



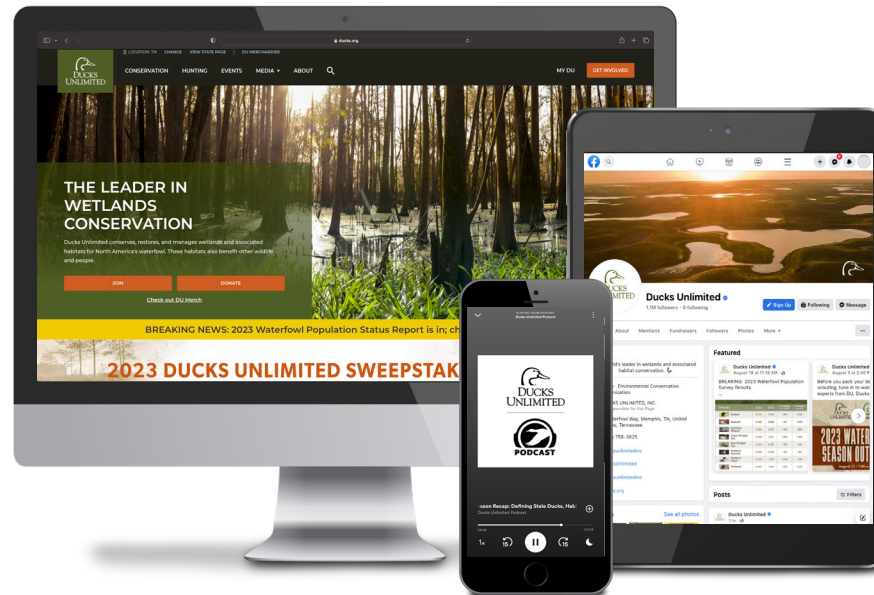
DUCKS UNLIMITED

— MEDIA KIT —



LEADER *in* WETLANDS CONSERVATION

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+

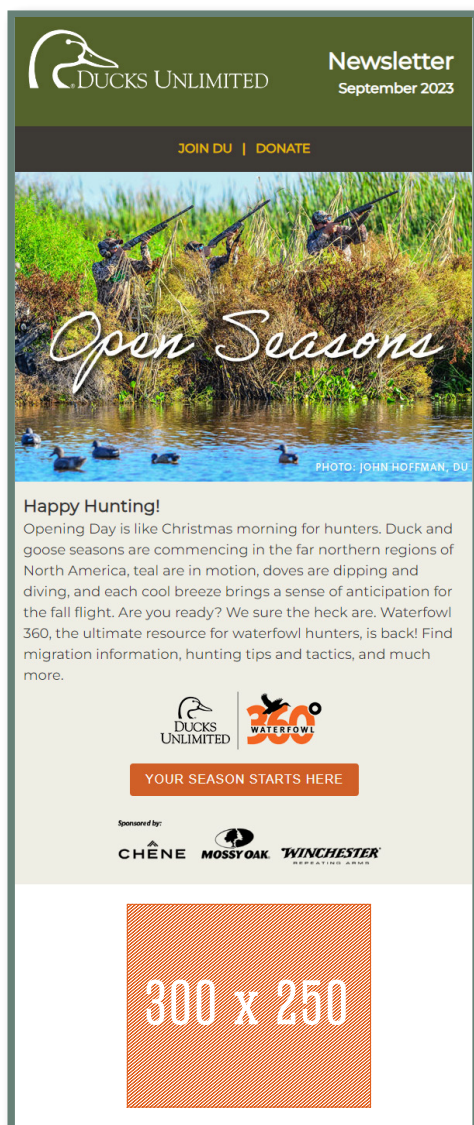
new episodes per month

4.9K+

average listeners per episode

Source: Critical Impact, Transistor
Google Analytics July 2022 thru June 2023

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

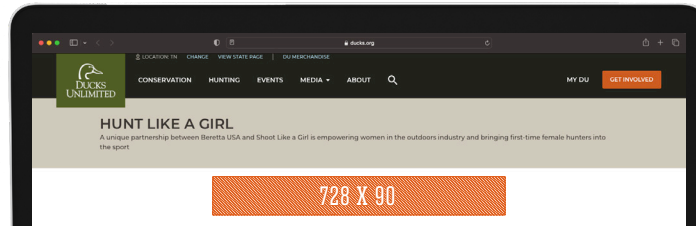
100%
SOV

30%+
AVERAGE OPEN RATE

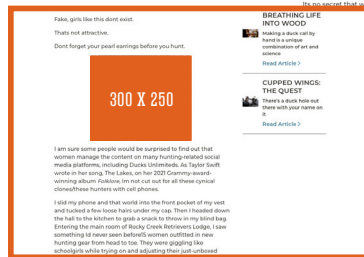
DIGITAL WATERFOWLING PULSE



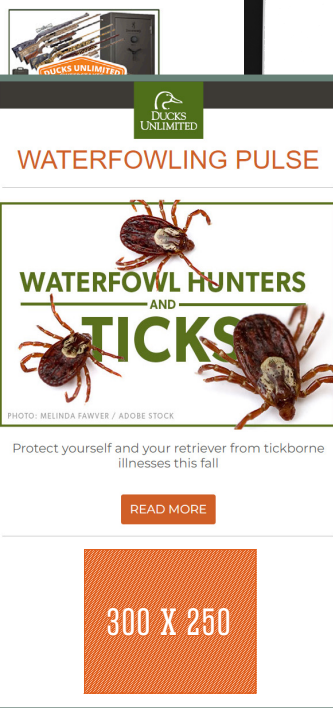
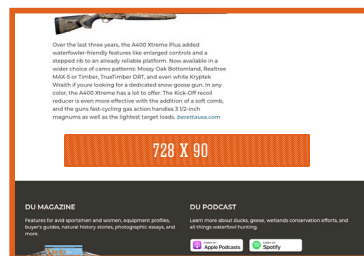
ARTICLE TOP AD



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.

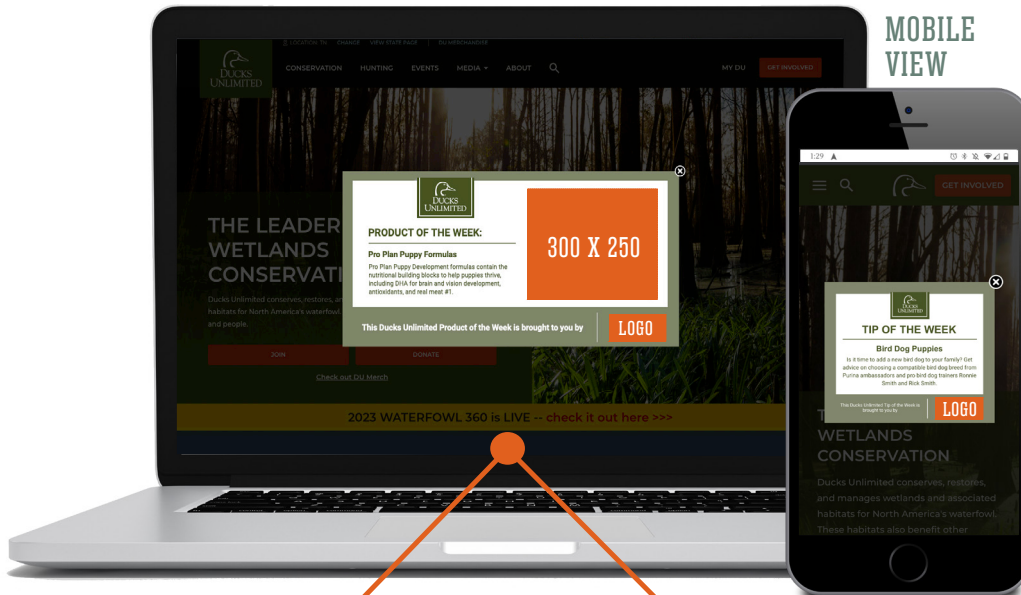
WATERFOWLING PULSE STATISTICS

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

DIGITAL TIP OF THE WEEK



DESKTOP VIEW



MOBILE 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



DIGITAL PODCAST SPONSORSHIP



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+

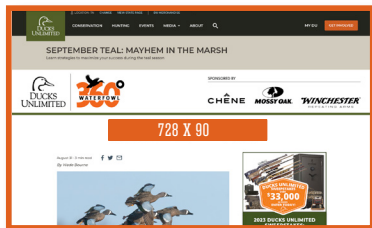
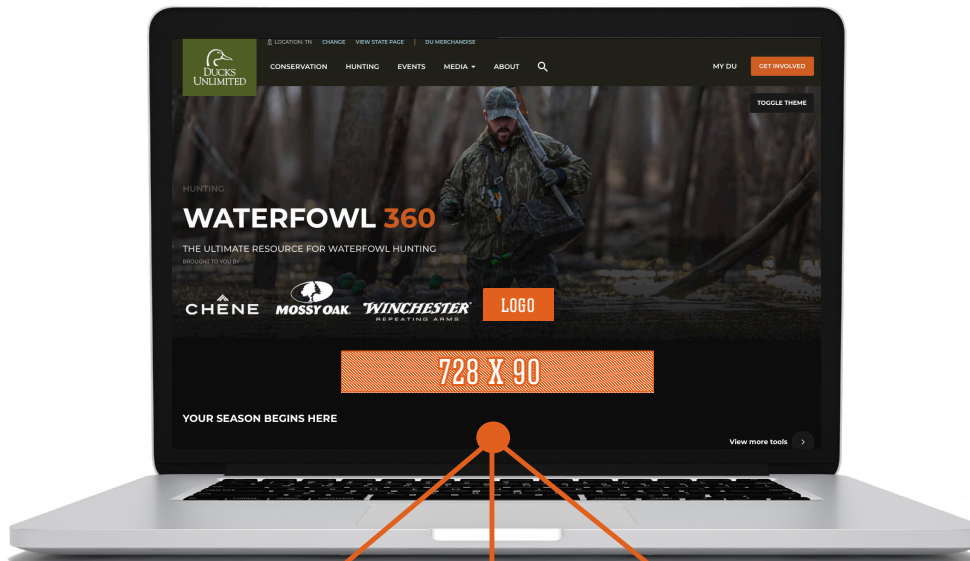
AVERAGE LISTENERS
PER EPISODE

Statistics Source: Transistor

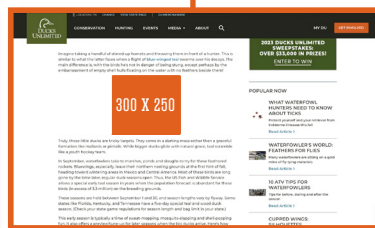
DIGITAL WF360 SPONSORSHIP



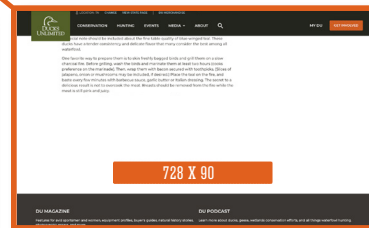
HUNTING PAGE AD & SPONSOR LOGO



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:

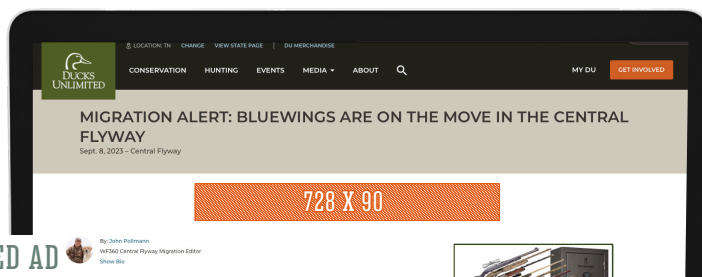
- » 2 million run of section display banners – guaranteed
- » Editorial coverage in New Gear section
- » Sponsor logo recognition in WF360 section header on *ducks.org*
- » Recognition in *Ducks Unlimited* magazine
- » Sponsor recognition in monthly e-newsletters
- » Social media integration – platforms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

TIMING: SEPTEMBER — JANUARY

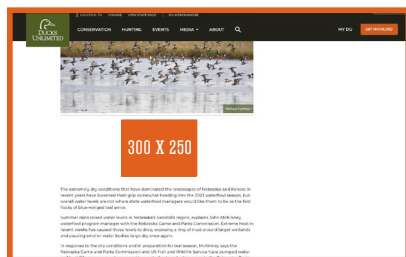
DIGITAL MIGRATION ALERTS



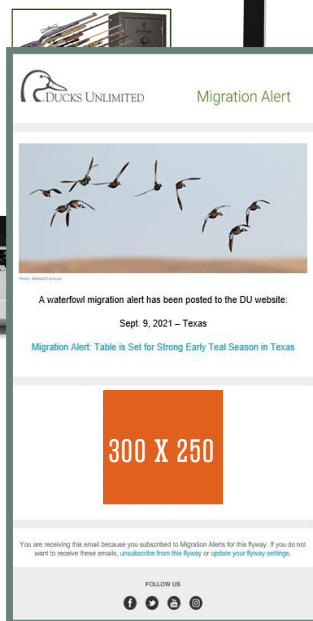
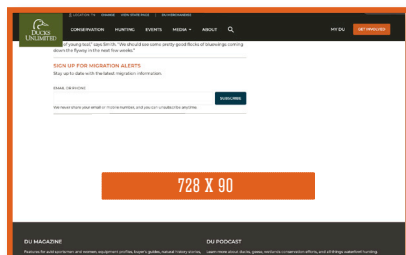
ARTICLE TOP AD



EMBED AD



ANCHOR AD



NEWSLETTER E-BLAST

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

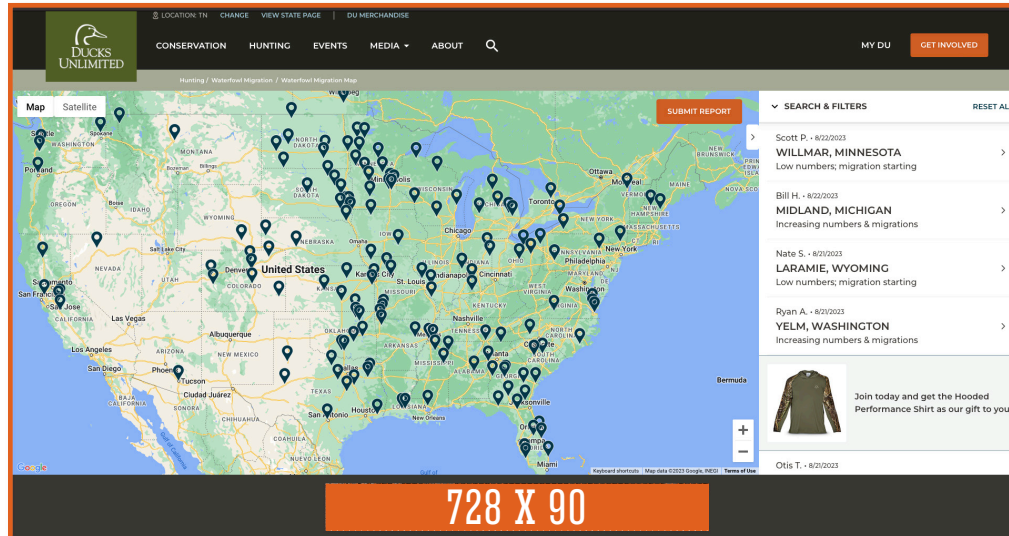
E-MAILS PER MONTH

Please contact your sales representative or visit ducks.org/mediakit 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:

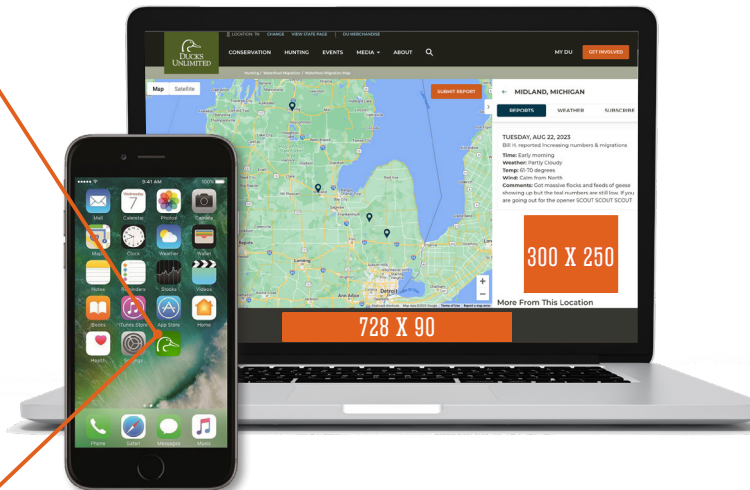
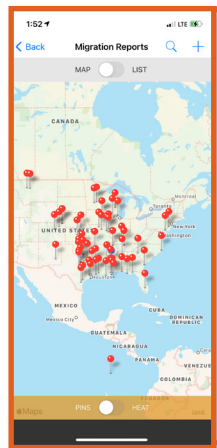
- » 300X250
- » 728X90
- » 320X50

TIMING: SEPTEMBER — JANUARY

MAP AND APP STATISTICS

87K+
APP DOWNLOADS

27MM+
SCREENVIEWS



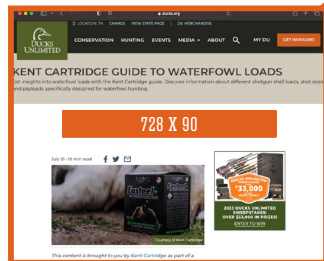
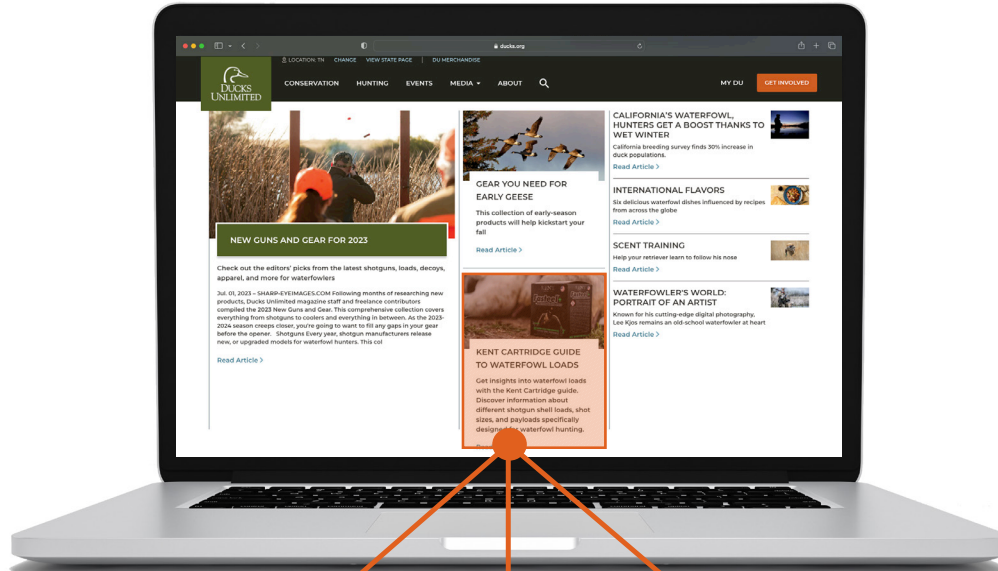
APP VIEW

Please contact your sales representative or visit ducks.org/mediakit for more information.

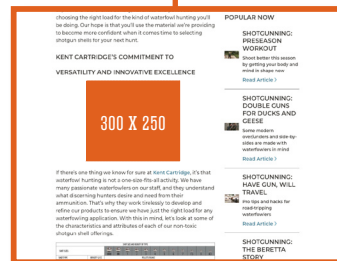
DIGITAL SPONSORED CONTENT



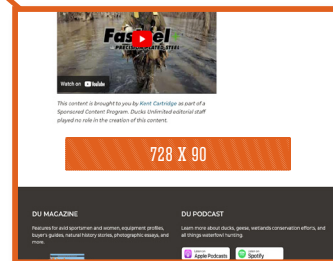
ARTICLE TAKEOVER



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

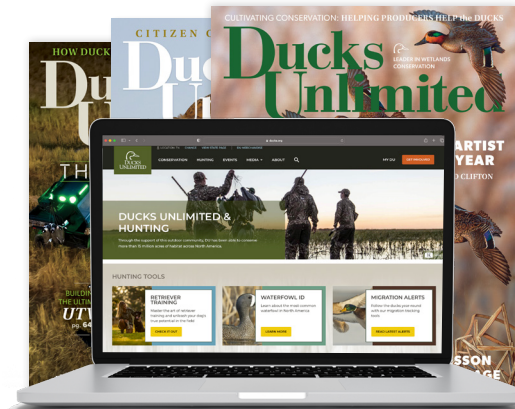
Delivered via e-mail subscription, DU Migration Alerts provide the latest in migration and hunting news.

- » 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 for more information.

DIGITAL ADVERTISING SPECS

SUBMIT MATERIALS TO
MARY OWEN SANDERLIN
EMAIL 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**