DELTA WATERFOWL

#1 Publication dedicated to Duck Hunters

OVER YOUR CUSTOMERS’ DECOYS!

WE PUT MORE DUCKS OVER YOUR CUSTOMERS’ DECOYS!

DELTA WATERFOWL MAGAZINE
#TheDuckHuntersOrg
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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<tr>
<td>Wildfowl</td>
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<tr>
<td>American Waterfowler</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. That, in turn, helps ensure the future of your business.

- $130,325 Median annual household income
- 23,650 Number of members who travel out of state to hunt
- 18 Boxes of shotshells the average member shoots each year
- 29,700 Delta Waterfowl members who plan to own duck and fishing boats
- 74% of Delta members plan to buy decoys, calls, blinds and camo this year
- 71% are Labs
- 44.5 Average number of days our members hunt each year
- 71,500 Number of dogs Delta members own

READEX SURVEY RESULTS
LET US HELP YOU MARKET YOUR PRODUCTS

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 been 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

2022 SCHEDULE

SPRING 2022
KEY FEATURES: Snow Geese Population Trends, Understanding Where Your Ducks Come From, Spring Goose Hunting

SUMMER 2022
KEY FEATURES: Special Duck Dog Issue, Delta Decoy Hunt — Bluebill By Layout Boat, Training for Working Dogs

2022 HUNT ANNUAL
KEY FEATURES: Best New Waterfowl Hunting Gear, Special Destinations Section, Why Hunters Matter to Conservation, Early Teal Bonanza

FALL 2022
KEY FEATURES: The Most Comprehensive Fall Flight Forecast, Prepping for Opening Day, Winning Decoy Spreads

WINTER 2022
KEY FEATURES: Shooting Strategies, Late-Season Hunting Spots, Sea Duck Adventure, Studying Duck Movements in Winter

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 we secure the future
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 2022 Hunt Annual is a perfect place for you to reach diehard waterfowl hunters ready to gear up for the coming season!
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.

2022 PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPRING 2022</th>
<th>SUMMER 2022</th>
<th>2022 HUNT ANNUAL</th>
<th>FALL 2022</th>
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<td>APRIL 18</td>
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<td>JUNE 6</td>
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2022 RATES

DISPLAY ADVERTISING RATES

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CLASSIFIED ADVERTISING RATES

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<tr>
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B&W

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CONTACT

SR. DIRECTOR OF CORPORATE PARTNERSHIPS & ADVERTISING SALES
BRAD HEIDEL
bheidel@deltawaterfowl.org
(651) 403-1772

CLASSIFIED AD SALES
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

2/3 PAGE
4.75" x 9.5"

1/2 ISLAND
4.75" x 7"

1/2 HORIZONTAL
7.25" x 4.75"

1/3 VERTICAL
2.25" x 9.5"

1/3 HORIZONTAL
4.75" x 4.75"

1/6 VERTICAL
2.25" x 4.75"

1/6 HORIZONTAL
4.75" x 2.25"

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"

1/12 HORIZONTAL
2.25" x 2.25"

1/24 HORIZONTAL
2.25" x 1"

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_2022

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 2022

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.

2022 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 23</td>
<td>FEBRUARY 9</td>
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<tr>
<td>SUMMER</td>
<td>DUCK DOG</td>
<td>JUNE 22</td>
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<tr>
<td>B-POP</td>
<td>SPECIAL</td>
<td>AUGUST 24*</td>
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<tr>
<td>PRE-HUNT</td>
<td>SPECIAL</td>
<td>SEPTEMBER 21</td>
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<tr>
<td>FALL</td>
<td>OCTOBER 19</td>
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</tr>
<tr>
<td>WINTER</td>
<td>DECEMBER 7</td>
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*APPROX.

SPECIAL EMAIL 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 650x100 with link.
COST: $750. SPECIALS $850.

SPOT AD
Your 325x250 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

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*APPROX.
While duck hunters consider all of Delta's content important, some specific subjects are considered must-see content by Delta Waterfowl members and supporters. They seek it out, season after season.

Delta presents the most comprehensive information and analysis of 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 final word in preseason projections. Delta also runs the largest waterfowl-specific hunter recruitment program in North America. Since inception, First Hunt has introduced tens of thousands to waterfowl hunting.

CUSTOMIZE YOUR REACH

Delta’s Waterfowl’s Core Content Drives Views and Shares

MIGRATION REPORT/HABITAT CONDITIONS VIDEOS PRESENTING SPONSOR
Includes logo placement and presenting sponsor recognition at the beginning of each video (Migration videos September through April; Conditions videos February through August), on web page, recognition at the close of each video, press release announcement of presenting sponsorship and social media promotion.
COST: $25,000; (MIGRATION $15,000, CONDITIONS $10,000)

2022 BREEDING POPULATION & FLIGHT FORECAST SPONSOR
Includes logo placement and recognition in Delta Waterfowl fall magazine story, breeding population news release, two web stories (breeding duck numbers and flight forecast) and duck numbers video. Your brand will also be recognized as a Delta Waterfowl sponsor in Champions of Delta magazine ad (5 issues), in Delta Waterfowl Annual Report, as a listing and logo on Delta Partner web page and logo display on sponsor banner at 300 Delta events.
COST: $10,000

FIRST HUNT PRESENTING/SUPPORTING SPONSOR
Includes logo presentation in First Hunt participant and mentor handbooks, on banners at all First Hunt events and recognition in press release announcing sponsorships and Delta Waterfowl Annual Report. Listing and logo will appear on Delta Partner web page as well as logo display in First Hunt video and on sponsor banner at 300 Delta events. There is also opportunity to provide products for use by First Hunt participants.
COST: $5,000

NEW!
DELTA WATERFOWL SHORT FILM
Delta is excited to announce the opportunity to sponsor a single or series of short films. Category and theme is TBD on collaboration with the sponsor. 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
• Website and recognition at close of each video
• A press release announcing presenting sponsorship and social media promotion
COST: SINGLE FILM $7,000 - $15,000; SERIES OF 4 $30,000 - $50,000
The meat from ducks and geese is often underappreciated because many waterfowl hunters don’t understand how to prepare it properly. Delta’s “The Waterfowl Chef” column focuses on relatively easy recipes and simple cooking techniques that can help everyone create tasty meals from waterfowl.

Duck and goose hunters depend on their gear for success. Delta’s “Gear Spotlight” highlights the best products for waterfowl hunters — shotguns, ammo, chokes, calls, blinds, decoys, boats, motors, retriever products, hunting accessories and anything else that enhances the experience. Delta Waterfowl members buy and use all of the tools to make their hunts more productive and enjoyable.

DELTA TESTED

Waterfowl hunters look to Delta Waterfowl for information about products to make their outings more successful, enjoyable, comfortable and memorable. “Delta Tested” is an in-depth review of one product each issue. Delta’s editors will use your gear on several hunts and then report 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.