THE FACTS ARE IN!
Delta Waterfowl magazine is by far the largest magazine dedicated to the duck hunter.

DELTA WATERFOWL MAGAZINE

#1 Publication Dedicated To Duck Hunters

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>DELTA WATERFOWL</td>
<td>61,245</td>
</tr>
<tr>
<td>Wildfowl</td>
<td>41,986</td>
</tr>
<tr>
<td>American Waterfowler</td>
<td>23,862</td>
</tr>
</tbody>
</table>

More Ducks over your customers Decoys!
The results are in: No other magazine dedicated to the Duck Hunter also continues to put more ducks over your customers’ decoys year after year!
The advertising dollars you spend with Delta Waterfowl not only put your products in front of the most hardcore waterfowlers but also ensure that your customers will have ducks to hunt and places to hunt for years to come. In turn ensuring the future of your business.

$130,325
Median annual household income

23,650
Number of members who travel out of state to hunt

29,700
Delta Waterfowl members who plan to own duck and fishing boats

71,500
Number of dogs Delta members own

71%
are Labs

44.5
Average number of days our members hunt each year

18
Boxes of shotshells the average member shoots each year

74%
of Delta members plan to buy decoys, calls, blinds and camo this year

READEX SURVEY RESULTS
REACH YOUR CUSTOMERS

Inside Delta Waterfowl Magazine

Delta Waterfowl magazine reaches more than 83,000 dedicated duck and goose hunters — the core of your market — with five big issues each year. Each exciting edition is packed with practical information and top advice such as how to shoot, decoy strategies, calling tips, retriever training, the best gear and hot destinations, all designed to celebrate the storied traditions of waterfowl hunting across North America. If it’s about duck and goose hunting, we cover it!

Delta is a leading conservation organization dedicated to ducks and duck hunters since 1911. We work to produce ducks, conserve habitat, increase hunting opportunities and recruit the next generation of hunters. Advertising in Delta Waterfowl magazine aligns your brand with a fiercely loyal membership of the most active duck and goose hunters — influencers who buy shotguns, jackets, decoys, shells, calls, blinds, boats and all manner of gear to pursue ducks and geese.

LET US HELP YOU MARKET YOUR PRODUCTS.

COLUMNS IN EVERY ISSUE

DUCK DOGS
Training tips, retriever health, tools of the trade

SHOTGUNNING
Shotguns, ammo and methods

STRATEGIES
Hunting tips, decoys, calling, setups

GEAR SPOTLIGHT
Hot products for waterfowl hunting

THE WATERFOWL CHEF
New! Cooking ducks, geese

TRADITIONS
Celebrating our heritage as waterfowlers

2020 SCHEDULE

SPRING 2020
KEY FEATURES: Snow Goose Guns, Pothole Country Ducks, Why We Band Waterfowl, First-Ice Hunting Tips

SUMMER 2020
KEY FEATURES: Special Section on Duck Dogs, Delta Decoy Hunt — Atlantic Flyway Black Ducks, British vs. American Labs

2020 HUNT ANNUAL
KEY FEATURES: Best New Waterfowl Hunting Gear, Special Destinations Section Covering All 4 Flyways, Timber Hunting 101

FALL 2020
KEY FEATURES: The Most Comprehensive Fall Flight Forecast, Preparing for Opening Day, How to Mentor New Hunters

WINTER 2020
KEY FEATURES: Decoy Deployment Strategies, Texas Puddle Duck Hunt, Sea Duck Hunting Tips, Late-Season Geese

AD CLOSE
JANUARY 10
MATERIALS
JANUARY 20
DELIVERED
MARCH 11

AD CLOSE
APRIL 6
MATERIALS
APRIL 20
DELIVERED
JUNE 10

AD CLOSE
MAY 26
MATERIALS
JUNE 19
DELIVERED
AUGUST 5

AD CLOSE
JULY 13
MATERIALS
AUGUST 10
DELIVERED
SEPTEMBER 26

AD CLOSE
SEPTEMBER 14
MATERIALS
OCTOBER 5
DELIVERED
NOVEMBER 18
The Delta Waterfowl Hunt Annual is the premier duck and goose hunting season preparation guide for hunters across North America.

Loaded with excellent features designed to fire up waterfowlers right before the season, we’ll present a comprehensive collection of how-to articles, top destinations in all four flyways and an extensive equipment guide covering shotguns, ammo, choke tubes, decoys, calls, blinds, clothing and camo, boats and motors, retriever training gear and hunting accessories.

Delivered to Delta Waterfowl members in mid-August, the 2020 Hunt Annual is a perfect place for you to reach die-hard waterfowl hunters ready to gear up for the coming season!
PRINT ADVERTISING

Get In The Book

2020 PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPRING 2020</th>
<th>SUMMER 2020</th>
<th>2020 HUNT ANNUAL</th>
<th>FALL 2020</th>
<th>WINTER 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>JANUARY 10</td>
<td>APRIL 6</td>
<td>MAY 26</td>
<td>JULY 13</td>
<td>SEPTEMBER 14</td>
</tr>
<tr>
<td>MATERIALS DUE</td>
<td>JANUARY 20</td>
<td>APRIL 20</td>
<td>JUNE 19</td>
<td>AUGUST 10</td>
<td>OCTOBER 8</td>
</tr>
<tr>
<td>DELIVERED</td>
<td>MARCH 11</td>
<td>JUNE 10</td>
<td>AUGUST 5</td>
<td>SEPTEMBER 26</td>
<td>NOVEMBER 18</td>
</tr>
</tbody>
</table>

DISPLAY ADVERTISING in Delta Waterfowl magazine is incredibly effective because you are reaching the core hunters — the folks buying decoys, calls, shotshells, guns, clothing and retriever gear because they love to hunt ducks and geese.

HUNTER’S MARKET, our classifieds section, is a remarkably economical way for advertisers to reach Delta Waterfowl members looking to book dream hunts, train retrievers and find the best gear for hunting season.

2020 RATES

DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>4-COLOR</th>
<th>1X</th>
<th>3X</th>
<th>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full spread</td>
<td>$6,275</td>
<td>$6,525</td>
<td>$7,250</td>
</tr>
<tr>
<td>Full page</td>
<td>2,500</td>
<td>2,375</td>
<td>2,800</td>
</tr>
<tr>
<td>½ page</td>
<td>1,825</td>
<td>1,925</td>
<td>2,050</td>
</tr>
<tr>
<td>¼ page</td>
<td>1,025</td>
<td>1,075</td>
<td>1,250</td>
</tr>
</tbody>
</table>

COVERS

<table>
<thead>
<tr>
<th>1X</th>
<th>3X</th>
<th>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$4,875</td>
<td>$4,225</td>
</tr>
<tr>
<td>Cover 3</td>
<td>4,600</td>
<td>4,025</td>
</tr>
<tr>
<td>Cover 4</td>
<td>5,025</td>
<td>4,525</td>
</tr>
</tbody>
</table>

CLASSIFIED ADVERTISING RATES

<table>
<thead>
<tr>
<th>4-COLOR</th>
<th>1X</th>
<th>3X</th>
<th>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ page</td>
<td>$1,700</td>
<td>$1,625</td>
<td>$1,525</td>
</tr>
<tr>
<td>¼ page</td>
<td>700</td>
<td>650</td>
<td>600</td>
</tr>
<tr>
<td>¼/2 page</td>
<td>375</td>
<td>345</td>
<td>300</td>
</tr>
<tr>
<td>¼/4 page</td>
<td>245</td>
<td>210</td>
<td>165</td>
</tr>
</tbody>
</table>

B&W

<table>
<thead>
<tr>
<th>1X</th>
<th>3X</th>
<th>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ page</td>
<td>$1,175</td>
<td>$1,100</td>
</tr>
<tr>
<td>¼ page</td>
<td>975</td>
<td>875</td>
</tr>
<tr>
<td>¼ page</td>
<td>500</td>
<td>465</td>
</tr>
<tr>
<td>¼/2 page</td>
<td>315</td>
<td>275</td>
</tr>
<tr>
<td>¼/4 page</td>
<td>185</td>
<td>160</td>
</tr>
</tbody>
</table>

CONTACT

BRAD HEIDEL
bheidel@deltawaterfowl.org
(651) 403-1772

MARK BEAUCHAINE
mbeauchaine@deltawaterfowl.org
(715) 445-2852

10 percent premium position charge for guaranteed placement on Page 3, Page 5 and opposite Cover 3.
PLEASE NOTE: All ad files submitted to Delta Waterfowl for publication must be PDF, with a resolution no less than 300dpi and CMYK color space with no more than 300% ink coverage. All ads must be the appropriate size with acceptable bleed and safety margins. Please preflight your ad within Adobe Acrobat to assure the file you are sending to us meets basic magazine printing preflight requirements.

PRINT ADVERTISING

Just The Right Size

FULL PAGE AD SIZES

- Add .125" to all 4 edges for full bleed
- Incorporate .25" inner safe margin for full bleed
- Offset crop marks outside of bleed area

FULL PAGE
8.25" x 10.5"

FULL SPREAD
16.5" x 10.5"

FRACTIONAL AD SIZES

NO BLEED NECESSARY

2/3 PAGE
4.75" x 9.5"

1/3 HORIZONTAL
4.75" x 4.75"

1/6 VERTICAL
2.25" x 4.625"

1/6 HORIZONTAL
4.875" x 2.25"

1/12 HORIZONTAL
2.25" x 2.25"

1/24 HORIZONTAL
2.25" x 1"

CLASSIFIED AD SIZES

NO BLEED NECESSARY

1/2 HORIZONTAL
7.25" x 4.625"

1/3 VERTICAL
2.25" x 9.5"

1/3 HORIZONTAL
4.75" x 9.5"

1/6 HORIZONTAL
4.875" x 2.25"

DELIVERY OF AD MATERIALS

E-mail to: deltaads@deltawaterfowl.org

Please name your file with the following naming convention:
(Advertised Brand)_ (Ad Title)_ (Issue)_ (Year)
Example:
DeltaWaterfowl_TakeEmMoment_Winter_2016
DIGITAL CONTENT

Delta Waterfowl E-newsletter 2020

Reach a prime audience of engaged duck and goose hunters through Delta’s monthly E-newsletter! Published 6 times a year — quarterly plus two special editions — Delta’s e-news reaches a core waterfowl audience hungry for the latest tips, tactics, products, duck population news and migration information.

2020 E-NEWS SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>PUBLISH DATE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>SNOW GEESE</td>
<td>FEBRUARY 26</td>
<td>FEBRUARY 20</td>
</tr>
<tr>
<td>SUMMER</td>
<td>DOG TRAINING</td>
<td>JUNE 10</td>
<td>JUNE 4</td>
</tr>
<tr>
<td>B-POP (SPECIAL)</td>
<td>DUCK NUMBERS</td>
<td>AUGUST 20*</td>
<td>AUGUST 10</td>
</tr>
<tr>
<td>PRE-HUNT (SPECIAL)</td>
<td>OPENING DAY</td>
<td>SEPTEMBER 23</td>
<td>SEPTEMBER 17</td>
</tr>
<tr>
<td>FALL</td>
<td>HUNTING STRATEGY</td>
<td>OCTOBER 14</td>
<td>OCTOBER 8</td>
</tr>
<tr>
<td>WINTER</td>
<td>LATE SEASON TIPS</td>
<td>DECEMBER 9</td>
<td>DECEMBER 3</td>
</tr>
</tbody>
</table>

*APPROX.

SPECIAL MEDIA OPPORTUNITIES

FULL-ISSUE SPONSOR
Includes “Sponsored by name/logo” in the header, prime Top Spot Ad Placement and an Imbedded Product Feature (in editorial section) with link to your website or video.
COST: $1,750. SPECIALS $2,000.

EMBEDDED PRODUCT FEATURE
Up to 100 words about your product, with a photo or video and clickable link to your website. Runs in the editorial galley area between two editorial feature pieces in the top-third of the display. Perfect for product introductions!
COST: $750. SPECIALS $900.

TOP SPOT AD
Your message in prime position, the top ad spot in the E-newsletter. Measures 150x300 with link.
COST: $750. SPECIALS $850.

SPOT AD
You 150x300 ad with link.
COST: $500. SPECIALS $600.

ADDITIONAL ADVERTISING OPTION:
DEDICATED CONTENT DRIVEN E-BLASTS
Reach every duck hunter in Delta’s electronic database with a dedicated e-mail blast! We’ll send out your marketing message to Delta’s brand-loyal supporters, making it a great way to sell your products and drive traffic to your brand. Ask a Delta advertising representative for more details.
COST: $2,500
### MIGRATION REPORT/ HABITAT CONDITIONS VIDEOS

Delta Waterfowl produces hugely popular migration video reports during the active waterfowl season, and habitat conditions reports during the offseason. These videos generate hundreds of thousands of views on Delta’s website and social media platforms. After two years of consistent production, they’ve become key, must-see content for Delta Waterfowl members and supporters. Until now, we’ve never offered a sponsorship or attached any partner messaging to them.

**Migration/Conditions Report Presenting Sponsorship**

- Logo placement and presenting sponsor recognition at the beginning of each video (Migration videos Sept through April; Conditions videos February through August).
- Logo placement and presenting sponsor recognition on web page.
- Recognition at close of each video.
- Press release announcing presenting sponsorship.
- Social media promotion.

**COST:** $25,000 (Migration $15,000, Conditions $10,000)

### 2020 BREEDING POPULATION & FLIGHT FORECAST

Delta Waterfowl presents the most comprehensive information and analysis about the annual duck breeding numbers and flight forecast — period. Delta’s Breeding Population & Flight Forecast is shared far and wide amongst duck hunters as the most important preseason information.

**The sponsorship package includes:**

- Logo placement and recognition in Delta Waterfowl Fall magazine issue story.
- Recognition in breeding population news release.
- Recognition in two web stories – breeding duck numbers and flight forecast.
- Logo placement and recognition on duck numbers video.
- Recognition as a Delta Waterfowl sponsor in Champions of Delta magazine ad (5 issues).
- Recognition in Delta Waterfowl Annual Report.
- Listing and logo on Delta Partner web page.
- Logo display on sponsor banner at 300 Delta events.

**COST:** $10,000

### FIRST HUNT PRESENTING/SUPPORTING SPONSOR

Delta Waterfowl runs the largest waterfowl-specific hunter recruitment program in North America. Since inception, First Hunt has introduced more than 62,000 people to waterfowl hunting. Delta also operates intensive youth hunter training camps in Ontario, Manitoba and Alberta.

**The supporting sponsor package includes:**

- Logo presentation in First Hunt participant and mentor handbooks.
- Logo presentation on banners at all First Hunt events.
- Recognition in press release announcing sponsorships.
- Opportunity to provide products for use by First Hunt participants.
- Recognition in Delta Waterfowl Annual Report.
- Listing and logo on Delta Partner web page.
- Logo recognition in First Hunt video.
- Logo display on sponsor banner at 300 Delta events.

**COST:** $5,000

### DELTA WATERFOWL SHORT FILM

Delta Waterfowl is excited to announce the opportunity to sponsor a single or series of short films. Category and theme is TBD. All short films will be promoted and viewed on Delta’s website and social media platforms.

**The presenting sponsor package includes:**

- Logo placement and presenting sponsor recognition at the beginning of each film.
- Logo placement and presenting sponsor recognition on website.
- Recognition at close of each video.
- Press release announcing presenting sponsorship.
- Social media promotion.

**COST:**

- SINGLE FILM $7,000 - $15,000;
- SERIES OF 4 $30,000 - $50,000
THE WATERFOWL CHEF COLUMN PRESENTER
The meat from ducks and geese is often underappreciated because many waterfowl hunters don’t understand how to prepare it properly. “The Waterfowl Chef” column will focus on relatively easy recipes and cooking techniques that can help everyone create tasty meals from waterfowl.

Presenter package includes:
► Logo and presenter recognition in The Waterfowl Chef section in magazine (5 issues).
► Logo and presenter recognition in The Waterfowl Chef section pages on website (12 months).
► Social media recognition as presenter.
► Recognition in Delta Waterfowl Annual Report.
COST: $5,000 *requires an additional 2x full-page advertiser contract

GEAR SPOTLIGHT COLUMN PRESENTER
Duck and goose hunters depend on their gear to have success. Delta’s “Gear Spotlight” will highlight the best new products for waterfowl hunters — shotguns, ammo, chokes, calls, blinds, decoys, boats, motors, retriever products, hunting accessories and anything else that enhances the experience.

Presenter package includes:
► Logo and presenter recognition on Gear section in magazine (5 issues).
► Logo and presenter recognition on Gear section pages on website (12 months).
► Social media recognition as presenter.
► Recognition in Delta Waterfowl Annual Report.
COST: $5,000

DELTA TESTED
Waterfowl hunters look to Delta Waterfowl for information about products to make their outings more successful, enjoyable and comfortable. “Delta Tested” is an in-depth review of one product — Delta’s editors will use your gear on several hunts, and then articulate the features and benefits from their first-hand experience.

Package includes:
► Full-page review in one issue of Delta Waterfowl magazine, with an additional video review distributed to Delta’s following on Facebook, Twitter, Instagram and YouTube.
COST: $4,500 *requires additional 3x full-page advertiser contract.

STRATEGIES COLUMN PRESENTER
Delta Waterfowl members buy and use all of the tools to make duck hunts productive and more enjoyable. Our popular “Strategies” content focuses on scouting, calling, decoying and blind hunting.

Presenter package includes:
► Logo and presenter recognition on Strategies section in magazine (5 issues).
► Logo and presenter recognition on Strategies section pages on website (12 months).
► Social media recognition as presenter.
► Recognition in Delta Waterfowl Annual Report.
COST: $5,000