Who we are

DU Chapters in the United States

Over 4,000 Chapters Nationwide

- Largest sportsmen-based conservation organization in the world
- Celebrating over 73 years of success; nearly 13 million acres conserved in North America
- One million supporters, 620,000 adult members, 60,000 volunteers, 4,000 chapters
SPORTSMEN AND CONSERVATION

“A force as big as all outdoors.”

• For more than 80 years, sportsmen have paid more than $12.1 billion for on-the-ground projects in every state, protecting our natural environment and our fish and wildlife.

• Hunting in America is big business, generating 600,000 jobs in the United States.

• American sportsmen outnumber motorsports fans by more than 2 to 1…34 million vs. 15 million.

• Hunters and shooters have paid $5.93 billion in excise taxes since the inception of the Pittman-Robertson Act in 1937.

• 12.5 million hunters spend an average of 18 days engaged in their passion each year. That is 220 million days spent experiencing the woods, fields, and wetlands each year.

• The $4.95 billion in annual federal tax money generated by hunters’ spending could cover the annual paychecks of 150,000 U.S. Army Sergeants.

• Hunters value their dogs so much that they spend almost $500 million a year on them.

• Providing more than $7.5 million a day, sportsmen are clearly the largest contributors to conservation. These revenue streams provide more than 75% of the annual funds of the 50 state conservation agencies. Revenue streams include license sales, excise taxes on equipment, duck and wildlife stamp sales, dues and contributions to conservation groups, and interest income from investment earnings.

Sources: The National Shooting Sports Foundation (NSSF) and Congressional Sportsmen’s Foundation
Wetlands provide critical habitat for birds, fish, amphibians, and beneficial insects.

Wetlands recharge groundwater supplies and help ensure pure drinking water.

They help mitigate flooding, preventing millions of dollars of property damage every year.

Coastal wetlands are nurseries for many species of fish and protect shorelines from storm surges.

Wetlands help maintain atmospheric gas balances by removing and storing carbon dioxide and releasing oxygen.

They serve as natural filtration systems that cleanse nutrients and heavy metals from runoff water.

More than 40 percent of North America’s endangered species rely on healthy wetlands for survival.
During the past fiscal year, **81 percent** of DU’s expenditures were converted directly to conservation work. This habitat is needed desperately by ducks, geese and other wetland-dependent wildlife to survive.

- Ducks Unlimited is one of only 200 non-profits that receive the BBB Wise Giving Alliance seal of approval for meeting standards for charitable accountability.
- Ducks Unlimited is ranked with four stars by Charity Navigator.
# Advertising Rates

**Effective January 2010**  
**Guaranteed Rate Base: 525,000**

## General Rates:

### Four-color:

<table>
<thead>
<tr>
<th>Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>37,390</td>
<td></td>
<td></td>
<td>31,765</td>
<td>31,020</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>31,160</td>
<td></td>
<td></td>
<td>26,471</td>
<td>25,840</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>23,370</td>
<td></td>
<td></td>
<td>19,855</td>
<td>19,380</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>15,580</td>
<td></td>
<td></td>
<td>13,235</td>
<td>12,920</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>11,685</td>
<td></td>
<td></td>
<td>9,930</td>
<td>9,690</td>
</tr>
</tbody>
</table>

### Two-color:

<table>
<thead>
<tr>
<th>Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>29,070</td>
<td></td>
<td></td>
<td>24,700</td>
<td>24,140</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>24,225</td>
<td></td>
<td></td>
<td>20,585</td>
<td>20,120</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>18,170</td>
<td></td>
<td></td>
<td>15,440</td>
<td>15,090</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>12,115</td>
<td></td>
<td></td>
<td>10,290</td>
<td>10,060</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>9,085</td>
<td></td>
<td></td>
<td>7,720</td>
<td>7,545</td>
</tr>
</tbody>
</table>

### Black & White:

<table>
<thead>
<tr>
<th>Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>26,175</td>
<td></td>
<td></td>
<td>22,235</td>
<td>21,714</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>21,815</td>
<td></td>
<td></td>
<td>18,530</td>
<td>18,095</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>16,360</td>
<td></td>
<td></td>
<td>13,900</td>
<td>13,570</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>10,905</td>
<td></td>
<td></td>
<td>9,265</td>
<td>9,050</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>8,180</td>
<td></td>
<td></td>
<td>6,950</td>
<td>6,785</td>
</tr>
</tbody>
</table>

### Covers:

<table>
<thead>
<tr>
<th>Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd</td>
<td>43,000</td>
<td></td>
<td>38,670</td>
<td>36,530</td>
<td>35,675</td>
</tr>
<tr>
<td>3rd</td>
<td>41,130</td>
<td></td>
<td>36,990</td>
<td>34,940</td>
<td>34,125</td>
</tr>
<tr>
<td>4th</td>
<td>44,870</td>
<td></td>
<td>40,350</td>
<td>38,120</td>
<td>37,225</td>
</tr>
</tbody>
</table>

## Mail Order Rates:

Available to advertisers selling directly to the consumer through the mail or by phone. Discounts apply only to 1/4 page units or larger. (Sportsman’s Spread and inserts not included). Position flexibility required. Frequency rates do not apply. Please specify on insertion order if ad will carry a coupon.

### Four-color:

<table>
<thead>
<tr>
<th>Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>29,152,260</td>
<td></td>
<td></td>
<td>20,940</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>24,901,380</td>
<td></td>
<td></td>
<td>17,455</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>18,701,450</td>
<td></td>
<td></td>
<td>13,090</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>12,465,695</td>
<td></td>
<td></td>
<td>8,725</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>9,350,7,270</td>
<td></td>
<td></td>
<td>6,545</td>
<td></td>
</tr>
</tbody>
</table>

## Additional Rate Information:

**Bleed:** No charge.

**Position Guarantee:** Add 10% (when available). Covers not included.

**Color:** Color prices are for standard process only. For matched colors, consult publisher. Additional charges may apply.

**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.

**Payment Terms:** Invoices are rendered on the publication date of each issue and are due within 30 days of invoice. A 1 1/4% late payment finance charge (18% annual percentage rate) will be applied on any unpaid balance over 60 days. **New advertisers must supply payment with order, pending credit approval.**

**Agency Commission:** A discount of 15% is allowed to accredited advertising agencies if ad is supplied ready for publication and invoice is paid within 30 days of issuance.

**Additional Frequency Discounts:** Advertisers using more than 12 insertions annually may earn additional frequency discounts. Consult publisher or your advertising representative.
GENERAL CONDITIONS

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the following.

1. Conditions, other than the rates, are subject to change without notice by Publisher.

2. Publisher reserves the right to refuse any advertisement, insertion or space reservation or position commitment at any time. All ads are subject to Publisher’s approval.

3. No ads may be cancelled after the closing date for any reason. Covers are noncancelable.

4. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents included in the ad. Advertiser and its agency agree to hold Publisher harmless against any expense or loss by reason of any claims arising out of publication of said claim in their ads.

5. Rates are subject to change upon notice from the Publisher.

6. Any advertiser who does not complete a contracted schedule will be subject to a short rate.

7. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by Publisher in writing.

8. Publisher is not responsible for insertion of incorrect key numbers, incorrect advertisements or omission of any advertisements.

9. Publisher shall have the right to hold advertiser and/or its agency jointly and separately liable for payment due and payable to Publisher for advertising which the advertiser or its agent ordered and was published, and also for claims arising from contents of advertising.

10. No conditions other than those set forth in this rate card shall be binding on the Publisher unless agreed to, in writing, by Publisher.

11. 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.

12. As used in this section entitled “General Conditions,” the term “Publisher” shall refer to Ducks Unlimited.

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.
MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>LIVE AREA</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page spread</td>
<td>16 5/8” x 11”</td>
<td>15” x 9 3/4”</td>
<td>16 1/4” x 10 1/2”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 7/8” x 11”</td>
<td>7” x 9 3/4”</td>
<td>8 1/8” x 10 1/2”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5 1/2” x 11”</td>
<td>4 5/8” x 9</td>
<td>5 1/4” x 10 1/2”</td>
</tr>
<tr>
<td>1/2 Page spread</td>
<td>16 5/8” x 5 1/4”</td>
<td>3/4”</td>
<td>16 1/4” x 5 1/8”</td>
</tr>
<tr>
<td>1/2 Page vert.</td>
<td>5 1/2” x 8 1/8”</td>
<td>15” x 4 3/4”</td>
<td>5 1/4” x 7 13/16”</td>
</tr>
<tr>
<td>1/2 Page horiz.</td>
<td>8 3/8” x 5 1/2”</td>
<td>4 5/8” x 7 3/8”</td>
<td>8 1/8” x 5 3/16”</td>
</tr>
<tr>
<td>1/3 Page vert.</td>
<td>2 3/4” x 11”</td>
<td>7” x 4 3/4”</td>
<td>2 1/2” x 10 1/2”</td>
</tr>
<tr>
<td>1/3 Page horiz.</td>
<td>5 1/2” x 5 1/2”</td>
<td>2 1/8” x 9 3/4”</td>
<td>5 1/4” x 5 3/16”</td>
</tr>
<tr>
<td>1/4 Page vert.</td>
<td>4 1/2” x 5 1/2”</td>
<td>4 5/8” x 4 3/4”</td>
<td>4” x 5 1/3”</td>
</tr>
<tr>
<td>1/4 Page horiz.</td>
<td>8 1/2” x 2 7/8”</td>
<td>3 3/8” x 4 5/8”</td>
<td>8 1/8” x 2 1/2”</td>
</tr>
</tbody>
</table>

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

PRODUCTION CHARGES:
Failure to supply Ducks Unlimited with proper materials will result in forwarding charges to the advertiser.
Production charges from our printer, including key code changes, adding fifth color, etc. will be invoiced in addition to space rate.
Contact publisher for costs.
If proofs are desired for approval, they will be supplied upon written request.
Tear sheets will be furnished at time of billing.
Material will be returned upon written request.

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. Files sent that do not meet format requirements will not be used and a corrected file will be requested. If corrected file can not be submitted, Ducks Unlimited will not be responsible for any reproduction issues.

Acceptable proofs for digital ad files:
- Polaroid PolaProof Digital Halftone Proofing System
- Imation Matchprint – Digital Halftone Proof
- Iris Pro SWOP®
- Kodak APPROVAL® Digital Color Proofing System

Digital files can be supplied in the following methods:
- Mail CD with proofs to Ad Manager, Ducks Unlimited magazine, One Waterfowl Way, Memphis, TN 38120
- E-Mail: agoode@ducks.org (maximum file size 4MB)

PROOF REQUIREMENTS:
Two hard copy contract quality proofs should be supplied calibrated to SWOP® specifications, include a color bar generated from the digital data, clean and legible, showing ad as actual size. A specification sheet stating the proofing device used, the appropriate file identification, and a contact name and number should also be included in case problems arise. Ducks Unlimited magazine will not be responsible for content or guarantee color on digital ads that are supplied without a color correct proof. A written release granting Ducks Unlimited magazine permission to run the digital ad without an original proof should be sent to agoode@ducks.org.

Printing: Web-offset
Binding: Perfect bound
Trim Size: 8 1/8” x 10 1/2”
Format: Three column
Gutter Allowance: 1/8”
# 2011 Editorial Calendar and Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic*</th>
<th>Ad Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Farm Bill Preview/Tips for Late-Season Ducks</td>
<td>11/1</td>
<td>11/16</td>
</tr>
<tr>
<td></td>
<td>Retrievers: Picking a Dog</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shotgunning: My Favorite Guns</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waterfowler’s Notebook: Layout Gunning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March/April</td>
<td>Secrets to Success (Prairie Pothole Region)/Strategies for Public Lands</td>
<td>1/3</td>
<td>1/17</td>
</tr>
<tr>
<td></td>
<td>Retrievers: Common Mistakes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shotgunning: Taming Recoil</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waterfowler’s Notebook: Keeping a Journal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May/June</td>
<td>Saving America’s Marsh/New Guns and Gear</td>
<td>3/1</td>
<td>3/15</td>
</tr>
<tr>
<td></td>
<td>Retrievers: Breeding a Retriever</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shotgunning: Bad Habits</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waterfowler’s Notebook: Backpack Hunts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July/August</td>
<td>Wetlands and Agriculture/Shotgunner’s Guide</td>
<td>5/2</td>
<td>5/16</td>
</tr>
<tr>
<td></td>
<td>Retrievers: General Health</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shotgunning: Shooting from Blinds</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waterfowler’s Notebook: Anchors and Rigging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September/October</td>
<td>Fall Flight Forecast/Call Better This Fall/Small Duck Spreads</td>
<td>7/1</td>
<td>7/15</td>
</tr>
<tr>
<td></td>
<td>Retrievers: Hand Signals</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shotgunning: Shock Value</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waterfowler’s Notebook: Dry-land Ducks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November/December</td>
<td>Farm Bill Update/Scientific Waterfowling/Finishing Geese</td>
<td>9/1</td>
<td>9/15</td>
</tr>
<tr>
<td></td>
<td>Retrievers: Honoring</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shotgunning: Shot Stringing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waterfowler’s Notebook: The Neglected Highball</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Covers:</strong></td>
<td>Cover deadline is one month prior to ad close. Covers are not cancelable.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cancellations:</strong></td>
<td>No cancellations accepted after the specified closing date.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Subject to change
Our Departments

Insights
Shares details of Ducks Unlimited’s conservation priorities and achievements, discusses issues vital to the continent’s wildlife, and updates the organization’s goals and progress.

DU News
A special section featuring stories about the organization’s initiatives, projects, policies, unique events, and related news briefs.

Mixed Bag
Includes information on biology, conservation, new products, waterfowling tips, history, and “tidbits” of information that are of interest to the readership of Ducks Unlimited magazine.

Understanding Waterfowl
Provides information regarding the life cycle of North American waterfowl. Explains why ducks do what they do and how they do it.

Retrievers
A practical, how-to guide for the individual who has an interest in raising, training, and taking care of hunting dogs.

Shotgunning
Provides expert instructions on shooting techniques, firearm maintenance, gun safety, gear selection, and other information related to shooting.

Cooking
A column where nationally renowned chef Scott Leysath shares his culinary expertise and favorite recipes for preparing duck and goose.

Waterfowler’s Notebook
Written by Editor-at-Large Wade Bourne, this column focuses on hunting strategy and tips for avid waterfowlers.

Field Reports
A compilation of information provided by DU field biologists throughout North America. Covers habitat conditions in the key waterfowl breeding grounds on a regional basis.

Flyways
Six-page regional insert that highlights DU’s conservation projects and volunteer fund-raising efforts.

Marsh Watch
Geared to the interest of DU’s junior members—13 through 17 years of age. An intriguing mix of quizzes, puzzles, wildlife news, and short profiles of youngsters involved with the outdoors.

Closing Time
Short essays by E. Donnell Thomas Jr. about a variety of topics such as past hunting experiences, current hunting experiences, and the future of hunting in North America. Each essay has a different setting and tone, but all include the importance of preserving the sport of hunting while emphasizing the need for individuals to respect the resource.
LEADING BRANDS CHOOSE DUCKS UNLIMITED MAGAZINE*

**Apparel**
- Artisans
- The McGee Group
- Vermont Teddy Bear
- XEZO

**ATV’s & UTV’s**
- Arctic Cat
- Argo
- John Deere
- Kawasaki
- Yamaha

**Automotive & Accessories**
- Ford Motor Company
- GM Corporation
- Marathon Seat Covers

**Boats & Motors**
- Beavertail
- Four River Layout Boats
- Go-Devil
- Merrimack Canoes
- Momash
- War Eagle Boats

**Business, Technology & Education**
- Agri Drain Corporation
- Life Lock

**Decoys, Calls & Blinds**
- Aero Outdoors
- Deadly Decoys
- Duckripples
- Final Approach
- Haydel's Game Calls

**Direct Response**
- America Remembers
- Cabela's
- Custom Direct
- First Fidelity Reserve
- LL Bean

**Dog Products**
- ARKAT/Enhance Dog Food
- Radio Systems/Sport Dog

**Foods and Beverages**
- Anheuser-Busch
- Brown-Forman
- Main Goodies

**Firearms & Ammunition**
- ATK/Federal Cartridge
- Benelli, USA
- Beretta
- Browning
- Fiocchi Ammunition
- HeviShot
- Kent Cartridge
- Mossburg
- Remington Arms
- Weatherby
- Winchester/Olin

**Home & Building Supplies**
- Woodstock Soapstone Co.
- Vinallogsiding.com

**Lawn & Garden Equipment**
- Aquacide Co.
- Country Home Products
- Williams Marsh Equipment

**Outdoor Apparel**
- Drake Waterfowl Systems

**Real Estate**
- Canal Woods
- United Country

** Sporting Equipment**
- Camo Unlimited
- Gerber
- Haas Outdoors, Inc/Mossy Oak
- Leupold & Stevens, Inc.
- Truglo
- Wenger/Swiss Army

**Travel**
- Caravan
- Granite Springs Lodge
- Mississippi Tourism
- Pennsylvania Tourism
- Pichiguila Club
- XtremeHunting

*Partial List of 2009 Advertisers

Ninety-five percent of Ducks Unlimited readers say they would be more inclined to purchase a product from a company that directly supports DU.
MINIMAL AUDIENCE DUPLICATION

% of DU readers who also regularly read (at least 3 out of every 4 issue) . . .

**Fishing & Hunting**

- American Hunter 21%
- Field & Stream 15%
- Gray’s 2%
- North American Hunter 9%
- Outdoor Life 15%
- Peterson’s Hunting 5%
- Sports Afield 4%
- Waterfowl Hunter 5%
- Wildfowl 6%

**General Editorial**

- Audubon 1%
- Sierra 1%

**Men’s**

- Men’s Journal 2%
- Outside 1%

Source: MRI Custom Study 2007
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)

DELIVERY
All loads should be addressed to:
Terri Fabrizio c/o B3 Dock
Fry Communications, Inc.
15 Pleasant View Drive
Mechanicsburg, PA 17050
Phone: (800) 334-1429 Ext. 3755
terri.fabrizio@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 Terri Fabrizio at (800) 334-1429 Ext. 3755 prior to shipping.

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.

PACKING 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-Terri Fabrizio
Multiple supplied inserts should be separated on individual pallets. Each carton and skid must contain the same information as the Bill of Lading.
SALES OFFICES

NORTHEAST (Endemic)
Sig Buchmayr
Buchmayr Associates
28 Great Hill Road
Darien, CT 06820
203-662-9740 Fax: 203-662-9381
Sigbuch@optonline.net

NORTHEAST (Non-endemic)
& 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

SOUTH
Rachel Chandler
Chandler & Associates
2686 Sharlis Drive
Frisco, TX 75034
480-650-6705 Fax: 480-323-2490
214-494-2218
RachelChandlerCA@gmail.com

SOUTHEAST
Amos Crowley
Buchmayr Crowley, LLC
15550 Priorway Drive
Novelty, OH 44072
440-564-5255 Fax: 440-564-5244
Amos@crowleymedia.us.com

MICHIGAN & OHIO
Dan Flavin
Flavin & Assoc., LLC
214 S. Broadway, Suite 115
Lake Orion, MI 48362
248-690-7954 Fax: 248-690-7957
248-690-7958
dflavin@flavinandassoc.com

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

LOS ANGELES
John McCarthy
John McCarthy & Assoc. Inc.
2683 Grandoaks Drive
Westlake Village, CA 91361
818-706-8066 Fax: 818-706-8326
Johnmccarthy1@sbcglobal.net

Peter McCarthy
3324 Silver Spur Court
Thousand Oaks, CA 91360
805-241-6710 Fax: 805-241-6711
pmccarthy@me.com

SAN FRANCISCO/NORTHWEST
& WESTERN CANADA
Patrick Doyle
McGinley & Doyle Media
5 Third St., Suite 600
San Francisco, CA 94103
415-777-4383 Fax: 415-777-4385
patrick.doyle@mcginleydoyle.com

CLASSIFIEDS & FLORIDA
Cheryl Booth
Blazing Paths Media, LLC
12945 Seminole Blvd.
Bldg. 2, Suite 15
Largo, FL 33778
888-280-9285 Fax: 888-280-9215
727-455-8330
classifieds@ducks.org
Run-of-Site Banners
With the launch of Ducks Unlimited’s new web site design, three ads slots have been strategically placed on each page throughout the site. Depending on your company’s strategy and budget, one of the placements is perfect to showcase your product or service.

E-Newsletter Sponsorship
Published on the first Wednesday of each month, the Ducks Unlimited E-newsletter has a 250,000+ circulation. Each E-newsletter covers a variety of topics through feature articles, new gear highlights, training videos, DU’s conservation work, chapter chatter, member tips and recipes.

Opening Day Sponsorship/Migration Map
Opening Day website was developed to help America’s waterfowl hunters celebrate their passion for duck hunting. Providing fresh, timely content geared toward making each duck season especially productive and enjoyable. Opening Day has become the industry’s best unified source for the duck hunting community — the perfect opportunity to place your brand in front of interested eyes, from opening day to season’s close.

Waterfowl ID Gallery
The Ducks Unlimited Waterfowl ID Gallery is a valuable resource for waterfowl hunters, birdwatchers, and everyone in between. Each duck and goose species has a photo and a detailed description; most also have a sound clip of a call common to the species. Visitors can learn about the birds’ migration patterns, breeding behavior, eating habits and other interesting facts about the world of waterfowl.

Photo of the Day/Photo Gallery
The Ducks Unlimited Photo Gallery is a showcase for the photographic skills of DU’s members. Our members upload photos from their hunting trips, or share photos of ducks, wetlands, their children or their dogs. The best photos are chosen to fill a prominent spot on the DU homepage as our coveted Photo of the Day.

Classifieds
The perfect venue for advertisers that need immediate exposure with a small financial investment.

Geographical Target Marketing Capabilities
Need the capability of targeting a specific audience? We have the ability to target an ad campaign to the country, state, or city level. Individuals can be targeted by using custom defined attributes.

Custom Programs
Have a concept or idea? Contact your Ducks Unlimited sales representative and start the process of creating a package that can be exclusively designed for your needs.
Ranked #1 among duck hunting sites, ducks.org is the online authority for waterfowl hunting & wetland conservation resources. The site delivers an annual 35 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.

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

Male 91%
Age (25-54) 61%
HHI ($75k+) 47%
Attended College/graduated+ 73%
Professional/Managerial 75%
DU Member 72%
Waterfowl Hunter 93%
Read Ducks Unlimited magazine 84%

Web participation
61% spend 8 or more hours per week online
66% share photos/videos/etc. online with family and friends
34% participate on message forums

Traffic
In the past year, our site has been growing at an impressive rate:

Total visits: 5,492,000 (+7%)
Total page views: 35,665,000 (+10%)
Absolute unique visitors: 2,588,000 (+6%)

Averages per month
Over 468,000 visits
Over 3 million page views
Over 220,000 absolute unique visitors

Top 5 sections in the last 12 months
1. Photo Gallery – 7.7 million page views
2. Migration Map – 4.5 million page views
3. Waterfowl ID Gallery – 4.1 million page views
4. Hunting Tips & Tactics – 2.7 million page views
5. Member Forums – 2.4 million page views

Source: 2010 www.ducks.org online survey & Google Analytics
All rates gross. Rates subject to change.

**Run-of-Site Ad Positions & Rates**

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle: 300 x 250</td>
<td>$30</td>
</tr>
<tr>
<td>Leaderboard: 728 X 90</td>
<td>$25</td>
</tr>
<tr>
<td>Rectangle: 300 X 100</td>
<td>$15</td>
</tr>
</tbody>
</table>

**Website Digital Requirements:**

- Flash, JPEG, Animated Gif
- :15 second max animation (includes multiple loops)
- File Size: < 40K
- Rich media allowed
- No pop-ups or expanding banners
- Supports third-party delivery or tracking (i.e., DART)
- All creative should be received five (5) business days before the ad schedule starts and should include:
  - Embedded URL or the URL where the creative should link.
  - Text for the alt tag (name of the image)
  - animated GIFs must be produced by the advertiser.
  - All Flash files must have (a) links embedded, or (b) support the use of click TAG. All links should use a target of “_blank.”
- Inventory subject to change and based upon availability at time of commitment.
- Opportunities available on a first-come, first served basis.
- All creative is subject to approval.
- Geo-targeting available.

**Additional sponsorship opportunities beyond banner ads are available.**
Please contact your sales representative for more details.
Digital e-newsletter sponsorship effective January 1, 2011

Sponsorship includes:

• Presenting Sponsor designation
• Link to advertiser designated URL
• Access to “Exclusive List”
• Product mention in Gear Guide
• Sponsor recognition on DU Facebook page

General requirements:

Size: 180 x 300
Placement: Upper, Left Side
File Size: <28K
Format: JPEG/GIF (no animation)
Rate: $5,000 net

• Inventory subject to change and based upon availability at time of commitment.
• Opportunities available on a first-come, first-served basis.
• All creative should be received five (5) business days before the ad schedule starts and should include:
  – Embedded URL or the URL where the creative should link.
  – Text for the alt tag (name of the image) animated GIFs must be produced by the advertiser.
• All creative is subject to approval.
• Email creative to: agoode@ducks.org

Custom emails: Ducks Unlimited can also work with our advertising partners to create a dedicated custom email with 100% SOV. Subject to availability. Please contact your sales rep for more information.
THE DUCKS UNLIMITED PARTNERS PROGRAM

Ducks Unlimited develops and manages cause marketing, national sponsorships, and product licensing with over sixty leading brands and companies in a variety of industries. Many of the Ducks Unlimited corporate partnerships have been active for 5, 10, even 23 years because they are effective for corporate partners and in raising funds for habitat conservation. This compelling factor motivates consumers to try or switch brands. Ducks Unlimited partnerships case studies reflect successful programs that are affordable and that create return.

95% of the Ducks Unlimited members say they would be more likely to purchase products from companies that directly support DU over one that does not, and over three-quarters would be willing to pay a slightly higher price for the product.

No partnership is alike. Each is designed and tailored based on a partner business objectives and DU’s promotional and fund raising goals. Ducks Unlimited creates easy, one-stop programs that integrate cause marketing, advertising, cross-promotions with other companies, event marketing, digital and PR. Some of our current successful programs include:

- Partnerships
- Sponsorships
- Product Licensing
- Affinity Programs
- Promotions
- Advertising

Source: 2007 MRI Custom Study
Ducks Unlimited supporters enjoy raffles! Every year, raffle tickets are sold in Ducks Unlimited’s strongest membership states for a chance to win an exclusive package of products. Entering not only gives them a chance to win, they are also investing in the protection of wetlands and wildlife habitat.

As one of the best, direct, lowest maintenance and measurable means to reach the grassroots of Ducks Unlimited, this year-round program receives special visibility early fall through the following spring. During 2008-2009, twelve states generated $200,000, reaching 1,500 events, and 250,000 Ducks Unlimited magazine readers.

**Partners and advertiser products receive year long exposure through:**

- Promotion through regional communication channels before, during, and after
- Sale of raffle tickets
- National and state advertising
- Editorial coverage
- At each event:
  - Product display
  - Signage
  - Emcee announcements
  - Table-top point-of-sale promotions
- Promotion and drawing of winner at each participating state’s convention

Companies provide twelve prizes and DU does the rest!

*Speak to your ad rep about getting involved in this proven grassroots promotion reaching 250,000 of the readers you want to connect with on a grassroots level. This program is limited to DU’s best advertisers.*
Ducks Unlimited magazine, THE leading waterfowl and wetlands conservation magazine, can cost-effectively deliver your product directly to its readers through the Ducks Unlimited grassroots event system. Many DU event supporters attend with the specific goal of seeing, buying, or winning new gear — an ideal environment for product sponsorship.

Each year, Ducks Unlimited conducts over 4,000 events collectively reaching approximately 700,000 supporters. These chapter events are conducted entirely by 60,000 volunteers which represents one of the largest volunteer organizations in the country.

**Held mainly in the early fall, events include:**

- Dinners
- Sponsor/major donor events
- Youth events
- Shooting events
- Sportsmen’s night out events
- Waterfowl Hunter parties

Allow Ducks Unlimited to create a calendar of hand-selected DU events in your key target markets at which your products and/or premiums could be raffled, sampled, auctioned, or displayed. Execution of event sponsorship deliverables would be turn-key for your company.

**Opportunities include:**

- Signage
- Emcee announcements at events
- Sampling
- Event tickets
- Literature distribution
- Brand placement on pre-promotional materials

This opportunity is not for all advertisers—just the most loyal and dedicated to DU’s mission. Consult with your Ducks Unlimited sales representative to find out how you can supplement and strengthen your overall brand presence with DU.
THE DUCKS UNLIMITED PARTNERS PROGRAM
Ducks Unlimited’s Partners Program is all about special partnerships and programs that provide people with new ways to express their passion for the outdoors, enhance their trips afield, and support their commitment to sharing nature’s rewards with their children, grandchildren, and many generations to come. With more than 75 different partnership programs in a diverse number of categories—casual apparel, footwear, home furnishings, financial services, and hunting and fishing products—Ducks Unlimited has established itself as an industry leading outdoor consumer brand.

DUCKS UNLIMITED TELEVISION SHOW
Experience the rich hunting traditions at the most storied waterfowl destinations as host Huntley Ritter, Mike Checkett and the DUTV crew hunt across North America, learning how DU is conserving critical habitat in these priority areas. The value of conservation, hunting tips, cooking, and dog training are just some of the topics viewers will learn about in this both entertaining and educational series. The finest wingshooting action on television can be found on The Outdoor Channel three times a week during the 3rd and 4th Quarters.

THE DUCKS UNLIMITED EVENT SYSTEM
Allow Ducks Unlimited to create a calendar of hand-selected DU events in your key target markets at which your products and/or premiums could be raffled, sampled, auctioned, or displayed. Execution of event sponsorship deliverables would be turn key for your company. This opportunity is not for all advertisers – just the most loyal and dedicated to DU’s mission.

STATE RAFFLE PROGRAM
Every year, raffle tickets are sold in Ducks Unlimited’s strongest membership states for a chance to win an exclusive package of products. As one of the best, direct, lowest maintenance and measurable means to reach the grassroots of Ducks Unlimited, this year-round program receives special visibility early fall through the following spring.

DUCKS UNLIMITED NATIONAL CONVENTION
Each year, waterfowl enthusiasts and conservationists gather to learn about DU’s priorities, socialize and enjoy the camaraderie of other DU supporters.

DU REPRINTS
Reprints of an editorial or advertisement that has already appeared in Ducks Unlimited are available for various uses such as POP sales enhancements, direct mail pieces to prospective customers, trade show handouts, for display, training aids, or new product announcements.

DU CUSTOM RESEARCH
DU custom research capabilities provide a valuable tool to support advertisers who want to delve deeper into the minds of Ducks Unlimited readers beyond the level of standard or syndicated services. Offerings include ad evaluation focus groups and online surveys.

Contact your DU Sales Representative for more information.