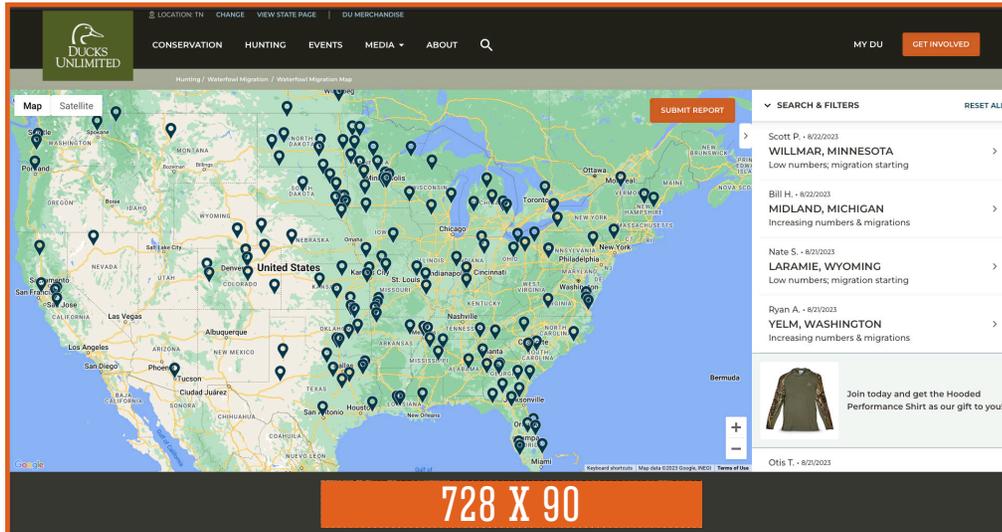
E-MAILS PER MONTH

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

# DIGITAL MIGRATION MAP & APP



## DESKTOP 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.

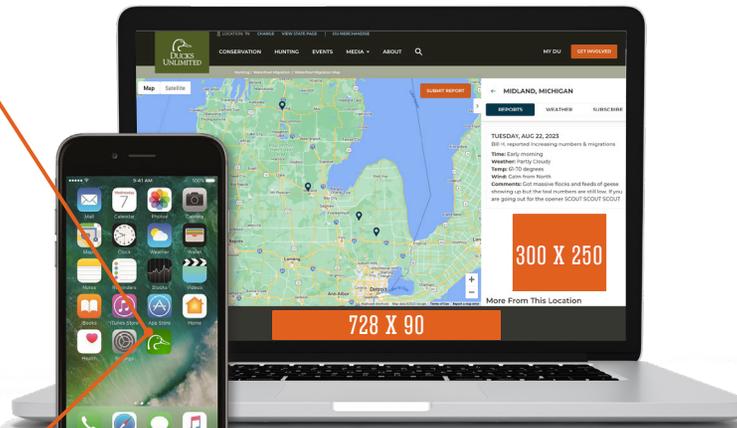
## AVAILABLE AD UNITS:

- » 300X250
- » 728X90
- » 320X50

TIMING: SEPTEMBER — JANUARY



APP VIEW



## MAP AND APP STATISTICS

**87K+**  
APP DOWNLOADS

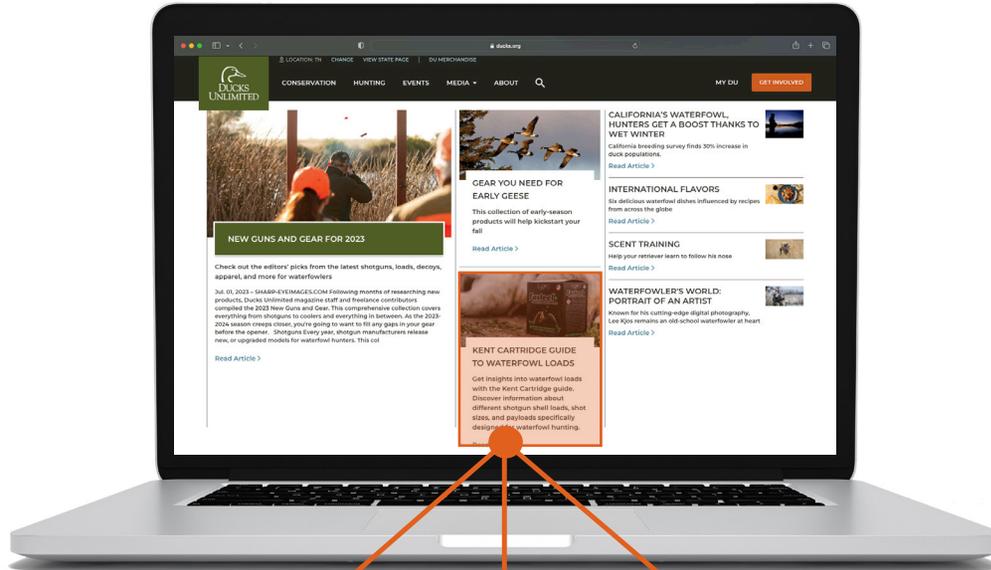
**27MM+**  
SCREENVIEWS

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

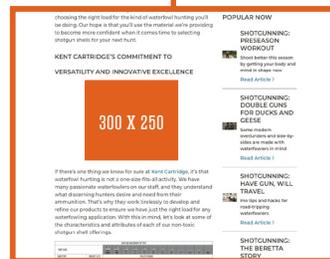
# DIGITAL SPONSORED CONTENT



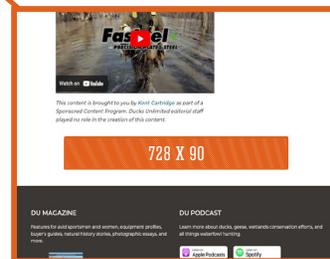
## ARTICLE TAKEOVER



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 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.

- » *Ducks Unlimited Magazine* (July/August)
- » 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.

- » *Ducks Unlimited Magazine* (November/December)
- » 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  
**MARY OWEN SANDERLIN**  
EMAIL [msanderlin@ducks.org](mailto:msanderlin@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: 800x400, 300x400, (non-expandable)
- » Click redirect URL

#### 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)
- » 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**

# DU TV QUICK FACTS



**20 MILLION  
NIELSEN AUDITED  
HOMES**

Sportsman Channel  
Active-Viewer  
Universe\*

**2.18 MILLION  
HOUSEHOLDS  
ANNUALLY**

DU TV 2023  
Projected Reach on  
Sportsman Channel\*

**1 MILLION  
ONLINE VIEWS  
ANNUALLY**

Includes all DU  
Social Platforms\*

**154 TOTAL  
AIRINGS PER  
YEAR**

Q1-4 Broadcast  
Visiability on  
Sportsman Channel\*

**+35 MILLION  
MINUTES VIEWED  
ANNUALLY**

Across Television  
and Digital  
Platform Bundle

**+20 MILLION  
EXCLUSIVE  
IMPRESSIONS**

in Linear Brand  
Exposure each  
Season

*\* DU TV distribution includes activations on DISH Network, DIRECTV and major cable providers such as Comcast. All waterfowl enthusiasts have access to DU TV VOD programming through leading OTT digital platforms.*

*\* All DU TV partnerships are backed by third-party audit.*

*\* Includes total views of footage from the 2021 season on ducks.org and DU's social media properties (Facebook, Instagram, Youtube, and Twitter).*

*\* Bonus airings in the first and second quarters.*

***Starting 2023, New Sportsman Channel Canada Distribution adds 208 DU TV airings.***



## MOST CAPABLE & ENGAGING ON-AIR TALENT

*Ducks Unlimited TV (DU TV)* traverses North America, capturing the category's most thrilling waterfowling footage while spreading Ducks Unlimited's critical wetlands and waterfowl conservation messages.

### CO-HOSTS AND FREQUENT ON-AIR PERSONALITIES INCLUDE



ADAM PUTNAM



KAREN WALDROP



DOUG LARSEN



PHIL BOURJAILY



MIKE STEWART



BETSY NEWBILL



FRED ZINK



COLIN MULLIGAN

## DUCKS UNLIMITED TV

THE ORIGINAL AND LONGEST-RUNNING CONSERVATION-BASED HUNTING SERIES IN AMERICAN TV HISTORY IS NOW THE CENTERPIECE OF SPORTSMAN CHANNEL, A FLAGSHIP OF THE OUTDOOR SPORTSMAN GROUP, THE CATEGORY'S PREEMINENT MEDIA ENTERPRISE.

*DU TV*'s unrivaled excellence is made possible by dynamic storytelling combined with DU's access to the most historic, unique, and productive venues in North America.

*DU TV* sporting segments are devoted to guns and gear, waterfowl species and their habitats, retriever training, calling expertise, and shotgun skills. *DU TV* also produces conservation stories featuring reports from DU's world-class biologists and immersive experiences with some of the outdoor community's most avid volunteers.

### HIGHLIGHTS:

- » Breathtaking hunting action from across North America
- » Hunting tips, tactics, and the conservation information viewers want most
- » Dynamic hosts appeal to a broad demographic
- » Extensive promotion in DU publications and social media
- » Available everywhere, from TV to desktop to mobile

# DU TV AMERICA'S LONGEST-RUNNING WATERFOWL SHOW

"Historically, *DU TV* has been one of the most important and effective tools Ducks Unlimited utilizes to reach active waterfowl enthusiasts."

ADAM PUTNAM, CEO, DUCKS UNLIMITED

"*DU TV* brings our audience exciting waterfowl action from around North America while showcasing our conservation mission.

The people and places captured by *DU TV* cameras are the organization's strength and the basis for 85 years of unparalleled achievement in wetlands and waterfowl conservation."

DOUG BARNES, DUCKS UNLIMITED CHIEF BRAND OFFICER

## DECADES OF ADVENTURE

Premiering nationally in 1997, *DU TV* seeks to educate and entertain hundreds of thousands of activists and enthusiasts alike—52 weeks per year on Sportsman Channel and 24/7/365 through a full complement of leading digital platforms.

Founded in 1937, Ducks Unlimited recently surpassed 16 million acres conserved through projects across the United States, Canada, and Mexico. As DU looks to the next 85 years, increasing opportunities for waterfowl recruitment and hunting on public and private land remains a top priority. *DU TV* features and engages those volunteers and activists who are not only avid and seasoned hunters, but also active in wetlands and waterfowl conservation across North America.

Showcasing exceptional waterfowl hunting and adventure is one of the core missions of *DU TV*. However, the chance to highlight DU's loyal supporters and volunteers—mixing their stories with the benefits of science-based, sportsmen-funded wetland and waterfowl conservation—is the real magic behind *DU TV*.

## THE LANDING ZONE

*DU TV* anchors the **Landing Zone presented by Ducks Unlimited** content block Saturday afternoons on Sportsman Channel. This is the **ONLY** waterfowl content block on major cable television!



# DU TV ELITE PACKAGE ON SPORTSMAN CHANNEL



## ANNUAL PACKAGES & RATES

### (156) 30-SECOND SPOTS/156 BILLBOARDS:

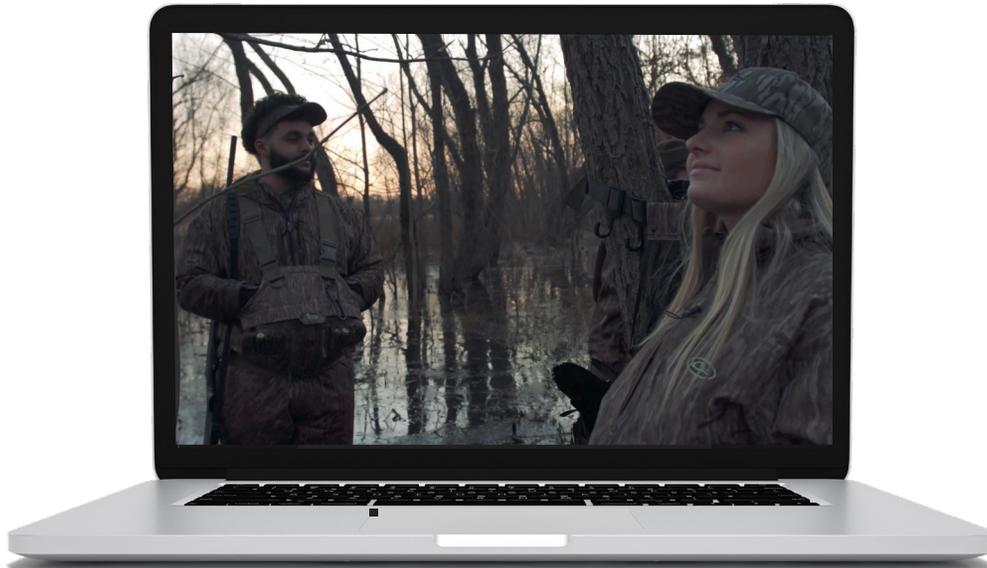
- » Over a 52-week (Q1-4) *DU TV* schedule
- » (1) Guns & Gear product profile segment
- » +3 million imps/ \$13 CPM/ \$39K

### (104) 15-SECOND SPOTS/104 BILLBOARDS:

- » Over a 26-week (Q3-4) *DU TV* schedule
- » +2.5 million imps/ \$11.60 CPM/ \$29K

## SPONSORSHIP PACKAGES MAY INCLUDE:

- » 15- or 30-second commercial spots
- » In-show billboards with voice-over
- » Vignette sponsorship
- » Product integration
- » Sponsor recognition in marketing and promotion
- » Online sponsorship (pre-roll and banner ads)
- » ***DU TV* Multi-Year packages are available.**



“The positive impact to wildlife and wetlands by DU and *DU TV* is legendary. Mossy Oak remains all in on DU’s extraordinary mission.”

TOXEY HAAS, FOUNDER, MOSSY OAK BRAND CAMOUFLAGE

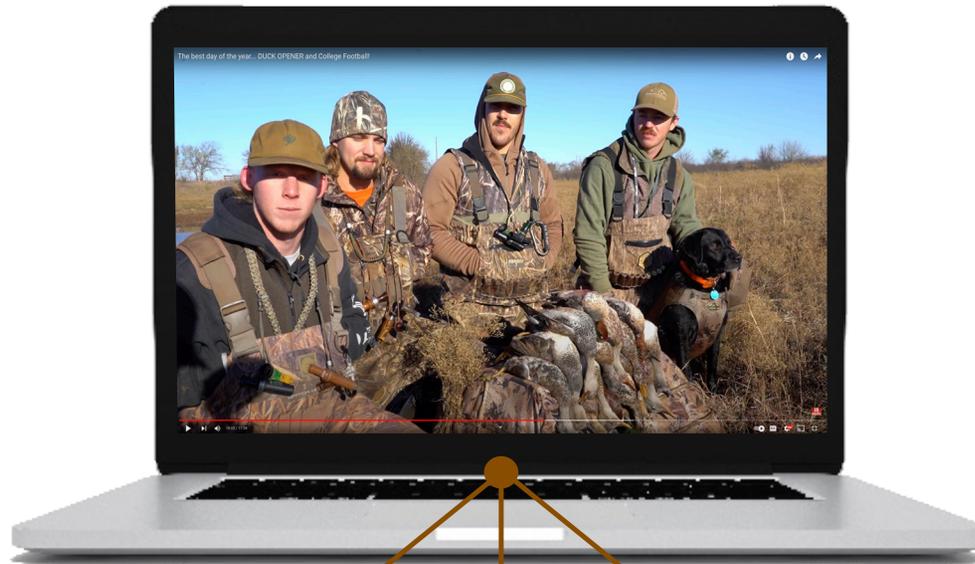
## SCHEDULE

*DU TV* airs four times per week Q3-4  
(with Saturday anchors at 2:00PM EST)  
and twice weekly Q1-2 on Sportsman Channel.

# THANK YOU FOR YOUR SUPPORT OF DUCKS UNLIMITED & *DU TV* !

Please contact your sales representative for more information.

# OPPORTUNITIES COLLEGIATE WATERFOWL TOUR



## OVERVIEW

Across the country, thousands of college students devote their time to pursuing the timeless sport of waterfowl hunting. Since 2014, Campus Waterfowl has been an established digital community for these accredited waterfowlers to share their hunting experiences with the outdoor industry.

During the hunting season, Campus Waterfowl's Collegiate Waterfowl Tour is a video series where we travel to 12 different colleges across all four flyways to showcase the lifestyles and stories of collegiate waterfowl hunters.

Our mission: To highlight, educate, and connect new and seasoned waterfowlers with the vision to grow a vibrant community of collegiate waterfowl hunters driven by conservation.

## SPONSORSHIP DETAILS:

- » Category exclusivity (36 videos and 12 podcasts)
- » Logo placement and presenting sponsor recognition in YouTube video
- » Logo placement presenting sponsor recognition on *ducks.org* & *campuswaterfowl.com*
- » Sponsor recognition in CW promotions – include: DU magazine, *ducks.org*, e-newsletters, Facebook, Twitter & Instagram
- » Banner ads
- » Product integration\*
- » Cost \$30,000 net

## CAMPUS WATERFOWL STATISTICS

SEPTEMBER 2022 - FEBRUARY 2023

**5.4MM+**  
VIEWS

**7.7MM+**  
IMPRESSIONS

**260,000**  
FOLLOWERS/SUBSCRIBERS

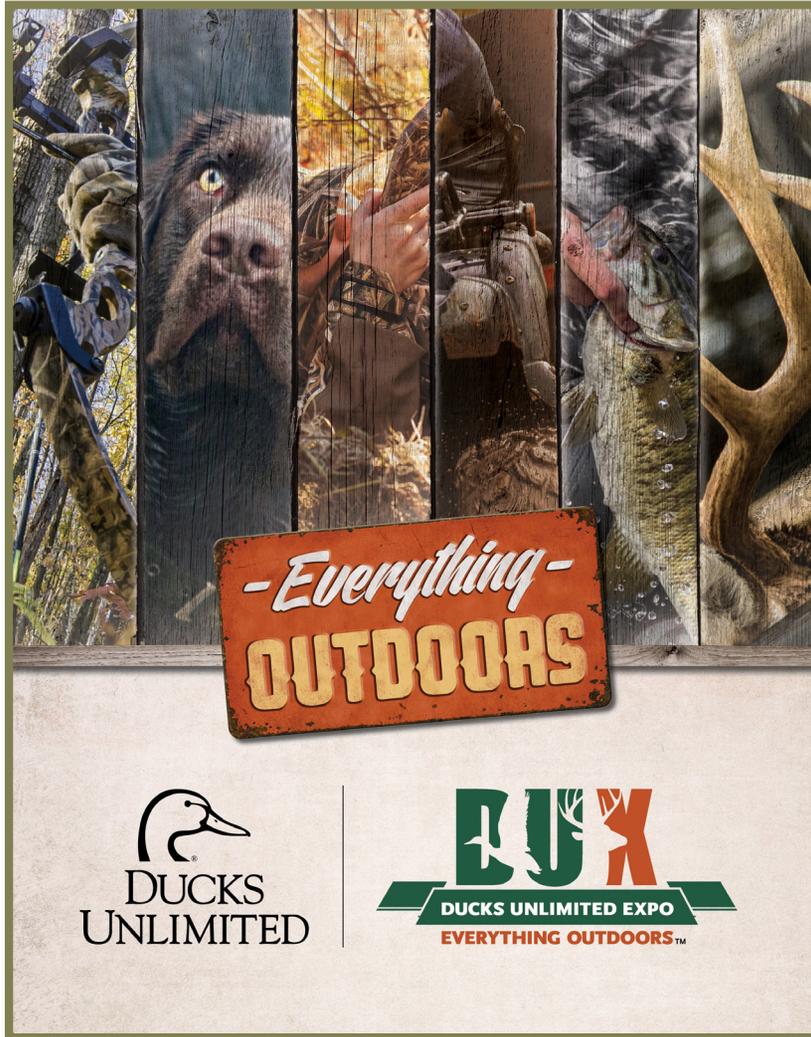
**55.1%**  
UNDER 24YRS OLD

"They are students. They are conservationists.  
They are the future of the hunting industry."

JASON CRUISE

\*Client provides product throughout season.

# OPPORTUNITIES DUCKS UNLIMITED EXPO (DUX)



## ABOUT THE EXPO

The Ducks Unlimited Expo (DUX) offers sponsors, exhibitors, and attendees a three-day, family friendly expo to see and buy the latest products in the outdoor industry. Talk to industry experts, attend education seminars, and stock up on your gear before hunting season. DUX offers something for all outdoor enthusiasts.

## LOCATION

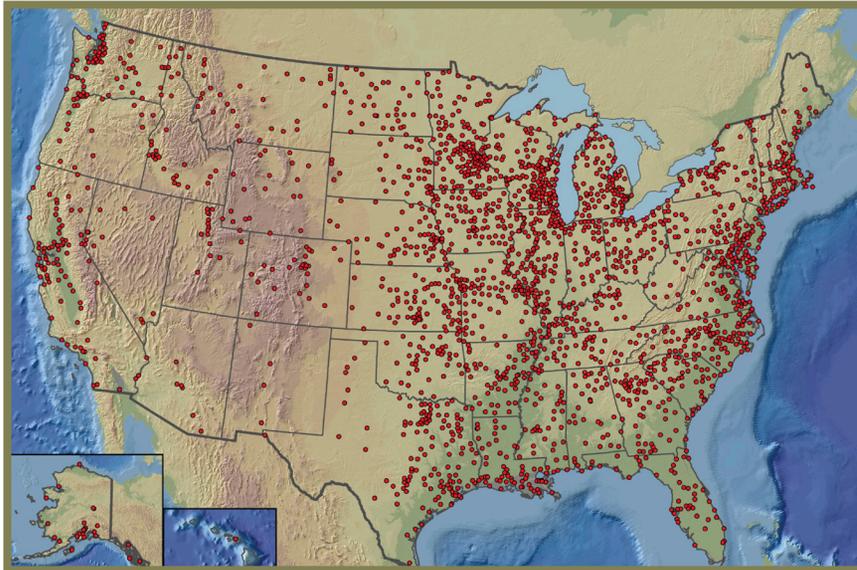
RENASANT CONVENTION CENTER  
MEMPHIS, TN

## EVENT DATES

AUGUST 1-3, 2025

VISIT [WWW.DUCKEXPO.COM](http://WWW.DUCKEXPO.COM) TO LEARN MORE

# OPPORTUNITIES DUCKS UNLIMITED EVENTS



FUNDRAISING CHAPTER LOCATIONS



EVENTS DESIGNED TO ATTRACT

## FUNDRAISING CHAPTERS

With over 4,000 events conducted each year generating more than 560,000 members in all 50 states, Ducks Unlimited can cost effectively deliver your product directly to its supporters through our event fundraising system. Many DU supporters attend these events with the specific goal of seeing, buying, or winning new gear—an ideal environment for product market introduction or heightened brand awareness.

### EVENTS CONDUCTED ANNUALLY:

- » Dinners and Banquets
- » Waterfowl Hunter Parties
- » Youth Events
- » Ladies Events
- » Shooting Events
- » Collegiate and High School Events
- » Sportsmen's Nights Out
- » National Convention
- » Regional Firearms Raffles
- » Online Auctions

### OPPORTUNITIES FOR YOUR BRAND:

- » Enhanced audience exposure through event signage
- » Emcee recognition over the course of the event
- » Product introduction to a direct market
- » Literature distribution
- » Brand placement on event tickets and other promotional material

These opportunities are exclusive to Ducks Unlimited's most ardent advertisers. **Contact Tad Turner at [turner@ducks.org](mailto:turner@ducks.org)** to learn how you can supplement and strengthen your overall brand presence by joining forces with DU's event system.

# OPPORTUNITIES CORPORATE PARTNERS PROGRAM



## OUR PROUD PARTNERS



For more information about partnering with Ducks Unlimited, please contact:

**Jim Alexander**  
Managing Director, Corporate Relations  
jalAlexander@ducks.org

**Jeremy Smith**  
Sr. Director of Corporate Relations  
jsmith@ducks.org

## OVERVIEW

Ducks Unlimited has a rich history in the development and management of national sponsorship programs, product licensing, affinity marketing, national promotions, and retail relations. Today, Ducks Unlimited enjoys a robust portfolio of partnerships in a variety of different product categories and industries. Many Ducks Unlimited corporate partnerships have been active for 5, 10, and even 25 years because they are effective for corporate partners and in raising vital funds for habitat conservation. This compelling factor motivates consumers to switch brands to those that support DU.

Nearly all Ducks Unlimited members say they would be more likely to purchase products from a company that directly supports DU over one that does not, and 87% would be willing to pay a slightly higher price for the product.

Case studies of DU partnerships reflect successful programs that are affordable and provide a good return on investment.

No two partnerships is one alike. Each is designed and tailored based on partner business objectives and DU's promotional, brand, and fundraising goals. Ducks Unlimited creates easy one-stop programs that integrate cause marketing strategies, advertising, cross-promotions with other companies, event marketing, digital platforms, and PR activities.