

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%

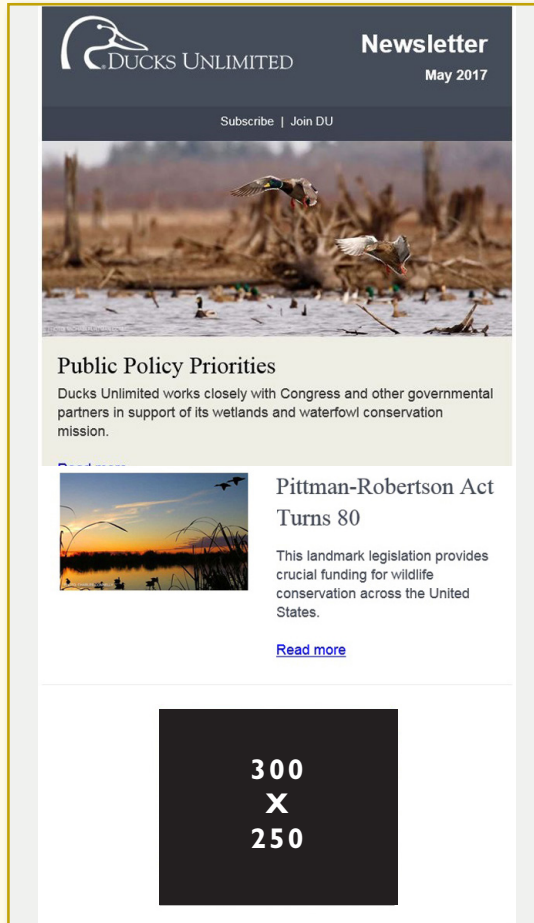
### Targeted Opportunities:

- 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.



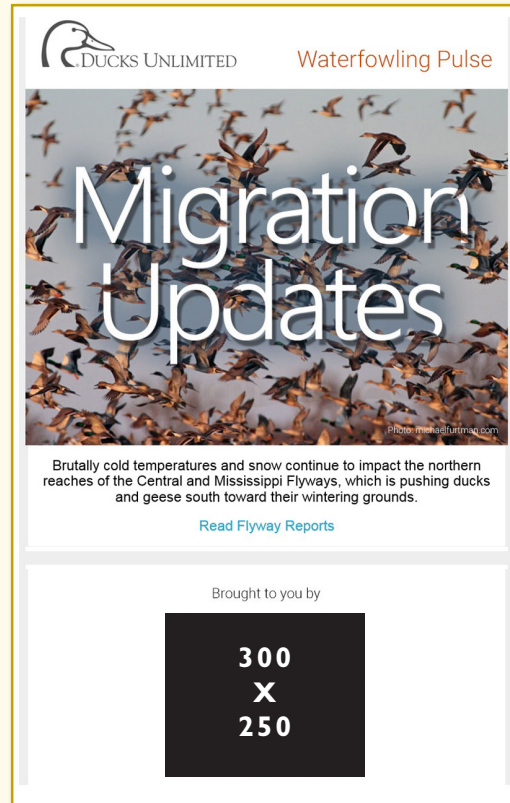
### Monthly E-Newsletter

- 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.



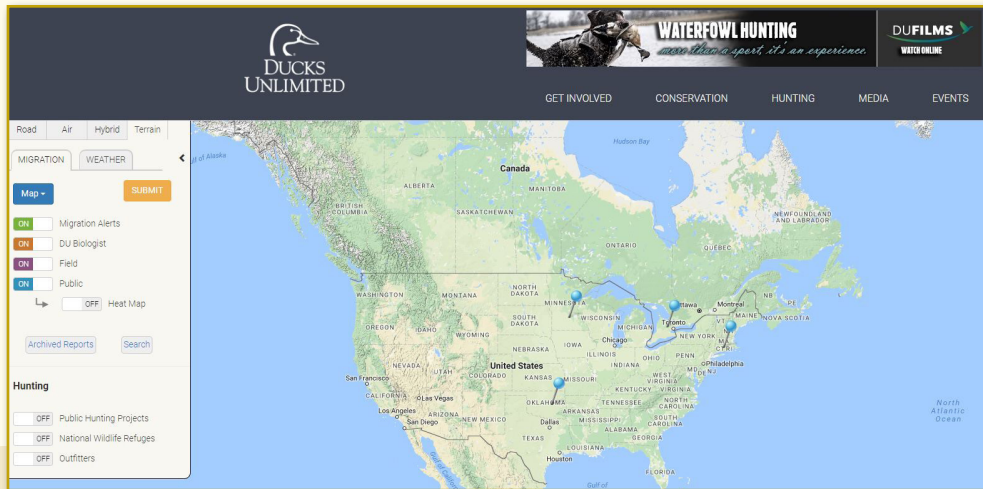
### Waterfowling Pulse

- 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:**

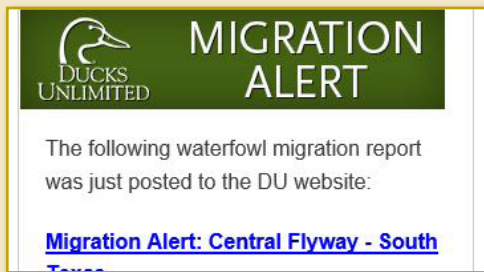
Brittney Block  
 bblock@ducks.org  
 901-758-3781

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



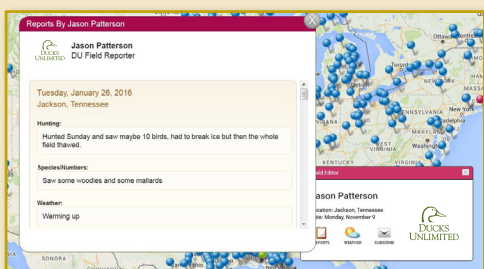
### Migration Alerts:

- 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:

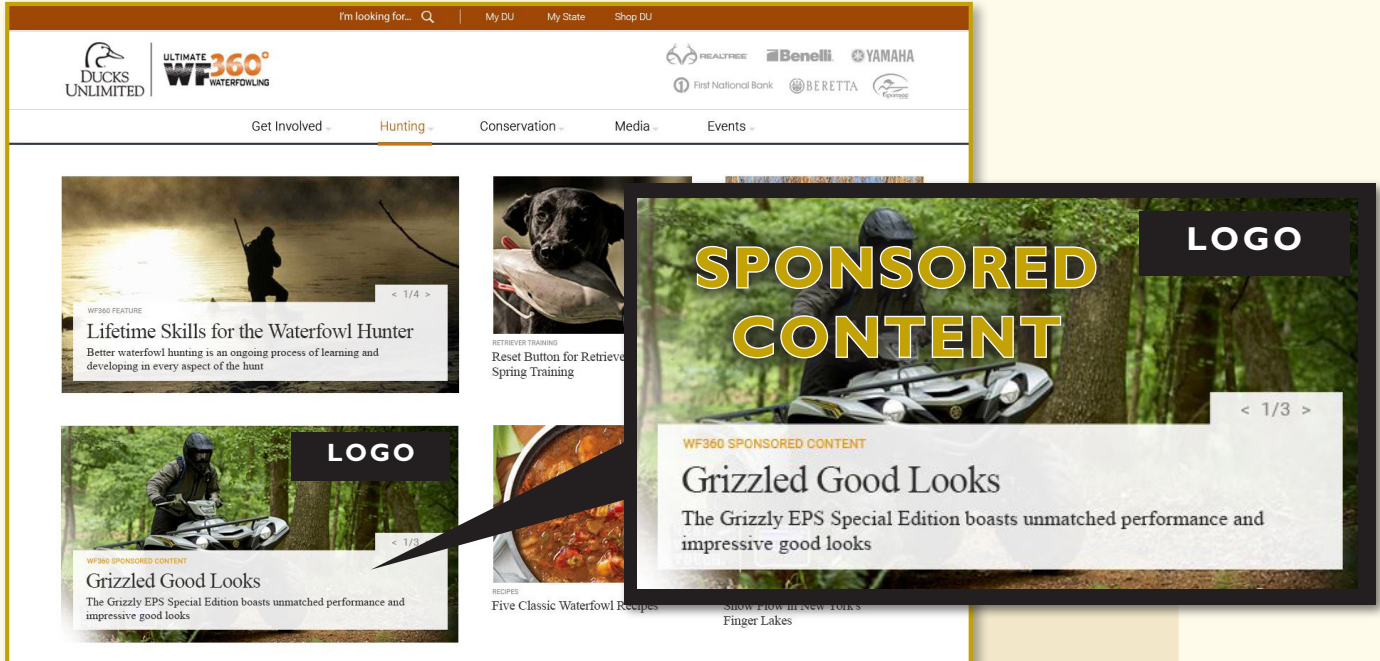
- Approximately 600,000 email updates sent during the 2016 season
- Includes a 300x250 banner ad in opt-in emails
- 100% share of voice
- Pixel tracking available



### 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

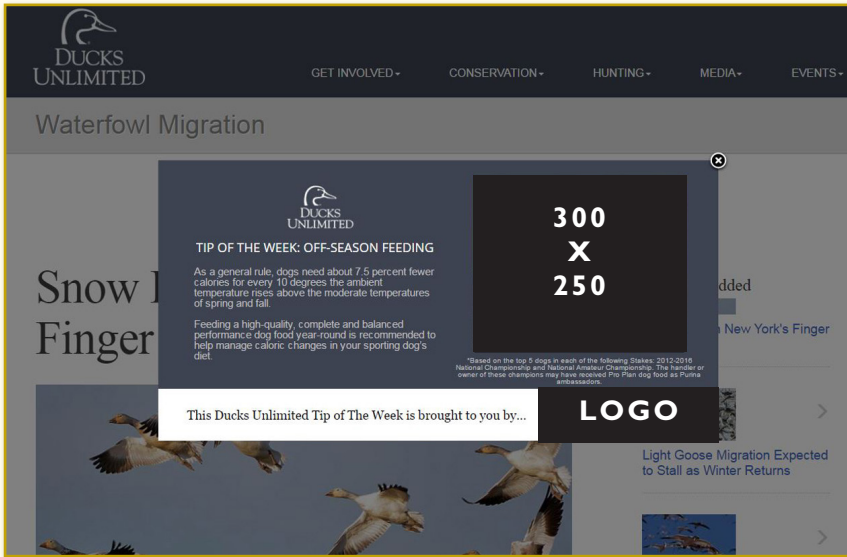


### Opportunity includes:

- 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

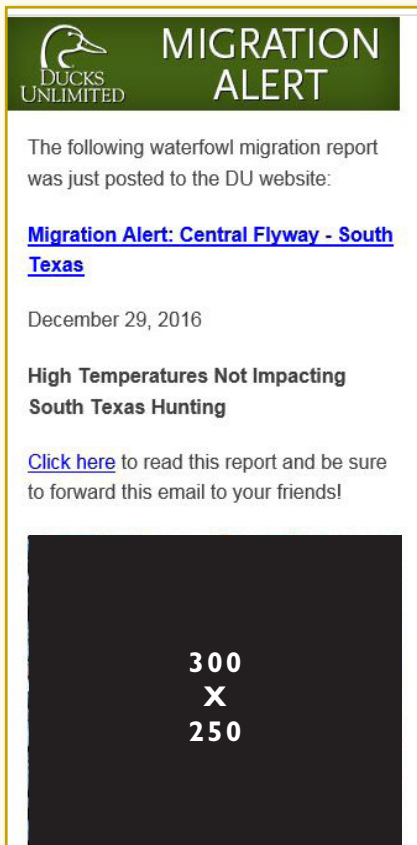


### MINIMUM ONE-MONTH SPONSORSHIP

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 | MIGRATION ALERTS



### FULL WF360 SEASON SPONSORSHIP (SEP. 2017-JAN. 2018) OR MINIMUM ONE-MONTH SPONSORSHIP

- Guaranteed at least 10 Migration Alert emails per month
- One 300x250 ad slot in each Migration Alert email
- 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



For more information, contact your sales representative.

### 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