

Ranked #1 among duck hunting sites, ducks.org is the online authority for waterfowl hunting & wetland conservation resources. The site delivers an annual 71+ million pageviews, 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.

## Overview:

### Demographics

**ducks.org** attracts an active and engaged audience of avid outdoorsmen every month.

Male	92%
Age (21-54)	70%
HHI (\$50k+)	71%
Attended College/Graduated+	80%
Professional/Managerial	41%
DU Member	71%
Waterfowl Hunter	90%
Read <i>Ducks Unlimited</i> magazine	82%
4 or more hrs per week online	85%

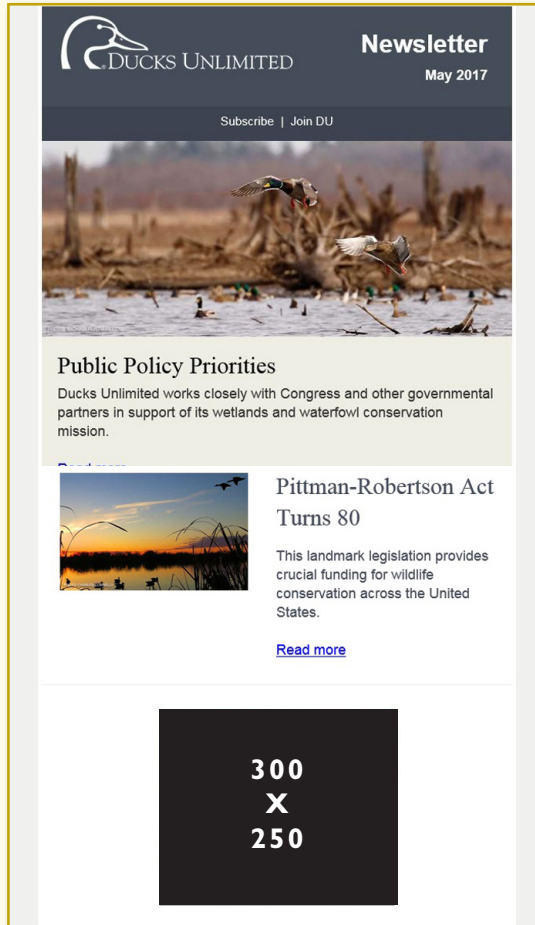
### Targeted Opportunities:

- Monthly e-newsletters
- Waterfowling Pulse e-newsletter
- Run of Site
- WF360 Sponsorship
- Migration Map Sponsorship
- Tip of the Week
- Custom Integration
- Mobile
- Migration Alerts
- Sponsored Content

Source: 2016 www.ducks.org online survey & Google Analytics  
Social Media numbers as of October 2016

**Contact your sales representative for more information.**

Sent only to opt-in subscribers, DU's monthly e-newsletters are a great tool to reach a targeted audience and maximize impact. Our e-newsletters keep subscribers up-to-date on all the latest DU news, events, and special offers.



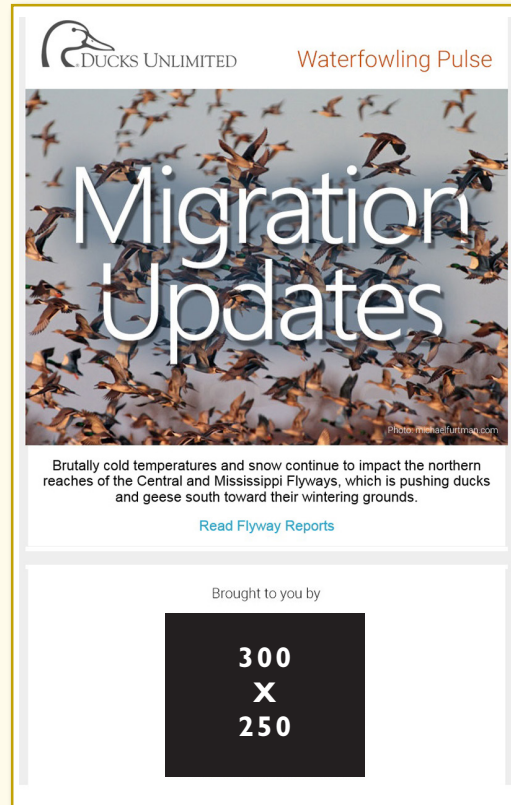
### Monthly E-Newsletter

- 700,000+ opt-in subscribers
- Covers waterfowl hunting tips & tactics, field & hunting reports, national & regional news, conservation reports, wild game recipes, and much more!
- Ad size: 300x250

### SPECIFICATIONS:

- File size max: 40K
- File Type: Static
- Note: 3rd Party serving is not available
- Inventory subject to change and based upon availability at time of commitment.
- Available on a first-come, first-served basis.
- All creative is subject to approval.

For more information, contact your sales representative.



### Waterfowling Pulse

- 700,000+ opt-in subscribers
- One sponsored edition each month (Two per month in Aug/Sept/Oct)
- Includes a 300x250 banner ad with link
- Plus, exclusive ownership of content page on **ducks.org** for two weeks
  - 728x90 top banner & footer
  - 300x250 medium rectangle
  - 300x50 mobile
- 100% share of voice

**All creative due 5 days before release and should be sent to:**

Brittney Block  
 bblock@ducks.org  
 901-758-3781



Waterfowl hunting isn't just a hobby,  
it's a passion. It's a lifestyle.  
And for many hunters,  
it's who they are.

## SPONSORSHIP PACKAGE

### SPONSORSHIP BENEFITS:

(SEPTEMBER - JANUARY)\*

#### RUN-OF-SECTION BANNERS

*(2 million impressions guaranteed)*

EDITORIAL COVERAGE IN NEW GEAR SECTION

### PROMOTIONAL EXPOSURE:

- SPONSOR LOGO RECOGNITION IN WF360 SECTION
- SPONSOR LOGO RECOGNITION IN TWO (2) FULL PAGE PROMOTIONAL ADS IN *DUCKS UNLIMITED* MAGAZINE *(3.2 million readers per issue)*
- SPONSOR LOGO INCLUDED IN DU'S MONTHLY E-NEWSLETTERS SEPTEMBER – JANUARY *(700,000+ opt-in subscribers each issue)*
- WF360 PROMOTIONAL VIDEO *(sponsor logo recognition)*
- EBLAST *(two dedicated eblasts in September - 700,000+ opt-in subscribers)*
- WF360 PRESS RELEASE *(4,000 distribution)*
- DU FACEBOOK PAGE *(promotional coverage throughout season - 1.1 million+ fans)*
- TWITTER *(daily tweets during promotion - 115,000+ followers)*

### FEATURES:

- Migration Map
- Recipes
- Calling Tips
- Migration Alerts
- Decoy Strategies
- Sponsored Content\*\*
- DU Clips

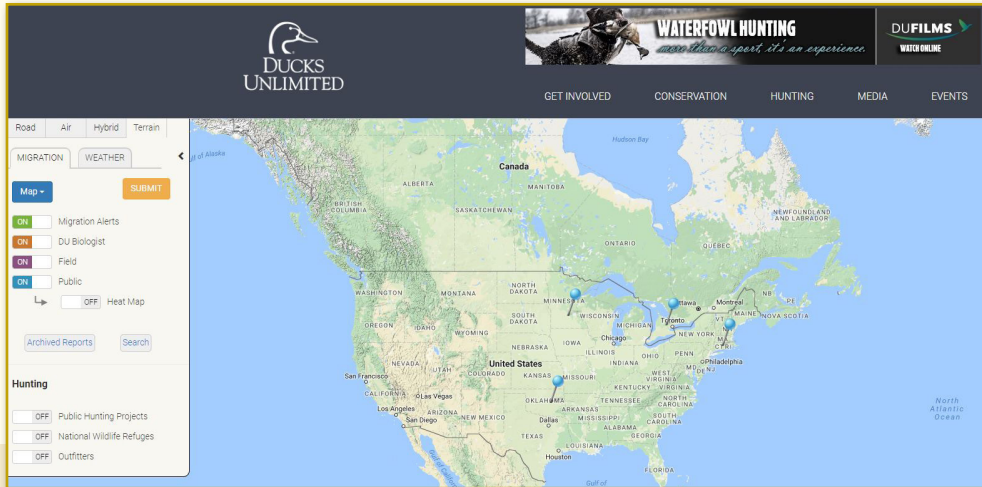
### WEBSITE STATISTICS:

- #1 DUCK HUNTING SITE
- 7.2 MILLION PAGE VIEWS PER MONTH
- 532,000 AVERAGE UNIQUE VISITORS PER MONTH

**WANT TO REACH AMERICA'S MOST AVID WATERFOWL HUNTERS?**

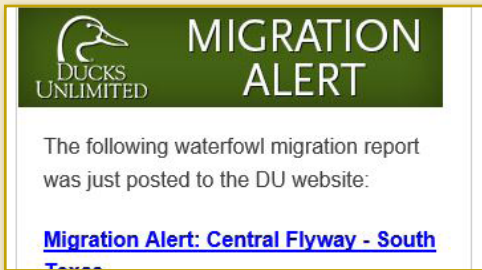
**Contact your Ducks Unlimited sales representative**

The **DU 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 exceeds **50 million views per season**, providing you with maximum reach of your target audience.



### Migration Map:

- 300x250 banner ad on desktop and mobile reports
- 300x50 ad on mobile-optimized site and DU app
- Logo on Migration Map toolbar
- Logo featured in Migration Map section of DU e-newsletters



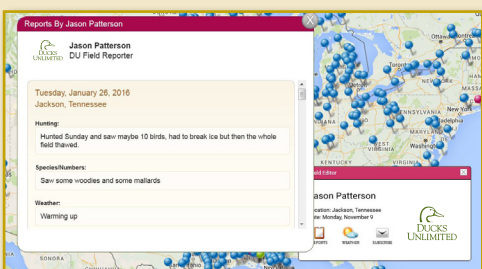
### Migration Alerts:

- Cover four unique flyways
- 20-30k opt-in subscribers per flyway
- Guaranteed at least 10 Migration Alert emails per month
- One 300x250 banner ad in opt-in emails
- Plus, exclusive ownership of content page on **ducks.org** for two weeks
  - 728x90 top banner & footer
  - 300x250 medium rectangle
  - 300x50 mobile
- 100% share of voice



### Migration Reports:

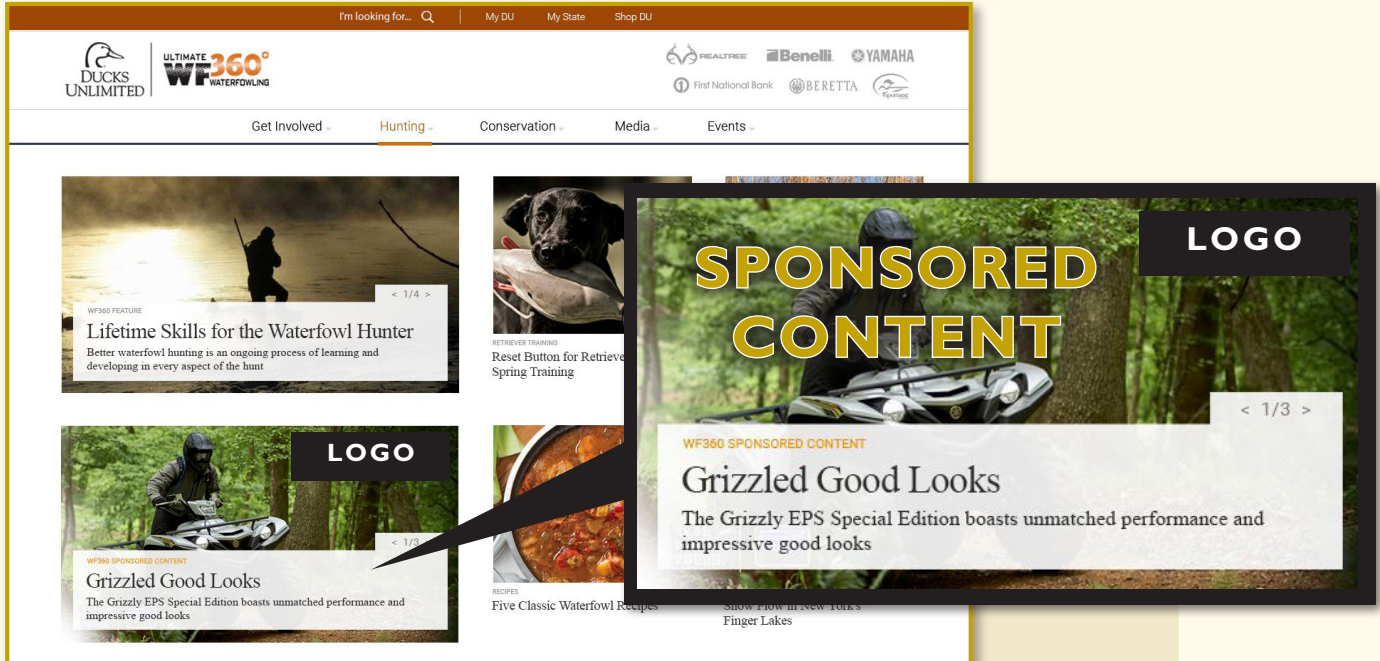
- Approximately 600,000 email updates sent during the 2016 season
- Includes a 300x250 banner ad in opt-in emails
- 100% share of voice
- Pixel tracking available



### Migration Field Editors:

- Designation as Pro Staff
- Logo on exclusive field reports
- Additional character limits and categories for field report submissions
- Optional Migration Map banner ads available

## Digital | SPONSORED CONTENT

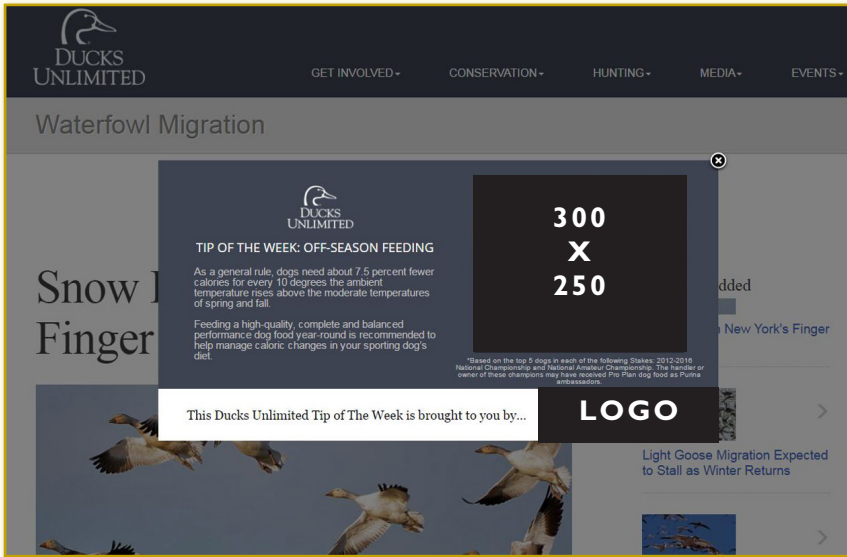


### Opportunity includes:

- 600-800 word article relevant to WF360
- Maximum of 2 hyperlinks within article
- One image/video
- Appears on WF360 homepage for 2 weeks
- Promoted as “WF360 SPONSORED CONTENT” and logo on homepage and article page
- DU editorial disclosure on article page
- Plus, exclusive ownership of article page on **ducks.org** for two weeks
  - 728x90 top banner & footer
  - 300x250 medium rectangle
  - 300x50 mobile
- One Facebook post
- Three Twitter mentions

For more information, contact your sales representative.

## Digital | TIP OF THE WEEK

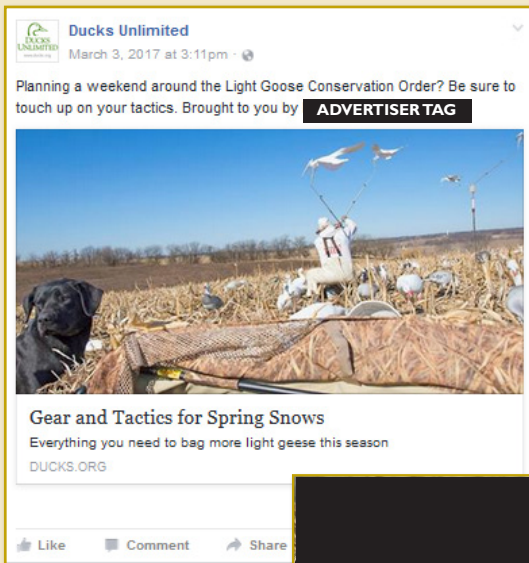


### MINIMUM ONE-MONTH SPONSORSHIP

Homepage interstitial ad unit

- Logo
- 300X250 ad(s) – up to 4 per month
- Click URL
- Pixel tracking available
- Four tips created/approved by in-house editorial team

## Digital | CUSTOM SOCIAL PROGRAMS

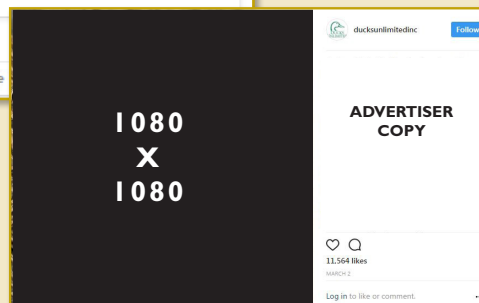


### FACEBOOK

- Sponsored post - Related content with “Brought to you by” + Facebook Tag

### TWITTER

- Sponsored post – Related content with “Brought to you by” + Twitter Handle
- Twitter takeover - Q&A



### INSTAGRAM

- Sponsored post – Client-provided 1080X1080 image and copy (subject to approval)

For more information, contact your sales representative.



# 2017 Waterfowl Population Survey SPONSORSHIP PACKAGE

## DU'S MOST ANTICIPATED ANNUAL REPORT FOR WATERFOWLING

The spring surveys provide the scientific basis for many management programs across the continent, including hunting season dates and bag limits for hunters.

### SPONSORSHIP EXPOSURE: (Beginning mid-August)

- Dedicated e-blast
- 1 Facebook post
- 8-10 tweets (within first 7 days of launch)
- Waterfowl Population Survey press release
- Graphic element (chart w/logo inclusion)
- 2-week article takeover - sponsor banner ads

### STATISTICS:

- 700,000+ opt-in email subscribers
- 1.1 million Facebook likes
- 116,000 Twitter followers
- 4,000 press release distribution
- 80,000+ total survey views during first two weeks of 2016 launch

CONTACT YOUR  
DUCKS UNLIMITED  
SALES REPRESENTATIVE



### Just Released 2017 Waterfowl Survey



[www.ducks.org/DuckNumbers](http://www.ducks.org/DuckNumbers)  
The U.S. Fish and Wildlife Service just released its report on [2017 Trends in Duck Breeding Populations](#), based on surveys conducted in May and early June.  
[Click here to view waterfowl population data](#) and get a species-by-species breakdown on the Ducks Unlimited website.

View Survey Results

Not a DU Member?

[Join Now & Receive a FREE Gift!](#)

BROUGHT TO YOU BY

300  
X  
250

2017 WATERFOWL SURVEY				
*LOGO <a href="http://ducks.org/ducknumbers">ducks.org/ducknumbers</a>				
Species	2016	2015	% change from 2015	% change from LTA
Mallard	11,793	11,643	+1	+51
Gadwall	3,712	3,834	-3	+90
American Wigeon	3,411	3,037	+12	+31
Green-winged teal	4,275	4,081	+5	+104
Blue-winged teal	6,689	8,547	-22	+34
Northern shoveler	3,967	4,391	-10	+56
Northern pintail	2,618	3,043	-14	-34
Redhead	1,289	1,196	+8	+82
Canvasback	0,736	0,757	-3	+26
Scaup	4,992	4,395	+14	0
<b>Total Ducks</b>	<b>48,363</b>	<b>49,522</b>	<b>-2</b>	<b>+38</b>
<b>May Ponds (US/Can)</b>	<b>5,012</b>	<b>6,308</b>	<b>-21</b>	<b>-4</b>

\*Logo placement subject to change based on chart design.

### General Guidelines

- All creative materials should be received at least 5 business days prior to the launch of the campaign to complete approval process and placement. If creative is delayed, we cannot guarantee the start date for late creative and reserve the right to extend the campaign end date by same number of days creative was delayed.
- All creative is subject to approval on a case-by-case basis by publisher. DU reserves the right to reject any creative that does not follow our published specifications.
- All DU website banner placements may not have creative that extends beyond the designated banner area. This includes but is not limited to expandables, rollovers, surveys, non-user-initiated daughter windows and DHTML elements.
- We recommend your ad include borders if it has a white or light background.
- Ducks Unlimited's DFP ad tags are ASYNCHRONOUS.
- All ad placements should spawn a new browser window when clicked upon.
- For any campaign or ad unit whose performance and invoicing is dependent upon advertiser's third-party data, a working reporting login must be provided to access third-party data. This login should be made available prior to, or by the day of, the campaign launch. Failure to provide a working login can result in the campaign being delayed or paused until one is received.
- Audio, Expansion and Pushdown banners must be polite and user-initiated on mouse click. Mute button required for all audio/video content in banners. Pushdown creatives must contain a clearly visible close/collapse element and be in compliance with friendly frames to function properly on this website. For more, refer to IAB Best Practices for Rich Media in ASYNC environments PDF: [http://www.iab.net/media/file/rich\\_media\\_ajax\\_best\\_practices.pdf](http://www.iab.net/media/file/rich_media_ajax_best_practices.pdf)

### Desktop & Tablet

**LEADERBOARD/ANCHOR:** 728x90

**IN-CONTENT RECTANGLE:** 300x250 & 300x600

**LEADERBOARD PUSHDOWN OR EXPANDABLE\*:** 970x90 970x66, & 970x250

**ACCEPTED FILES:** .jpg, .png, .gif as locally hosted images. Rich media/HTML5 is only accepted if provided via 3rd party ad tags.

**FILE SIZE OR LENGTH:** < 50K framerate 18 fps recommended, up to 24 fps accepted for in-banner video.

**LOOPS/TIME:** 3 loops of animation or 30 seconds max. If ad contains in-banner video, longer playtimes are acceptable provided polite specifications are met.

**DOWNLOAD:** Initial download 50k max; subsequent download 200K max for third-party hosted ads.

**RICH MEDIA ACCEPTED:** HTML5/Rich Media are accepted if they otherwise meet specifications, but are only accepted if provided in the form of 3rd party ad tags.

### Optimized Site & Smartphone

**LEADERBOARD OR RECTANGLE:** 300x50  
(Static & Non-expandable)

**ACCEPTED FILES:** .jpg, .png, .gif as locally hosted images. Rich media/HTML5 is only accepted if provided via 3rd party ad tags.

**FILE SIZE:** < 50K

### E-Newsletter Sponsorships

**DIMENSIONS:** 300x250 top or 728x90 anchor plus URL link

**FILE SIZE MAX:** 40K, .jpg, .gif, - no animation, JavaScript, or IFRAMES

**FILE TYPE:** Static

**NOTE:** 3rd Party serving is not available

### Waterfowl Pulse

**DIMENSIONS:** 300x250, 728x90 & 300x50 plus URL link

**FILE SIZE MAX:** 40K, .jpg, .gif, - no animation, JavaScript, or IFRAMES

**FILE TYPE:** Static

**NOTE:** 3rd Party serving is not available