



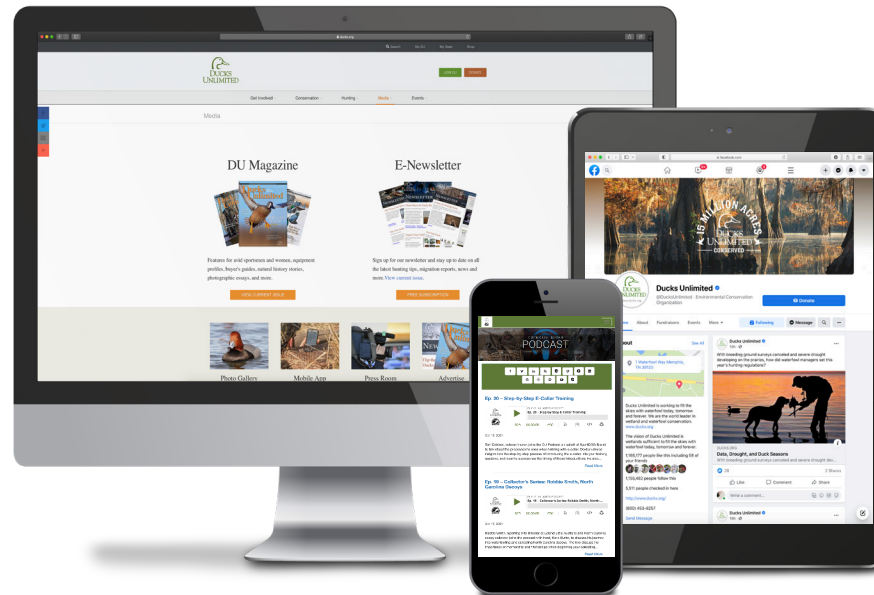
DUCKS UNLIMITED

— MEDIA KIT —



LEADER *in* WETLANDS CONSERVATION

DIGITAL OVERVIEW



WWW.DUCKS.ORG

485K+

average monthly active users

2.67MM+

average monthly page views

3.61

pages per visit

E-MAIL

700K+

opt-in e-mail subscribers

15%

average open rates

20%

average click through rates

SOCIAL

1.1MM+

Facebook followers

117K+

Twitter followers

734K+

Instagram followers

PODCAST

1.1MM+

total unique downloads

15+

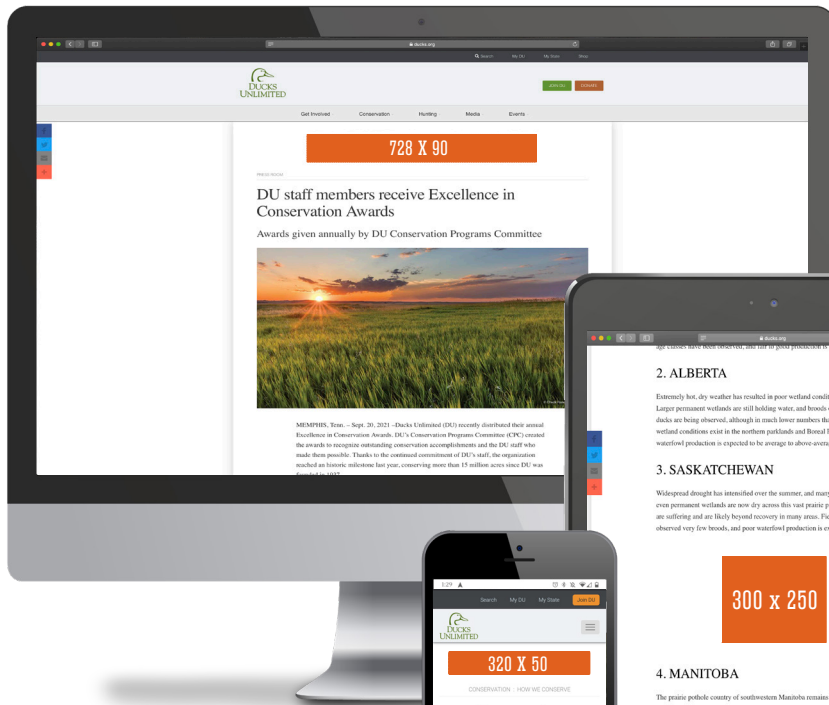
new episodes per month

2.8K+

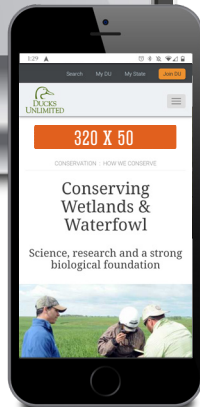
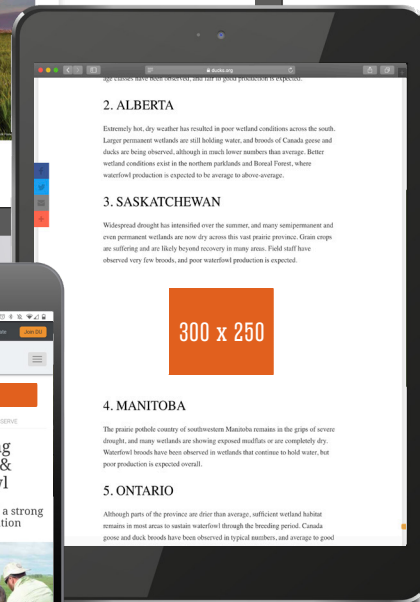
average listeners per episode



DESKTOP



TABLET



MOBILE

ROBUST, GROWING AND RANKED #1 AMONG DUCK HUNTING SITES

OVERVIEW

Position your ad in the leading online waterfowl hunting and wetlands conservation authority. *Ducks.org* delivers nearly 30 million pageviews annually to more than 5.5 million visitors.

MOST-VISITED SECTIONS DURING WATERFOWL SEASON:

- » Migration Map
- » Migration Location Report
- » Waterfowl ID

28.5% – DESKTOP USERS

68% – MOBILE USERS

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 ducks.org/mediakit for more information about other available ad formats and pricing.

DIGITAL MONTHLY E-NEWSLETTER



Final Stages of Preparation
The last month of summer feels like it lasts an eternity. Waterfowlers anxiously await the first cold fronts of fall, but there's much to do before the season kicks off. There is gear to organize, shotguns to clean, trips to plan, strategies to map out, and the dog days of August are the perfect time to do it. The following content will help you prepare for opening day and whet your appetite for the upcoming season.

[Start with improving your Waterfowl ID](#)

First-Chance Geese
Try these specialized tactics for early-season honkers in your area

[Read more](#)

300 x 250

Sponsored Content: Emergency Field First-Aid for Sporting Dogs
Being prepared for field emergencies is as important as having a properly conditioned sporting dog. Luckily, most injuries can be readily treated in the field, but knowing how to handle a more serious accident could make a difference in your dog's prognosis. Learn which first aid supplies you might need, as well as how to evaluate your dog for signs of injury. Brought to you by PetLife

[Read more](#)

DU Conserve Season 3
Ducks Unlimited is proud to present its third season of Conserve Films

[Read more](#)

DU Adds Top Policy Talent to Government Affairs Team
Julia Peebles is the new agriculture and sustainability manager; Grant McKenzie is the new government affairs coordinator

[Read more](#)

Wood Duck Quiz
Test your knowledge about one of North America's most popular species

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

15%
AVERAGE OPEN RATE



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% 20%

OPT-IN SUBSCRIBERS SOV OF INDIVIDUAL E-MAIL AVERAGE OPEN RATE

DIGITAL PODCAST SPONSORSHIP



Great listen Jan 19, 2021
★★★★★ cjansen1
Good talk about conservation and the men and women who make it possible!

Solid 1y ago
★★★★★ Dallas Law Student
If you're like me and can't get enough duck-hunting related media, this is the perfect addition to your quiver. Solid topics of conversation and solid information. Well worth your time.

Awesome 1y ago
★★★★★ AIBalBABY
Love the show!

Great podcast 1y ago
★★★★★ Sooooooooooooooooooooooooooooooooooooo
Very informational and fun to listen to!

Ducks unlimited podcast 1y ago
★★★★★ JbsZ71
I enjoy the podcast and what it stands for. I have learned a lot about ducks by just listening to this. Keep up the good work

Decoy carving master! Jan 10, 2021
★★★★★ Fishcamp Montana
Great interview with Marty and the lady's, great insight!

**HOSTED BY CHRIS JENNINGS,
DR. MIKE BRASHER
& KATIE BURKE**

PODCAST STATISTICS

1.1MM+
TOTAL UNIQUE
DOWNLOADS

15+
NEW EPISODES PER
MONTH

2.8K+
AVERAGE LISTENER PER
EPISODE

Source: Libsyn, September 2021

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 more than 15 episodes each month and is available on most podcast listening platforms.

PACKAGES

STUDIO SPONSORSHIP:

- » In Studio Signage
- » “Brought to you by” recognition
- » Guest interview*
- » Pre- and mid-roll per episode
- » Multiple display ad sizes on ducks.org/DUPodcast
- » Social Integration
- » 3, 6 and 12 month sponsorships available. Pricing TBD depending on scope of package.

MONTHLY SPONSORSHIP:

- » One month non-exclusive Sponsorship
- » Guest interview*
- » Pre- and mid-roll per episode
- » Multiple display ad sizes on ducks.org/DUPodcast
- » Social Integration
- » Cost: \$7,500 net

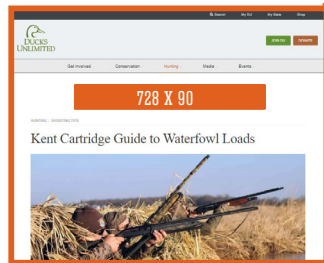
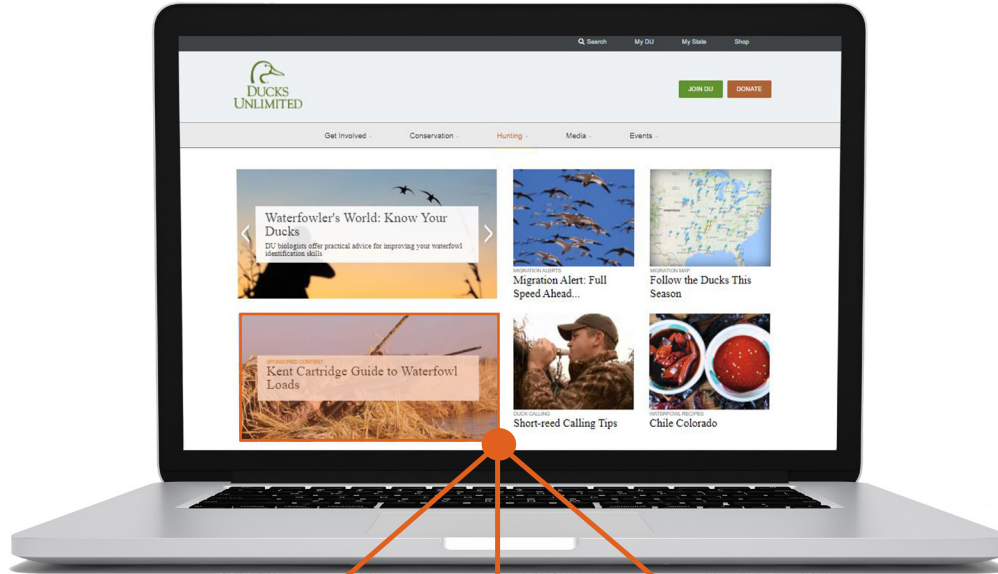
GUIDELINES

- » New episodes are produced each month, except February, March, April, June, and July. Guest interviews are not available during these months.
- » **Interviews should align with DU's mission and podcast topics, and guests are also subject to approval.**

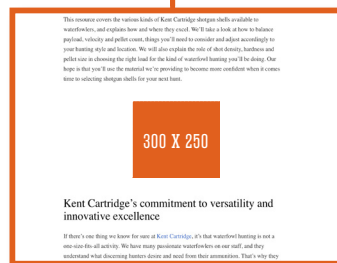
DIGITAL SPONSORED CONTENT



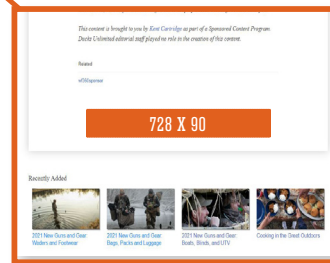
ARTICLE TAKEOVER



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

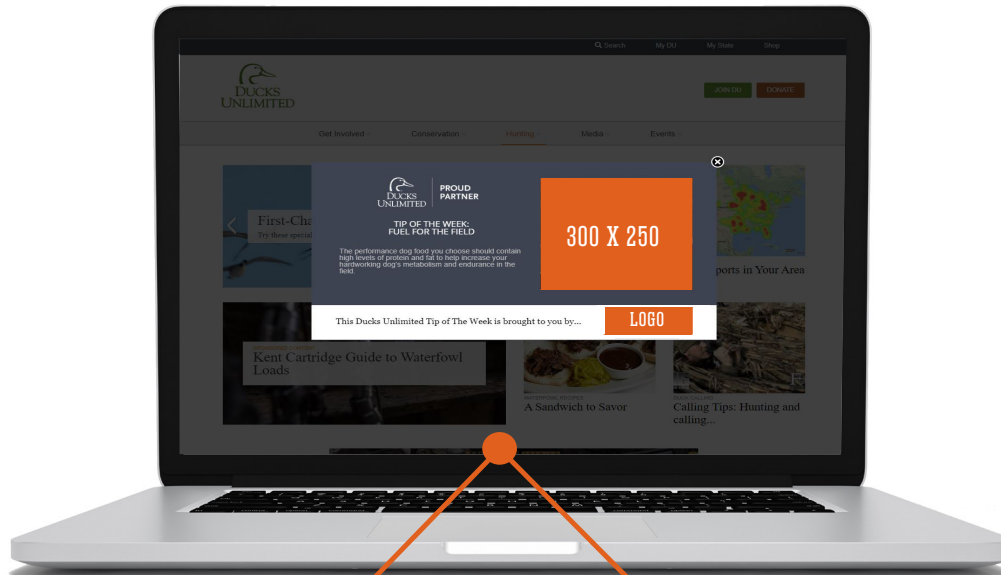
- » Article takeover for one month*
- » 100% SOV of display ad units on branded content
- » Maximum of two hyperlinks within article
- » One image/video provided by client
- » Social Media recognition: "Brought to you by" social tags and mentions (2 Twitter, 2 Instagram, 2 Facebook)
- » Cost \$7,500 net

*Article provided by client and subject to editorial approval.

DIGITAL CUSTOMIZED INTERSTITIAL AD



DESKTOP VIEW



TIP OF THE WEEK

Sponsor four weekly tips per month to align your brand with Ducks Unlimited.

SPONSORSHIP DETAILS:

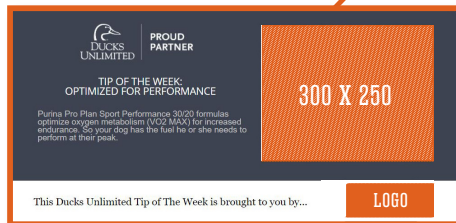
- » 100% SOV in interstitial ad
- » URL to preferred site
- » “Brought to you by” logo treatment
- » One tip per week – up to four per month
- » Cost \$5,000 net

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



TIP OF THE WEEK EXAMPLE

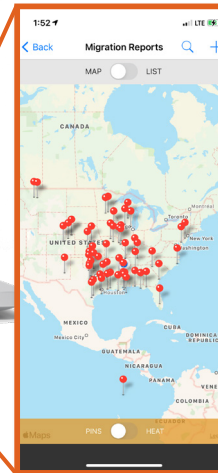
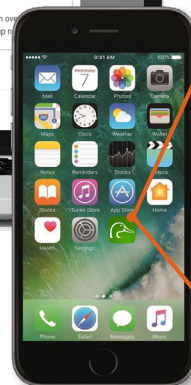
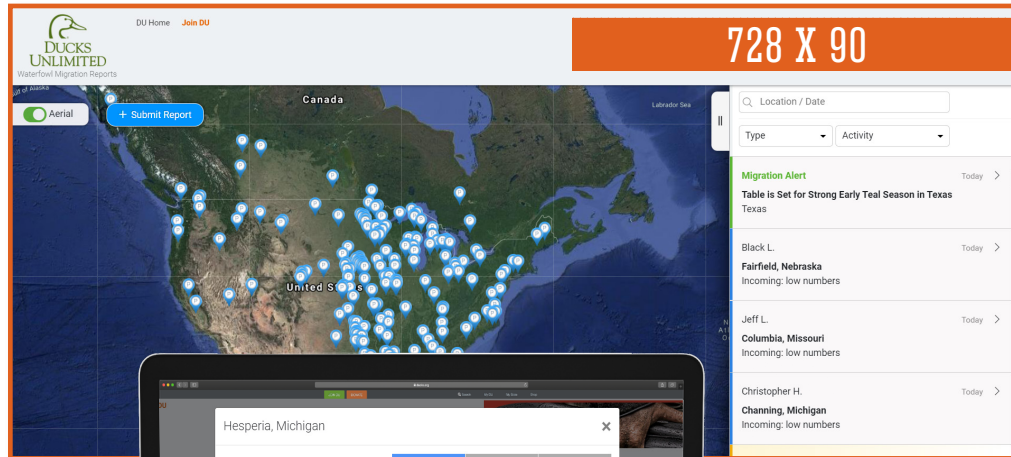


PRODUCT OF THE MONTH EXAMPLE

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. The map has nearly 50 million views per season, providing you with maximum reach of your target audience.

AVAILABLE AD UNITS:

- » 300X250
- » 728X90
- » 320X50

MAP AND APP STATISTICS

213K+
APP DOWNLOADS

202K+
APP VIEWS

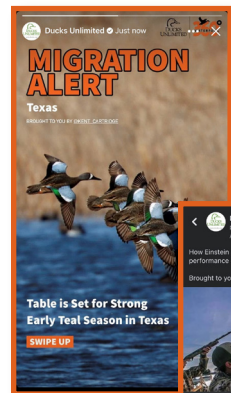
34.6MM+
SCREENVIEWS

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

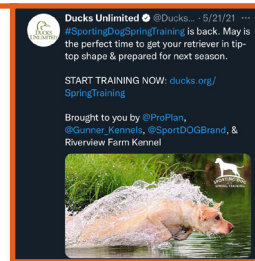
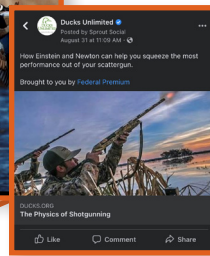
DIGITAL CUSTOM SOCIAL PROGRAMS



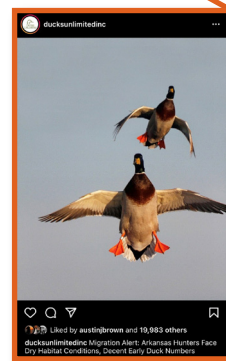
INSTAGRAM STORY



FACEBOOK



TWITTER



INSTAGRAM

ALIGN YOUR BRAND WITH DU'S SOCIAL MEDIA FANS AND FOLLOWERS

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.

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 & INSTAGRAM STORIES:

- » Sponsored posts / Instagram Stories
- » Client-provided image and copy
- » Subject to editorial approval
- » Brand alignment

***NOTE: Social Media opportunities require a minimum purchase.**

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.

- » July
- » 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.

- » November
- » 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
ZEINA ALWAFAI
E zalwafai@ducks.org



GENERAL GUIDELINES

- » Google Ad Manager/DFP is used to serve all Ducks Unlimited ad units.
- » 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.
- » All third-party tags should be submitted containing all necessary pre-inserted macros: GIF/JPEG/PNG.
- » 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. HTML5 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: 300x250 (non-expandable)

SPECIFICATIONS:

- » Formats: GIF/JPEG. HTML5 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: 28 characters max. (including spaces)
- » Click redirect URL
- » Body Copy: 250 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**