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>
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<tbody>
<tr>
<td>DELTA WATERFOWL</td>
<td>59,500</td>
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<td>41,986</td>
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<tr>
<td>American Waterfowler</td>
<td>23,862</td>
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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
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.

REACH YOUR CUSTOMERS

Inside Delta Waterfowl Magazine

LET US HELP YOU MARKET YOUR PRODUCTS.
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!
Get In The Book

PRINT ADVERTISING

10 percent premium position charge for guaranteed placement on Page 3, Page 5 and opposite Cover 3.

2021 RATES

DISPLAY ADVERTISING RATES

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COVERS

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CLASSIFIED ADVERTISING RATES

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B&W

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<tr>
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2021 PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPRING 2021</th>
<th>SUMMER 2021</th>
<th>2021 HUNT ANNUAL</th>
<th>FALL 2021</th>
<th>WINTER 2021</th>
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<tr>
<td>AD CLOSE</td>
<td>JANUARY 4</td>
<td>APRIL 5</td>
<td>MAY 28</td>
<td>JULY 12</td>
<td>SEPTEMBER 13</td>
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<td>MATERIALS DUE</td>
<td>JANUARY 18</td>
<td>APRIL 19</td>
<td>JUNE 14</td>
<td>AUGUST 2</td>
<td>OCTOBER 4</td>
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<td>DELIVERED</td>
<td>MARCH 6</td>
<td>JUNE 8</td>
<td>AUGUST 1</td>
<td>SEPTEMBER 25</td>
<td>NOVEMBER 13</td>
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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.

CONTACT

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

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

1/3 VERTICAL
2.25" x 9.5"

1/3 HORIZONTAL
4.75" x 9.5"

1/2 ISLAND
4.75" x 7"

1/2 HORIZONTAL
7.25" x 4.75"

1/6 VERTICAL
2.25" x 4.625"

1/6 HORIZONTAL
4.75" x 2.25"

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
4.875" x 4.625"

1/6 VERTICAL
2.25" x 4.625"

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

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.
## DIGITAL CONTENT

### Delta Waterfowl E-newsletter 2021

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.

### 2021 E-NEWS SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUBLISH DATE</th>
<th>MATERIALS DUE</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>FEBRUARY 26</td>
<td>FEBRUARY 20</td>
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<tr>
<td>SUMMER</td>
<td>DUCK DOG</td>
<td>JUNE 10</td>
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<tr>
<td>B-POP</td>
<td>SPECIAL</td>
<td>AUGUST 20*</td>
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<tr>
<td>PRE-HUNT</td>
<td>SPECIAL</td>
<td>SEPTEMBER 23</td>
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<tr>
<td>FALL</td>
<td>OCTOBER 14</td>
<td>OCTOBER 8</td>
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<tr>
<td>WINTER</td>
<td>DECEMBER 9</td>
<td>DECEMBER 3</td>
</tr>
</tbody>
</table>

*APPROX.

### FULL-ISSUE SPONSOR

Includes “Sponsored by name/logo” in the header, prime Top Spot Ad Placement and an Embedded 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
2021 SPECIAL MEDIA PACKAGE OPPORTUNITIES

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.

NEW!

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

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