

Magazine | 2017 Editorial Calendar and Closing Dates

ISSUE	TOPIC*	AD CLOSE	MATERIALS
January / February	Special Editorial: DU's 80th Anniversary Favorite Hunting Tips, Classic Recipes Retrievers: Hunting with an Older Dog Shotgunning: Origins of the Autoloader Waterfowler's Notebook: Metal-Reed Duck Calls	Nov 1	Nov 15
March / April	Special Editorial: Light Goose Hunting Guide Retrievers: Picking a Puppy Shotgunning: Fitting a Shotgun Waterfowler's Notebook: Gear Maintenance Tips	Jan 2	Jan 16
May / June	Special Editorial: DU Magazine Photo Contest Shooting Tips and Tactics Retrievers: Health Concerns Shotgunning: Scholastic Shooting Teams Waterfowler's Notebook: High-Tech Waterfowling	Mar 1	Mar 15
July / August	Special Editorial: New Guns and Gear 2017 Retriever Training Feature Retrievers: Separation Anxiety Shotgunning: Bad Habits Waterfowler's Notebook: Managing Habitat for Ducks	May 1	May 15
September / October	Special Editorial: ATVs, Boats, and Motors for Waterfowlers Deadly Decoy Spreads, Expert Shooting Tips Retrievers: Maintaining Control Shotgunning: Set Up for Success Waterfowler's Notebook: Duck Blind Basics	July 3	July 17
November / December	Special Editorial: Gift Guide 2017 Late-Season Tactics, Duck Appetizers Retrievers: Taking a Line Shotgunning: Need for Speed Waterfowler's Notebook: Hunting Ethics	Sep 1	Sep 15

Other Content:

Insights – Commentaries from DU's CEO on topics such as conservation, wildlife, goals, and achievements.

DU News – Covers initiatives, projects, policies, unique events, and news briefs.

Mixed Bag – Topics-of-interest which include biology, conservation, new products, waterfowling tips, history, and "tidbits" of information.

Understanding Waterfowl – Explains why ducks do what they do and how they do it.

Cooking – Scott Leysath shares his culinary expertise while preparing his favorite duck and goose recipes.

Field Reports – Covers habitat conditions in the key waterfowl breeding grounds.

Flyways – Regional insert highlighting DU's conservation projects and volunteer fund-raising efforts.

Marsh Watch – An intriguing mix of quizzes, puzzles, and wildlife news.

Closing Time – Short essays by E. Donnall Thomas Jr. reflecting on past, present, and the future of hunting in North America.

Magazine | Sales Offices

NORTHEAST (Firearms)

SIG BUCHMAYR

Buchmayr Associates
28 Great Hill Road
Darien, CT 06820
203-662-9740
sigbuch@optonline.com

NORTHEAST & EASTERN CANADA

SCOTT BUCHMAYR

Scott Buchmayr & Assoc., Inc.
10 State St, Suite 207
Newburyport, MA 01950
978-462-6335 Fax: 978-462-6445
sbuchmayr@att.net

SOUTHEAST

AMOS CROWLEY

Crowley Media
28790 Chagrin Blvd., Suite 340
Woodmere, OH 44122
440-552-9575
amos@crowleymedia.com

SOUTH

RACHEL CHANDLER

Chandler & Associates
2686 Sharlis Drive
Frisco, TX 75034
480-650-6705 Fax: 480-323-2490
rachelchandlerca@gmail.com

MICHIGAN & OHIO

DAN FLAVIN

Flavin & Assoc., LLC
544 Wellsey Court
Lake Orion, MI 48362
248-515-8654 Fax: 248-690-7957
dflavin@flavinandassoc.net



MIDWEST

STU OPFER

Opfer Media, LLC
293 East Madison
Elmhurst, IL 60126
630-832-3600 Fax: 630-563-1173
stu@opfermedia.com

WEST COAST & WESTERN CANADA

PATRICK DOYLE

Doyle Media
5 Third St., Suite 600
San Francisco, CA 94103
415-308-2251
patrick.doyle@mcginleydoyle.com

SPORTSMAN'S SPREAD & WHERE TO GO

DICK OPFER

STU OPFER

Opfer Media, LLC
293 East Madison
Elmhurst, IL 60126
800-901-6788
Fax: 630-563-1173
classifieds@ducks.org

MARKETPLACE

KAREN KOLLER

800-901-6788
Fax: 630-563-1173
classifieds@ducks.org

Magazine | ADVERTISING RATES

Effective January 2017

Guaranteed Rate Base: 575,000

GENERAL RATES:

		1X	3X	6X	9X	12X
<i>Four-Color:</i>	Full Page	37,390	35,530	33,625	31,765	31,020
	2/3 Page	31,160	29,610	28,020	26,471	25,840
	1/2 Page	23,370	22,205	21,015	19,855	19,380
	1/3 Page	15,580	14,805	14,010	13,235	12,920
	1/4 Page	11,685	11,105	10,510	9,930	9,690
<i>Two-Color:</i>	Full Page	29,070	27,620	26,150	24,700	24,140
	2/3 Page	24,225	23,020	21,790	20,585	20,120
	1/2 Page	18,170	17,265	16,345	15,440	15,090
	1/3 Page	12,115	11,510	10,895	10,290	10,060
	1/4 Page	9,085	8,630	8,170	7,720	7,545
<i>Black and White:</i>	Full Page	26,175	24,870	23,540	22,235	21,714
	2/3 Page	21,815	20,725	19,620	18,530	18,095
	1/2 Page	16,360	15,545	14,715	13,900	13,570
	1/3 Page	10,905	10,365	9,810	9,265	9,050
	1/4 Page	8,180	7,770	7,355	6,950	6,785
<i>Covers:</i>	2nd	43,000	40,860	38,670	36,530	35,675
	3rd	41,130	39,085	36,990	34,940	34,125
	4th	44,870	42,640	40,350	38,120	37,225

Additional Rate Information:

BLEED: No charge.

SPECIAL POSITION: Add 10% (when available). Covers not included.

COLOR: Color prices are for standard CMYK process only.

INSERTS, REGIONAL ADS & SPLIT RUNS: Accepted only on a limited basis. Insert cards must be accompanied by at least one full page of advertising. Contact publisher for rates.




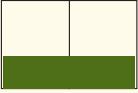






COMMISSION, PAYMENTS & CASH DISCOUNTS:

- 15 percent to recognized agencies
- Net payment due 30 days from publication date
- A finance charge of one and one-quarter percent (1.25%) per month will be assessed to all past due invoices
- All new advertisers must supply payment with order, pending credit approval

HUNTER PHOTO GUIDELINES: Photographs in ads should reflect positively on the image of waterfowlers, should show respect for the resource, and should conform to federal regulations regarding transportation, bag limits, and possession of migratory waterfowl. Ads with photographs showing harvested waterfowl must conform to the following: All photos must show hunters with no more than their individual daily limits; no photos showing multiple limits in a pile; no photos showing unattended harvested waterfowl.

CONTRACT AND COPY REGULATIONS Ducks Unlimited (Publisher) reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Cancellations are not accepted after closing date. Insertion orders for cover positions must be received one month before closing. Covers are non-cancelable. All verbal instructions regarding contracts or insertions must be confirmed in writing. Positioning of advertisement is at the discretion of the Publisher except where a request for a preferred position is acknowledged by Publisher in writing. Publisher assumes no responsibility for insertion of incorrect key numbers or incorrect advertisement. Publisher will not extend credits for advertising orders, contracts or space reservations that claim sequential liability. Any advertiser who does not complete a contracted schedule will be subject to a short rate. Publisher shall have the right to hold advertiser and its agency jointly and separately liable for monies due and payable to publisher for advertising that advertiser or its agent ordered and that was published. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense or liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims of suits that may arise out of the publication of such an advertisement. Publisher is not liable for delays in delivery and/or non-delivery in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner. No conditions other than those set forth in this rate card shall be binding on the Publisher unless agreed to, in writing, by Publisher. Conditions are subject to change without notice by Publisher.

Magazine | PRINT SPECIFICATIONS

	AD SIZE	BLEED	LIVE AREA	TRIM
	Full Page spread	16.625" x 11"	15" x 9.75"	16.25" x 10.50"
	Full Page	8.875" x 11"	7" x 9.75"	8.125" x 10.50"
	2/3 Page	5.50" x 11"	4.625" x 9.75"	5.25" x 10.50"
	1/2 Page spread	16.625" x 5.25"	15" x 4.75"	16.25" x 5.125"
	1/2 Page vert.	5.50" x 8.125"	4.625" x 7.375"	5.25" x 7.8125"
	1/2 Page horiz.	8.375" x 5.50"	7" x 4.75"	8.125" x 5.1875"
	1/3 Page vert.	2.75" x 11"	2.125" x 9.75"	2.50" x 10.50"
	1/3 Page horiz.	5.50" x 5.50"	4.625" x 4.75"	5.25" x 5.1875"
	1/4 Page vert.	4.50" x 5.50"	3.375" x 4.625"	4" x 5.33"
	1/4 Page horiz.	8.50" x 2.875"	7" x 2"	8.125" x 2.50"

PRODUCTION

CONTACT:

ANITA GOODE,
Advertising Manager
Ducks Unlimited, Inc.
One Waterfowl Way
Memphis, TN 38120
Phone: 901-758-3778
Fax: 901-758-3909
E-mail: agoode@ducks.org

Additional Mechanical Information:

SCREEN RULINGS: Output resolution of 2400 dpi, 150-line screen for all sizes of one-, two- and four-color ads
Maximum density 280
SWOP® standards apply for CMYK, no RGB color and no spot color.

DIGITAL SPECIFICATIONS:

- PDF/X-1a is the required file format for spreads, full pages, and partial ads.
- All ads must be created in a single unit and built to the exact trim specified in this rate card.
- Standard trim, bleed and center marks should be 1/2" outside trim.
- Bleeds must extend at least 3/8" beyond the trim area and all live matter must be placed at least 1/2" to the inside of the trim line.
- All high-resolution images and Type 1 fonts must be included when the file is trapped and saved.
- Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- A preflight report should be supplied.
- All other files will not be accepted.

ADDITIONAL CHARGES: Failure to supply Ducks Unlimited with proper materials creating additional work or changes will be billed at prevailing rates to the advertiser.

PRINTING: web offset, perfect bound, three column, jog to foot, 1/8" gutter allowance

PROOFS: We request two SWOP certified hard copy proofs at 100% size for all digital files. Ducks Unlimited will not be responsible for content or guarantee color without a color correct proof. A written release granting Ducks Unlimited permission to run the digital ad without an original proof should be sent to agoode@ducks.org.

DIGITAL FILE TRANSFER METHODS:

E-Mail: agoode@ducks.org (maximum file size 20MB)
DU FTP Site: call or e-mail for information

Magazine | Insert Card Qualifications

BIND-IN CARDS OR INSERTS

(placement between signatures)

Minimum Size: 4 1/2" wide x 5 1/2" deep

Maximum Size: 8 3/8" wide x 10 3/4" deep

Live Matter Safety Margin: 5/16"

Gutter Grindoff: 1/8"

Perforation: 1/2" from binding edge
(Micro perfs are required: 12 or more teeth to the inch)

Foot Trim: 3/16" (jog to foot)

PAPER SPECS

Minimum: .007 pt stock

Maximum: .012 pt stock

Porosity: 22 gurley (minimum)

PACKING OF SUPPLIED PRINTED INSERTS

We require that our packing procedures be adhered to when sending inserts to insure proper handling and accurate accounting of your supplied materials. We will be responsible only if these requirements are met.

DELIVERY

All loads should be addressed to:

Doug McDonald c/o B3 Dock
Fry Communications, Inc.
15 Pleasant View Drive
Mechanicsburg, PA 17050
Phone: (800) 334-1429 Ext. 3838
doug@frycomm.com

Deliveries can be made 24 hours a day, seven days a week. Please call Ducks Unlimited to verify delivery date for each issue. Telephone notification of quantity, number of pallets, shipper, and estimated time of arrival should be forwarded to Doug McDonald at (800) 334-1429 Ext. 3838 prior to shipping.

Packaging Procedures :

Supplied materials must be packed in lifts, no less than six (6) inches high. (A lift is a stack of material all turned in the same direction.) The printer prefers to receive lifts as large as can be provided without creating an unstable load. If two page inserts are received with lifts that are not clearly marked, or which have pieces turned in different directions within the lift, then upside down or backwards binding of some pieces may result. Inserts must be packed in such a way that they are received in a flat condition. Cards should be packed so they do not curl or bend during shipping or storage. All inserts must be trimmed to exactly the same size. Please strap or band product, only if necessary, to prevent shifting during transit. Please pack your supplied materials on sturdy 40"x48" skids with a maximum height of 53". The Bill of Lading must list the following:

- Total quantity (copies, boxes, pallets)
- Title of insert
- Title of publication
- CSAA's name-Doug McDonald

Multiple supplied inserts should be separated on individual pallets. Each carton and skid must contain the same information as the Bill of Lading.

Magazine | Varsity Editions

A special section with news, tips and fun for the next generation of waterfowlers



Target: Youth Members - 12 to 18 yrs. old

Circulation: Approx. 35,000

Space is limited: Typically 1-2 positions available per issue

Unit Size: Full Page

Net Cost: \$2,500

ADULT CIRCULATION

GREENWINGS CIRCULATION



Ducks Unlimited accepts alcohol and tobacco advertising, but by policy, DU will not allow these ads in our Greenwings version – the issues that reach our membership between the ages of 12 to 18 years.