



DUCKS UNLIMITED

— MEDIA KIT —



LEADER *in* WETLANDS CONSERVATION

DU TV OVERVIEW



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.

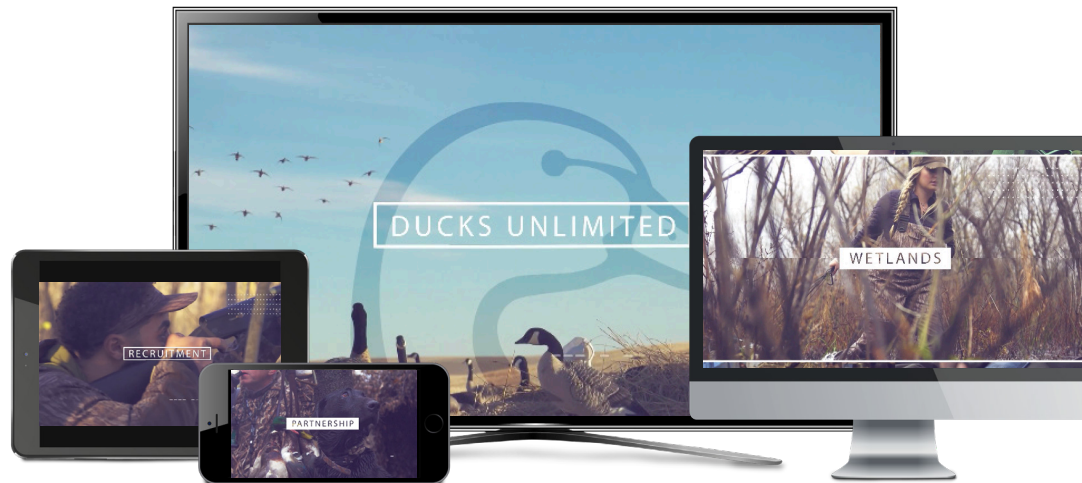
Showcasing exceptional waterfowl hunting and adventure is one of the core missions of *DU TV*. However, the chance to highlight DU's loyal supporters and volunteers—mixing their stories with the benefits of science-based, sportsmen-funded wetland and waterfowl conservation—is the real magic behind *DU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

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.