

Water Well Journal

Align with our
award-winning publication!

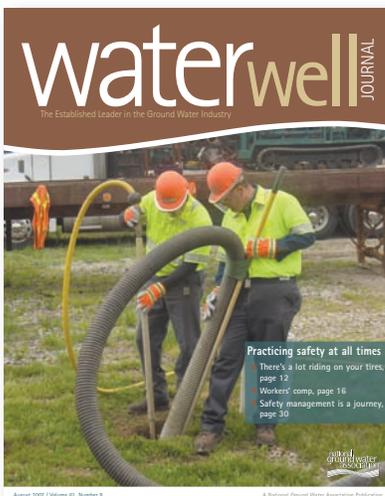
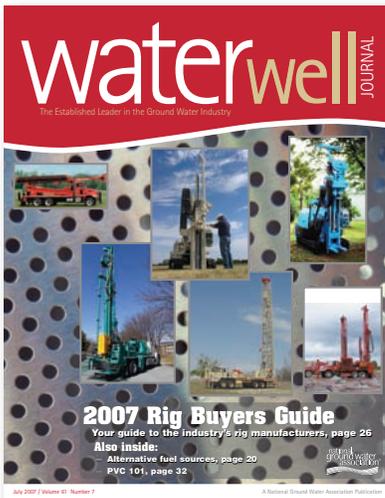
Water Well Journal has been recognized as the leading industry journal for business owners in the ground water industry for more than 60 years.

The monthly publication of the National Ground Water Association, *Water Well Journal* provides award-winning coverage on everything for the decision-maker working in the industry. Throughout the year, topics related to drilling and pump installation, rig maintenance, well rehabilitation, water quality and treatment, on-the-job safety, and geothermal drilling and installation are written by industry experts.

But *Water Well Journal* focuses on more than just the job site because the industry features many family-run business owners. So articles on management, sales strategies, investing profits, human resources, legal issues, and government affairs appear in every issue.

These features make *Water Well Journal* the most complete publication serving the ground water industry. The industry agrees. Consider that:

- More than 93 percent said *Water Well Journal* is "very useful" or "somewhat useful" to their job, an increase of 6 percent in the last 10 years.
- Nearly 96 percent of the readers said *Water Well Journal* is a valuable source of information, stating the technical level is "about right."
- A total of 77 percent of readers have told us they save their journals – an increase of more than 25 percent in the last 10 years.



We Reach Your Market

Water Well Journal is mailed every month to more than 24,000 subscribers actively engaged in the ground water industry. The majority are full-service water well contractors and drillers. They are involved in water well drilling, pump installation, geolooping, well rehabilitation, water treatment, monitoring, and environmental drilling and monitoring. The journal also goes to suppliers, wholesalers, manufacturers, and manufacturer representatives who serve the industry, as well as others allied to the field.

The audience consists of decision-makers. Every month, the publication arrives on the desks of owners and presidents, vice presidents, general managers, foremen/supervisors, consultants/engineers, drillers, and pump installers.

We Have Our Readers' Respect

NGWA did an extensive survey of its membership in 2006. Among the findings about *Water Well Journal*:

- Among contractors, a free subscription to the *Water Well Journal* tied free accidental death and dismemberment insurance for employees as their most valuable benefit (61 percent).
- Suppliers listed the publication as their top benefit (84 percent).
- 78 percent of contractors said they strongly agree that *Water Well Journal* contains valuable information about the ground water industry products, services, and technologies.
- 86 percent of contractors, 83 percent of manufacturers, and 80 percent of suppliers strongly or somewhat agreed that NGWA provides useful industry-specific resources such as buyers guides, reports, articles, and news for business planning.

Sources: 2003 *Water Well Journal* Survey of the Ground Water Contracting Industry, conducted by Research USA; 2004 *Water Well Journal* Survey of the Ground Water Contracting Industry, conducted by Research USA.



Partner With Us

Make sure you align yourself with *Water Well Journal*. Here are some of the benefits for doing so.

- We have an audited circulation. An independent third party, BPA International, verifies that your advertisement is reaching a qualified, targeted audience. 
- *Water Well Journal* is an award-winning publication. The editorial content of *Water Well Journal* continues to lead the market. In fact, *Water Well Journal* has been given an award of excellence in writing in the 2007 and 2006 Apex Awards, sponsored by Communication Concepts Inc. for "Magazines and Journals (Entire Issue)." From 2003 through 2007, *Water Well Journal* staffers have garnered 12 awards for excellence in writing and production. It has won the categories of feature writing, personal profiles, covers, and most improved. Editor Thad Plumley and Associate Editor Jennifer Strawn have garnered multiple awards. 
- Our tabloid-size publication is printed on a 40-pound, glossed paper with a 60-pound stock for the covers. Simply put, your advertisement will look the best in *Water Well Journal*.

2008 Marketing/Ad Planning Calendar

Issue Focus	Bonus Distribution*	Deadlines
January Emerging Markets	Texas Ground Water Association Annual Convention and Trade Show	Ad deadline: November 30
February Ground Source Heat Pumps	Mountain States Ground Water Association Expo Pacific Northwest Ground Water Exposition	Ad deadline: January 2
March Annual Buyers Guide and Directory of Manufacturers The most comprehensive guide in the industry! Display advertisers receive unlimited free listings and free listings on our Web site, NGWA.org. Our online Buyers Guide is searchable and the best in the industry!	Michigan Ground Water Association Annual Convention and Trade Show New England Water Well Association Expo Water Quality Association 33rd Annual Convention	Buyers Guide submission deadline: November 21 Ad deadline: February 1
April Well Rehabilitation		Ad deadline: February 29
May Annual Pumps Issue Pump manufacturers get free listing in the pump buyers guide	Florida Ground Water Association Annual Convention and Trade Show Canwell, Canada's Groundwater Symposium	Pump Buyers Guide deadline: February 29 Ad deadline: April 1
June Water Quality/Water Treatment		Ad deadline: May 1

Issue Focus	Bonus Distribution*	Deadlines
<p>July Drilling Rigs/Tips/Techniques Rig manufacturers get free listing in the annual new rig buyers guide.</p>	<p>South Atlantic Well Drillers JUBILEE, Myrtle Beach, South Carolina</p>	<p>Rig Buyers Guide deadline: May 1 Ad deadline: June 2</p>
<p>August Safety</p>		<p>Ad deadline: July 1</p>
<p>September Business Management</p>		<p>Ad deadline: August 1</p>
<p>October 2008 Ground Water Expo Issue: The most comprehensive guide to the industry's biggest show by the National Ground Water Association</p> <ul style="list-style-type: none"> ■ Show Preview and Guide ■ Preview of new products 	<p>Ohio Water Well Association Annual Convention/Trade Show California Groundwater Association Convention/Trade Show IGSHA Technical Conference and Expo National Ground Water Expo</p>	<p>Ad deadline: September 1</p>
<p>November Water Conservation and Green Technology</p>	<p>National Ground Water Association's 2008 Ground Water Expo Las Vegas, Nevada</p>	<p>Ad deadline: October 1</p>
<p>December State of the Industry Report and Year In Review</p>	<p>National Ground Water Association's 2008 Ground Water Expo Las Vegas, Nevada</p>	<p>Ad deadline: October 31</p>

*Calendar subject to change. Call for updated bonus distribution calendar. We add to our list as shows are added through the year.

2008 Ad Rates and Mechanicals

Black & White Rates				
	1x	3x	6x	12x
Full	2490	2370	2190	2040
1/2 (island)	1945	1730	1645	1450
1/2	1600	1450	1335	1185
1/3	1300	1220	1115	995
1/4	985	950	890	775
1/6	895	840	785	735

Frequency discounts may be earned in conjunction with *Ground Water Monitoring & Remediation* and *Ground Water*.

Color Rates (per page or less)	
4-color process per page (1/2 pg. or larger)	\$ 900
4-color process per page (1/3 pg. or smaller)	\$ 575
4-color process per spread	\$1550
Matched, metallic process	\$ 515
Standard AAAA colors (red, green, blue, yellow)	\$ 360
5th color	\$ 515

Three-color ads are charged as four-color and must be produced as four-color separations.

All rates gross ■ No charge for bleed ■ 15% discount to recognized agencies

Covers

Price is for space only. For color rates, see color rate charges.

FC – not sold

IFC – contracted rate + 35%

IBC – contracted rate + 30%

BC – contracted rate + 45%.

Four-color only for covers.

Spreads

For detailed spread information, contact the *WWJ* Advertising Department at 800 551.7379.

Guaranteed Position

Any guaranteed position – contract space rate plus 15%. To guarantee successive pages, space rate plus 10%.

Color rotations/ black, blue, red, yellow.
 PROGRESSIVE PROOFS OR COLOR KEY
 REQUIRED.

Binding/ Saddle-stitch.

Closing and Publication Dates

INSERTION ORDERS must reach publisher by the first of the month preceding publication (December 1 for January). Each issue is mailed on or before the first of each month.

Inserts

Contact your sales rep for more information

Classified Advertising

A great, inexpensive way to supplement your display advertising!

Rates

Undisplayed (line) ads

\$7.50 per line (approximately 35 characters per line). Minimum charge is four lines. No new equipment advertising accepted in undisplayed classified.

Display ads

\$57 per column inch. Minimum size: 1 column x 1". Maximum size: 1 column x 5" or 2 columns x 4", with the exception of "help wanted" ads.

A 12-frequency discount for a display classified is offered at a cost of \$46 per column inch. A six-time frequency discount is offered at a cost of \$52 per column inch. A three-time frequency discount is offered at a cost of \$55 per column inch.

Add a Color

Add a color to your display classified ad for \$49 per insertion. Most colors are available. Call for details.

Mechanicals

Columns measure 2 1/8" wide. We can design your ad for you.

Deadlines

First of month preceding publication (December 1 for January issue).

All classified ads are posted on our Web site at www.NGWA.org prior to the issue mail date, at no additional charge to the advertiser.

Mechanical Requirements:

Full Page	Live: 9.5" × 12.5"
	Trim: 10.5" × 13.5"
	Bleed: 10.75" × 13.75"
Two-Page Spread	Live: 20" × 12.5"
	Trim: 21" × 13.5"
	Bleed: 21.25" × 13.75"
1/2 Page Horiz.	9.5" × 6.125"
Junior Page (1/2 Island)	6.25" × 9.5"
1/3 Page Vert.	3" × 12.5"
1/3 Page Horiz.	9.5" × 4"
1/3 Page Square	6.25" × 6.125"
1/4 Page Vert.	4.625" × 6.125"
1/6 Page Vert.	3" × 6.125"

All fractional sizes are listed as non-bleed and should include a rule around.

