Our multi-platform brand provides digital marketing solutions to reach our unique audience anytime, anywhere.

RUN-OF-SITE
E-NEWSLETTERS
TIP-OF-THE-WEEK
SPONSORED CONTENT
SEASONAL SECTION SPONSORSHIPS
SOCIAL POSTS
APP INTEGRATION
## Digital Overview

<table>
<thead>
<tr>
<th><a href="http://WWW.DUCKS.ORG">WWW.DUCKS.ORG</a></th>
<th>E-MAIL</th>
<th>SOCIAL</th>
<th>APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>543K+</strong> average monthly active users</td>
<td><strong>700K+</strong> opt-in e-mail subscribers</td>
<td><strong>1.1MM+</strong> Facebook fans</td>
<td><strong>454K+</strong> downloads</td>
</tr>
<tr>
<td><strong>5.5MM+</strong> average monthly page views</td>
<td><strong>15%</strong> average open rates</td>
<td><strong>121K+</strong> Twitter followers</td>
<td><strong>3MM+</strong> sessions</td>
</tr>
<tr>
<td><strong>5.35</strong> pages per visit</td>
<td><strong>20%</strong> average click through rates</td>
<td><strong>652K+</strong> Instagram followers</td>
<td><strong>35MM+</strong> screen views</td>
</tr>
</tbody>
</table>

DIGITAL [ RUN-OF-SITE ]

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

OVERVIEW

Ducks.org is the online authority for waterfowl hunting and wetlands conservation resources. The site delivers nearly 50 million pageviews annually, and features the latest duck hunting tips and tactics, waterfowl migration reports, conservation news, streaming videos, a member-submitted photo gallery, and more — making it a leading resource to the outdoor industry! Beyond traditional ad placements, ducks.org offers a variety of options for marketers to target passionate, brand-loyal purchasers.

AD UNITS*

DESKTOP:
728x90 and 300x250

TABLET:
728x90 and 300x250

MOBILE:
300x250 and 320x50

* Additional sizes may be available upon request.

Please contact your sales representative or visit www.ducks.org/mediakit for more information.
OVERVIEW
The comprehensive monthly e-newsletter covers waterfowl hunting tips and tactics, habitat and hunting reports, national and regional news, conservation projects, wild game recipes, and more.
- 700K+ opt-in subscribers

SPONSORSHIP DETAILS
- Sent first week of each month
- 100% SOV
- Sponsored Content within e-newsletter (50-100 words, image and URL Link provided by client)
- 300x250 supplied ad unit
- URL link to preferred site
- Publisher supplied analytics

Please contact your sales representative or visit www.ducks.org/mediakit for more information.
OVERVIEW
A bi-weekly themed email is designed for avid waterfowl hunters, providing updated information on duck and goose hunting tips, tactics, and gear. Sponsorship opportunity includes a corresponding article takeover for two weeks.

SPONSORSHIP DETAILS
• 100% SOV of individual email
• Article takeover for 1 month
• 300x250, 728x90, and 320x50 supplied ad units
• URL link to preferred site
• 700k+ opt in subscribers
• Open rate of approximately 25%

SOCIAL MEDIA INTEGRATION
• Branded “brought to you by” treatment in Facebook promotion
• Two Twitter mentions promoting content

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

The Waterfowl Population Survey is the most anticipated annual report for waterfowlers. Spring surveys provide the scientific basis for many management programs across the continent, including hunting season dates and bag limits for hunters. Sponsorship includes a corresponding article takeover for 1 month.

SPONSORSHIP DETAILS:

• 100% SOV in dedicated e-blast
• Distributed to 700k+ opt-in email subscribers
• Sponsorship recognition on dedicated webpage
• One month article takeover
• Deployed mid-August*

Supplied Ad Units:

300x250
728x90
320x50

* Timing subject to release of report by USFWS.

Please contact your sales representative or visit www.ducks.org/mediakit for more information.
DIGITAL
[ TIP-OF-THE-WEEK ]

TIP-OF-THE-WEEK
Sponsor four weekly tips per month to align your brand with Ducks Unlimited.

OVERVIEW
• Homepage interstitial ad unit
• Tips created/approved by DU editors

SPONSORSHIP DETAILS
• 100% SOV in interstitial ad
• 300x250 supplied ad unit
• URL link to preferred site
• “Brought to you by” logo treatment
• One tip per week – up to 4 per month

Please contact your sales representative or visit www.ducks.org/mediakit for more information.
OVERVIEW
From September through January — peak waterfowling season — Ducks Unlimited transforms the Hunting section of its website to **WF360**. The section is redesigned and features our Migration Map, recipes, calling tips, migration alerts, decoy strategies, and much more.

SPONSORSHIP RECOGNITION
- 2MM run of section display banners – guaranteed
- 300x250, 728x90, 320x50 supplied ad units
- Editorial coverage in New Gear section
- Sponsor logo recognition in WF360 section header
- Two full-page promotional ads in *Ducks Unlimited* magazine
- Sponsor Recognition in Monthly e-newsletters (September through January)
- Two dedicated e-blasts throughout the program.
- WF360 press release

SOCIAL MEDIA INTEGRATION
- Three branded Facebook posts between September and January
- Multiple individual tweets/mentions and program wide
- Brand alignment within DU’s Social Media channels: Twitter and Instagram

Please contact your sales representative or visit [www.ducks.org/mediakit](http://www.ducks.org/mediakit) for more information.
MIGRATION MAP & APP
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 area. 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

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

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 email subscription, the Migration Alerts include a social media component that reaches a large segment of DU’s audience.

OVERVIEW
• Covers four unique Flyways
• 20K-30K opt-in subscribers per Flyway
• 8-10 emails per month

SPONSORSHIP DETAILS
• 100% SOV of each alert
• One 300x250 banner ad in opt-in emails
• Article take-over on content page
• Each Alert is posted to DU’s high-traffic Migration Map

SOCIAL MEDIA INTEGRATION
• All Migration Alerts receive social promotion
• Geo-targeted Facebook posts
• Twitter promotions

Please contact your sales representative or visit www.ducks.org/mediakit for more information.
OVERVIEW
This exclusive opportunity allows you to publish your brand’s content on the Ducks Unlimited website. Promotion includes section homepage Ad takeover.

ARTICLE DETAILS
• 600- to 800-word article (subject to editorial approval)
• Maximum of two hyperlinks within article
• One image/video
• DU editorial disclosure on article page
• Supplied Ad units: 300x250, 728x90, 320x50
• Promoted on Social Media
• Article takeover for 1 month

SOCIAL MEDIA INTEGRATION
• One branded Facebook post
• Two Twitter mentions with branded content

Please contact your sales representative or visit www.ducks.org/mediakit for more information.
Align your brand with DU’s social media fans and followers through co-branded

**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**

- Sponsored posts
- Client-provided 1080x1080 image and copy
- Subject to editorial approval
- Instagram stories
- Brand alignment

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

**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.
<table>
<thead>
<tr>
<th>Desktop/Tablet Ad Units</th>
<th>Dimensions</th>
<th>Accepted Filetypes</th>
<th>Maximum Size or Length</th>
<th>Loop/Time</th>
<th>Download (if applicable)</th>
<th>Border</th>
<th>Rich Media Types Accepted</th>
<th>Audio Accepted</th>
<th>Third Party Serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Content Rectangle</td>
<td>300x250, 330x600 non-expandable</td>
<td>3rd Party Tags: See banner ad policy below</td>
<td>100K Max. FrameRate 18 fps recommended, up to 24 fps accepted for in-baner video.</td>
<td>3 loops of animation or 30 seconds max. If ad contains in-baner video, longer playtimes are acceptable provided polite specifications are met.</td>
<td>Initial download 50K max. subsequent download 200K max for third-party hosted ads.</td>
<td>We recommend your ad include borders if it has a white or light background.</td>
<td>HTML5/Rich Media are accepted if they otherwise meet specifications, but are only accepted if provided in the form of 3rd party ad tags.</td>
<td>User Enabled Audio Streams Only - see polite specifications below.</td>
<td>Yes - for the purposes of generating tags with pre-embedded macros, please note that Ducks Unlimited uses DFP asynchronous tags for advertising.</td>
</tr>
<tr>
<td>Leaderboard/Super Leaderboards, Anchors</td>
<td>970x90, 970x66, 970x250, 728x90 (Pushdown/expandable) 970x66 and 970x90 available for top leaderboard positions on desktop devices only.</td>
<td>3rd Party Tags: See banner ad policy below</td>
<td>100K Max. FrameRate 18 fps recommended, up to 24 fps accepted for in-baner video.</td>
<td>3 loops of animation or 30 seconds max. If ad contains in-baner video, longer playtimes are acceptable provided polite specifications are met.</td>
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</tr>
<tr>
<td>HTML E-Mail Newsletter</td>
<td>300x250 top or 728x90 anchor</td>
<td>.jpg or .gif, or simple third-party redirects (no animation, no javascript, no IFrames).</td>
<td>100K</td>
<td></td>
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<td>No</td>
<td>3rd Party serving is not available for newsletters.</td>
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<tr>
<td>Mobile Ad Units</td>
<td>320x50 (non-expandable)</td>
<td>3rd Party Tags: See banner ad policy below</td>
<td>50K</td>
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<tr>
<td>Smartphone Rectangle</td>
<td>300x250 (non-expandable)</td>
<td>Expandable ads NOT permitted on the mobile site.</td>
<td>100K</td>
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<tr>
<td>Tip of the Week</td>
<td>Preferred format: best practice would be dependent on nature of the images in the banner (photos vs line art, etc.), but we accept .png, .jpg, .gif, etc. 3rd Party L1 Tracking Pixel and Click Tracker can be implemented but no image tags accepted.</td>
<td>100K</td>
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<tr>
<td>Rectangle plus clickthru URL</td>
<td>300x250 (non-expandable)</td>
<td>Preferred format: transparent PNG-24. Other format options transparent PNG-8 or transparent .gif. Please note that the logo will appear against a WHITE, rectangular background. If a transparent logo cannot be provided for any reason, then we’ll ask to please supply logo against a white background.</td>
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<tr>
<td>Logo</td>
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<td>Preferred format: transparent PNG-24. Other format options transparent PNG-8 or transparent .gif. Please note that the logo will appear against a WHITE, rectangular background. If a transparent logo cannot be provided for any reason, then we’ll ask to please supply logo against a white background.</td>
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<td>Additional Information: Avoid use of bullets or numbered lists as they reduce the word/character count due to formatting.</td>
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