



Groundwater  
Monitoring & Remediation  
Groundwater

**Digital Advertising Platforms**

**2018 Advertising Media Kit**

*“ As a member, I look to the National Ground Water Association for relevant, up-to-date information concerning our industry and our groundwater resources. As an advertiser, I look to NGWA to get our message in front of the active professionals in our industry. As a contributor, I value the opportunity to be part of a great organization helping to maintain a high level of professionalism in our industry.”*

*– Michael Schnieders, PG, PH-GW,  
Water Systems Engineering Inc.*

# What is NGWA?

## About us

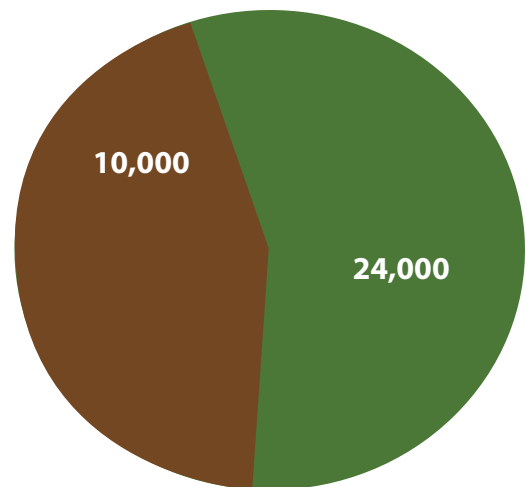
The National Ground Water Association is the hallmark organization for anyone affiliated with the groundwater industry. NGWA is dedicated to advancing groundwater knowledge and providing guidance for sound scientific, economic, and beneficial development, protection and management of the world's groundwater resources.

- Groundwater systems make up approximately 1/3 of public water systems in the U.S., serving nearly 102 million users.
- Our industry is part of a \$68.7 billion water supply and irrigation systems market.
- NGWA members spend more than \$600 million a year on products and services.

## Audience Overview

NGWA advertising platforms provide access to more than **34,000** decision makers in the groundwater industry:

- Scientists & Engineers (10,000)
- Contractors (24,000)



# The dominant presence in the unique groundwater market



Covering the full scope of the groundwater industry, NGWA's media has been recognized as the leading industry resource for decision-makers in the multi-billion dollar groundwater industry, winning more than 30 publishing awards in the last decade.

NGWA understands, values, and invests in marketing solutions that meet the unique needs of our clients with strategic solutions ranging from print and digital communications to event sponsorships and exhibitions.

You can choose from an array of high-impact opportunities to make your marketing more cost- and reach-effective, as our experienced sales team works with you to create innovative marketing packages that deliver your message in person, in print, and online.

Let us help you leverage a multiplatform program to:

- Deliver key messages
- Increase brand awareness
- Connect with influencers
- Deepen engagement
- Increase traffic with measurable outcomes
- Drive sales.

## WWJ: Page 5

Print Opportunities: Page 6

Digital Edition: Page 9

WWJ Online: Page 10



## GW/GWMR: Page 11

Print Opportunities: Page 12

Digital Edition & Wiley Online: Page 14

Groundwater  
Monitoring & Remediation

Groundwater

## Digital Advertising Platforms: Page 15

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Online Buyers Guide: Page 17

E-newsletters: Page 18

Digital  
Advertising  
Platforms

## Print | Digital | Web

Align your brand with the industry's leading resource for business owners and decision makers in the water well industry.

24,000+

Monthly print circulation

5,800

Digital Edition subscribers

28,800

Yearly visits to  
WaterWellJournal.org

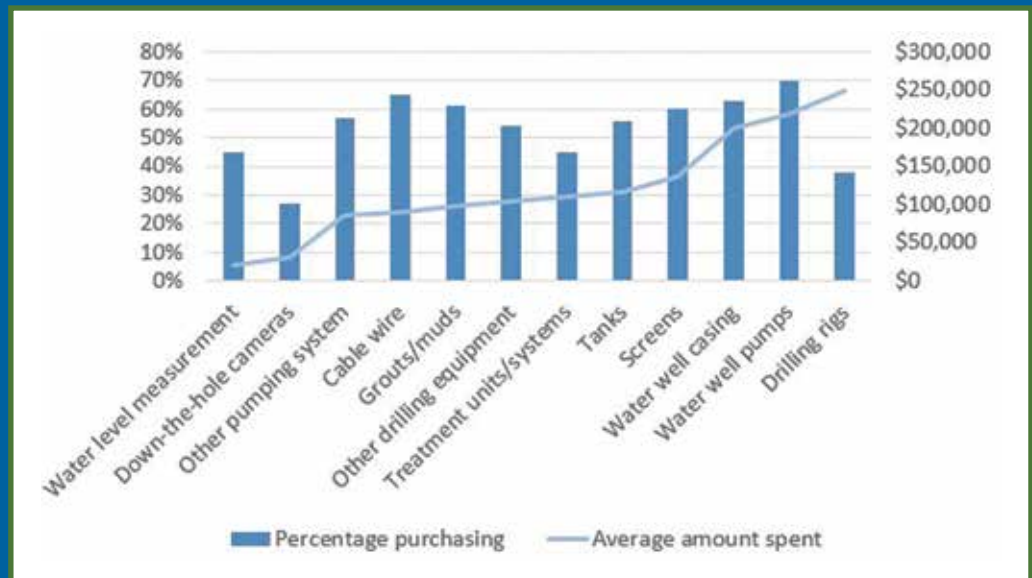
Average pass-along to  
3.8 colleagues\*

= 91,200

Total readership

95.3%

of WWJ readers refer  
to ads when making  
purchasing decisions\*



“We wouldn’t maintain our growth rate without NGWA. You can find *Water Well Journal* in most offices related to the water well industry across the country and in Central and South America. I was very surprised when I saw a copy of WWJ in the United Arab Emirates.”

— Ashish Rathi, Shakti Pumps USA LLC

\* 2015 WWJ subscriber study

The water well market is distinct from other drilling industries, and no other publication can serve you as well as *Water Well Journal*®—published by the authoritative association in the groundwater field. Drillers come to *WWJ* for information about water wells—not oil and gas, construction, mining, or the environment. And for more than 70 years *WWJ* has been recognized as the leading industry resource for business owners and decision-makers in the water well industry.

*Water Well Journal* has been an APEX award winner 15 consecutive years with 29 total awards, the most in the groundwater industry. Our readers rely upon their monthly issue of *WWJ* to stay current on topics such as drilling techniques, geothermal systems, pumping systems, well maintenance, water quality and treatment, and more.



## 2018 editorial calendar

Issue	Editorial focus <i>(subject to change)</i>	Ad deadline	Special deadlines	Bonus distribution
<b>January</b>	Well maintenance	December 1, 2017		Texas Ground Water Association Convention & Trade Show
<b>February</b>	Drilling bits, tips, and techniques	January 2, 2018		Pacific Northwest Ground Water Exposition
<b>March</b>	Annual pumps issue featuring the Pumps Directory	February 1, 2018	Pumps Directory: January 19	Pacific Northwest Ground Water Exposition and International Ground Source Heat Pump Association Conference and Expo
<b>April</b>	Water quality and water treatment	March 1, 2018		
<b>May</b>	Irrigation and groundwater	April 2, 2018		
<b>June</b>	Safety and featuring the annual NGWA Buyers Guide	May 1, 2018	Buyers Guide: March 23	
<b>July</b>	Well rehabilitation	June 1, 2018		South Atlantic Jubilee
<b>August</b>	Green technology	July 1, 2018		
<b>September</b>	Drilling rigs featuring Heavy Machinery Guide™	August 1, 2018	Heavy Equipment Directory: June 29	
<b>October</b>	Groundwater Week featuring the most comprehensive guide to the industry's biggest event	September 1, 2018		Groundwater Week
<b>November</b>	Groundwater sustainability	October 1, 2018		Groundwater Week
<b>December</b>	State of the industry and looking ahead (Special advertising opportunity — WWJ 2019 Wall Calendar)	November 1, 2018	WWJ 2019 Wall Calendar: October 1	Groundwater Week

# 2018 Print Advertising Rates



## Unique opportunities to showcase your message

(call for pricing)

### Belly band

Be the first advertiser readers see by wrapping your message around the publication.

### Tip-on

Engage readers as they uncover information about your company in a matter of seconds with your ad glued softly onto a page.

### Gatefold

Build excitement for your ad as readers unfold it in a cover or internal gatefold. Options include front, back, and center. Note: Cover gatefolds require your ad placement on the adjacent inside front or back cover pages.

### Heavy stock insert

Heighten the impact of your ad when we print it on card stock and bind it into the magazine.

### Regional inserts

WWJ features a special regional advertising section for suppliers. This section is divided into regions, making it easy for current and new customers to find you. You get special pricing as a regional advertiser—with the bonus of a national publication!

## Display advertising

	1x	4x	6x	12x
	4C	4C	4C	4C
Inside back cover	\$4,270	\$4,124	\$3,942	\$3,747
Inside front cover	\$4,415	\$4,267	\$4,078	\$3,876
Back cover	\$4,715	\$4,554	\$4,351	\$4,133
Full-page	\$3,375	\$3,265	\$3,125	\$2,975
1/2-page (island)	\$2,900	\$2,700	\$2,630	\$2,460
1/2-page (horizontal)	\$2,590	\$2,460	\$2,375	\$2,275
1/3-page	\$2,050	\$1,975	\$1,880	\$1,775
1/4-page	\$1,770	\$1,740	\$1,690	\$1,600

Rates are net/issue.

For black & white, deduct 25% from 4C rates above.

NGWA corporate-level members may deduct \$400 from standard rates above

## 2018 classified advertising rates

	1x	4x	6x	12x
	BW/4C	BW/4C	BW/4C	BW/4C
1 column X 2"	\$125 / \$180	\$120 / \$175	\$115 / \$170	\$100 / \$155
1 column X 4" or 2 column X 2"	\$250 / \$305	\$240 / \$295	\$230 / \$285	\$200 / \$255
1 column X 6" or 2 column X 3"	\$370 / \$425	\$360 / \$415	\$340 / \$395	\$305 / \$360
1 column X 9"	\$555 / \$610	\$540 / \$595	\$510 / \$565	\$455 / \$510

## Mechanical requirements

Size	Width	Height
<b>Two-page</b>		
Live	15.25"	X 9.875"
Trim	16.25"	X 10.875"
Bleed	16.5"	X 11.125"
<b>Full-page</b>		
Live	7.125"	X 9.87
Trim	8.125"	X 10.875"
Bleed	8.375"	X 11.125"
2/3-page vertical	4.562"	X 10"
1/2-page horizontal	7.125"	X 4.875"
1/2-page island	4.694"	X 7.25"
1/3-page vertical	2.263"	X 9.875"
1/3-page square	4.694"	X 4.75"
1/4-page vertical	3.475"	X 4.75"
1/4-page horizontal	4.694"	X 3.5"

## Classified ads

One column 2.263" X maximum 9"  
Two column 4.694" X maximum 3"  
All fractional sizes are listed as nonbleed and should include a rule around.

**Binding:** Saddle-stitch.

**Bleed:** There is no charge for bleeds.

**Color rotations:** Black, blue, red, yellow.

Progressive proofs or color key required.

Do you have a new product hitting the market?

An outstanding case study to share?

Celebrating a milestone company anniversary?

## Article information

The article can be about anything you want to tell professionals working in the groundwater industry—your potential customers.

The article should be approximately 700 words and provided as a Microsoft Word document. Provide one or two high-resolution images (at least 300 dpi) in JPEG form as well.

The article and images must fit on one page. They will be professionally edited and laid out by WWJ's publishing staff. Every effort will be made to fit all content on one page. You will be provided the opportunity to review the final piece before publication.

## Mechanical requirements

Size	Width		Height
<b>Full-page</b>			
Live	7.125"	X	9.875"
Trim	8.125"	X	10.875"
Bleed	8.375"	X	11.125"

## Cost

The cost for a two-page sponsored content spread is \$4,500. This is a savings of nearly 25% off of two full-page ads at the 12-time rate! And it's a savings of 35% off of two full-page ads at the one-time rate!





# Online for on-the-go readers



## WWJ digital edition e-blast

Broadcast your message in the e-mail distribution of WWJ's digital edition! This monthly e-blast notifies nearly 5,800 digital subscribers that the latest issue of WWJ is available to view online, and has an average open rate of 24%.

### E-blast rates

<b>Top banner (468 x 60px)</b>	\$350
<b>Half-wide skyscraper (150 x 300px)</b>	\$350
<b>Tile ad (150 x 150px)</b>	\$175

## WWJ digital edition

With expanded content and enhancements to engage readers, WWJ's digital edition gives readers portability and interactivity unlike anything else.

Advertisers can reach potential customers in a variety of unique and eye-catching ways. Take your print campaign to the next level with video, audio, belly bands, and more!

## Digital ad enhancements

Nearly 14,000 pages viewed each month!"

### Digital lead-in

Banner \$550  
Video \$600

### Digital tip-on

One-sided \$250  
Two-sided \$325

### Digital cover

Cover \$500

### Digital belly band

Belly band \$550

### Digital cover tip-on

Cover tip-on \$400

### Audio

\$250

### Video

\$250



## WaterWellJournal.com

WaterWellJournal.com is a cost effective way to increase your reach. With over 2,400 visitors per month, this site delivers your message to key decision-makers in the water well industry. And because WaterWellJournal.com is the only publication site dedicated to the groundwater industry, ad buys here trim waste by promoting your products and services to those who actually buy. Readers can take action immediately.

### Ad specifications

Horizontal banner 468 x 60px  
Half-wide skyscraper 150 x 300px

### Banner rates

	3 months	6 months	12 months
<b>Horizontal banner</b>	\$1,070	\$1,925	\$3,500
<b>Half-wide skyscraper</b>	\$1,370	\$2,470	\$4,380



## Print | Digital | Web

Deliver your message to leading groundwater scientists & engineers through the industry's most trusted technical resources

4,600+

Print subscribers

6,000

Digital subscribers

159,873

Yearly downloads from  
Wiley Online Library

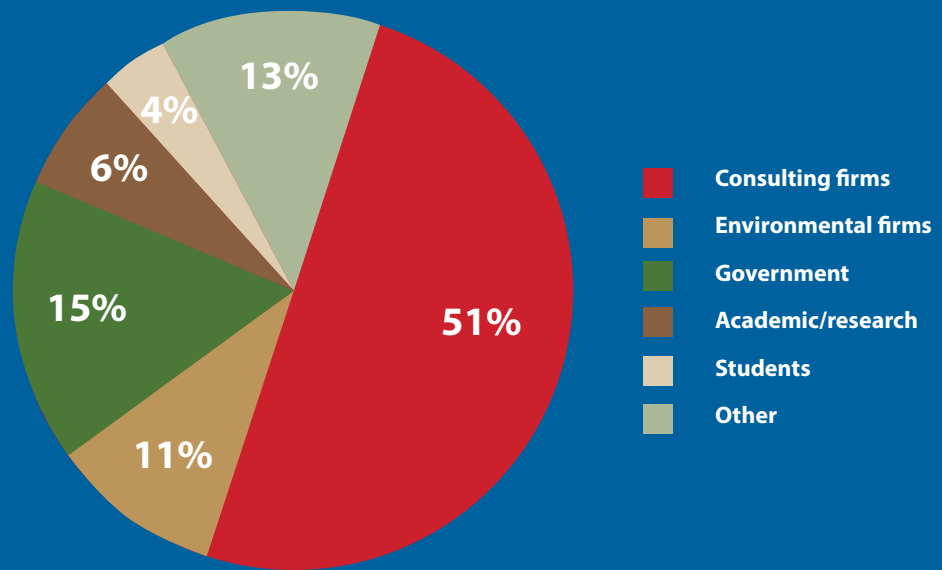
Average pass-along to  
1.8 colleagues\*

= 8,280

Total readership

73.2%

of readers rank *GWM&R*  
or *Groundwater* as the #1  
industry publication most  
important to their job\*



- Consulting firms
- Environmental firms
- Government
- Academic/research
- Students
- Other

“Solinst Canada has partnered with NGWA for decades as an advertiser in *Groundwater Monitoring & Remediation*, *Groundwater*, and *Water Well Journal*. NGWA plays a central role in our tight-knit groundwater community, so we feel it is important for Solinst to showcase our instrumentation and technological advancements as they speak directly to our customers.”

— Jim Pianosi, Solinst

\* 2015 *WWJ* subscriber study

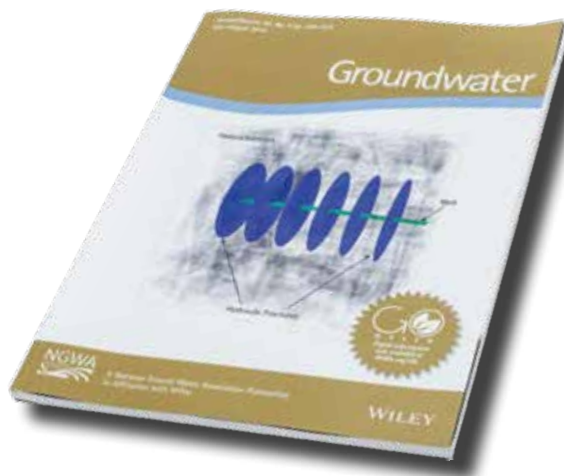
## Groundwater Monitoring & Remediation

No other publication can provide you access to consultants, government employees, scientists, and engineers like *Groundwater Monitoring & Remediation*® can. Each quarter, thousands of scientists, engineers, and hydrogeologists reach for *GWMR*—the only publication of its type that focuses exclusively on the field of groundwater and environmental cleanup. *GWMR* offers the best in application-oriented, fully peer-reviewed papers together with insightful articles from the practitioner’s perspective.



### 2018 editorial calendar

Issue	Ad space deadline	Mail dates
<b>Winter</b>	January 8, 2017	February 16, 2018
<b>Spring</b>	March 29, 2018	May 11, 2018
<b>Summer</b>	June 28, 2018	August 10, 2018
<b>Fall</b>	October 3, 2018	November 14, 2018



## Groundwater

Since 1963, *Groundwater*® has published a dynamic mix of papers on topics related to groundwater including groundwater flow and well hydraulics, hydrogeochemistry and contaminant hydrogeology, application of geophysics, groundwater management and policy, and the history of groundwater hydrology.

### 2018 editorial calendar

Issue	Ad space deadline	Mail dates
<b>January-February</b>	November 27, 2017	January 10, 2018
<b>March-April</b>	January 23, 2018	March 7, 2018
<b>May-June</b>	March 28, 2018	May 9, 2018
<b>July-August</b>	May 30, 2018	July 11, 2018
<b>September-October</b>	July 31, 2018	September 12, 2018
<b>November-December</b>	September 27, 2018	November 8, 2018

## 2018 display advertising rates

	1x	4x	6x	10x
	BW/4C	BW/4C	BW/4C	BW/4C
<b>Full-page</b>	\$2,250 / \$3,000	\$1,800 / \$2,545	\$1,730 / \$2,475	\$1,610 / \$2,360
<b>2/3-page (GWMR only)</b>	\$1,860 / \$2,810	\$1,670 / \$2,450	\$1,615 / \$2,365	\$1,500 / \$2,250
<b>1/2-page</b>	\$1,580 / \$2,330	\$1,310 / \$2,060	\$1,265 / \$2,010	\$1,190 / \$1,940
<b>1/3-page</b>	\$1,230 / \$1,980	\$1,060 / \$1,805	\$1,025 / \$1,770	\$975 / \$1,725

NGWA corporate-level members may deduct \$400 from standard rates above. Rates are net/issue.

## Professional card (black and white only)

One year — GW or GWMR, \$670

One year — run in both publications, \$1,300



## Mechanical requirements

Size	Width	Height
<b>Full-page</b>		
<b>Live</b>	7.125"	X 9.875"
<b>Trim</b>	8.125"	X 10.875"
<b>Bleed</b>	8.375"	X 11.125"
<b>2/3-page vertical (GWMR)</b>	4.562"	X 10"
<b>1/2-page horizontal</b>	7.125"	X 4.875"
<b>1/2-page island (GWMR)</b>	4.694"	X 7.25"
<b>1/3-page vertical (GWMR)</b>	2.263"	X 9.875"
<b>1/3-page square</b>	4.694"	X 4.75"
<b>Professional card</b>	3.5"	X 2.5"

All fractional sizes are listed as nonbleed and should include a rule around.

**Binding:** Perfect binding.

**Bleed:** There is no charge for bleeds.

**Color rotations:** Black, blue, red, yellow.

Progressive proofs or color key required.



## Digital Edition e-Blast: Groundwater Dispatch

Position yourself front and center when readers receive their monthly update covering the newest *Groundwater* and *Groundwater Monitoring & Remediation* content available via the Wiley Online Library.

**Monthly subscribers: 6,000**

**Average open rate: 22%**

**Top banner**  
**Content banner**

**\$350/ per issue**  
**\$250/ per issue**

## Wiley Online Library

Showcase your marketing message on *GW* and *GWMR*'s pages on the Wiley Online Library, the database that contains complete articles for every issue of NGWA's technical journals.

**Groundwater papers downloaded per year: 132,391**

**Groundwater Monitoring & Remediation papers downloaded per year: 27,482**

## Banner rates

	3 months	6 months	12 months
<b>Leaderboard ad (728 X 90 px)</b>	\$1,070	\$1,925	\$3,500
<b>Side skyscraper (160 X 600 px)</b>	\$1,370	\$2,470	\$4,380

**GROUNDWATER DISPATCH**  
YOUR SNEAK PEEK TO THE GROUNDWATER COMMUNITY'S LEADING JOURNALS

**Your 468 x 60px ad here**

As an NGWA member, there's no need to wait for your journal to arrive in the mail. Not only do you have online access to the current issue and past issues of *Groundwater* and *Groundwater Monitoring & Remediation*, you also have access to papers that will be released in upcoming issues. Simply log in to the appropriate journal and click on "Early View" to see complete papers before they are in issues.

**Go green!**  
Save paper and save the planet by switching to a digital subscription. You'll never miss an issue and it's easy to do at <https://my.ngwa.org/SubscriptionPreferences>.

**Read your journals on-the-go**  
Available on the App Store and Google Play

**Your 468 x 60px ad here**

Groundwater

**Your 728 x 90px ad here**

Home > Earth Sciences > Groundwater & Hydrogeology > Groundwater

**groundwater** NGWA

Groundwater

Edited By Henrik M. Nielsen  
Impact Factor: 2.067  
ISI Journal Citation Reports® Ranking 2016: 2868 (Water Resources: 78188)  
(Accession or Multi-Access)  
Online ISSN: 1745-6584

Just Published Articles

- Groundwater Development: Stream-Channel Scale Indices Compared to Regional Modeling  
by William M. Alley, Brian R. Clark, David M. Elg and Charles C. Pugh  
Volume of Record online: 15 AUG 2017 | DOI: 10.1111/gwat.12276
- Understanding the Geometry of Connected Fracture Flow with Multiscale Geostatistical Diagnostic Plots  
by Clark Suter, Michael Goff and Wilmar D. Frost  
Volume of Record online: 15 AUG 2017 | DOI: 10.1111/gwat.12260
- A 3-D Spine Framework for Groundwater-Surface Water Interaction in Wet Foot Aquifers Using Geostatistical Plots  
by Clark Suter and Wilmar D. Frost  
Volume of Record online: 15 AUG 2017 | DOI: 10.1111/gwat.12271
- Using the R Package Language to Inform Hydrology and Environmental Models in Water Planning  
by Clark Suter  
Volume of Record online: 15 AUG 2017 | DOI: 10.1111/gwat.12271
- Modeling in Discontinuity Oriented?  
by Yu-Pei, Feng  
Volume of Record online: 8 AUG 2017 | DOI: 10.1111/gwat.12275

**Your 160 x 600 px ad here**

# Digital Advertising Platforms

## Websites | Buyers Guide | e-Newsletters

NGWA.org

1.3

million page views per year

WellOwner.org

1.05

million page views per year

online buyers guide

12,092

page views per year

e-newsletter

24,396

impressions per year

“Advertising in NGWA digital media reaches thousands of groundwater professionals from all facets of the business. Readers and web surfers provide excellent feedback about our products allowing us to serve our customers and provide solutions. NGWA has become the ‘go to’ organization for Mount Sopris when it comes to all aspects of the groundwater business.”

— Jim LoCoco, CPG  
Mount Sopris Instrument Co. Inc.

In today's business climate, selling your products and services requires a higher level of creativity, reach, and cost efficiency. It demands you stand out in every aspect because competition is tougher than ever before. This is where online advertising comes into the picture.

## NGWA.org

As the association's official website, NGWA.org is the #1 website to reach groundwater industry decision makers. Having a domain authority score of 74 and high placement on Google, NGWA.org is ranked as "outstanding" by SEO experts. This means content published on our site will receive more prominence in search results than those of its commercial competitors..

### Stats

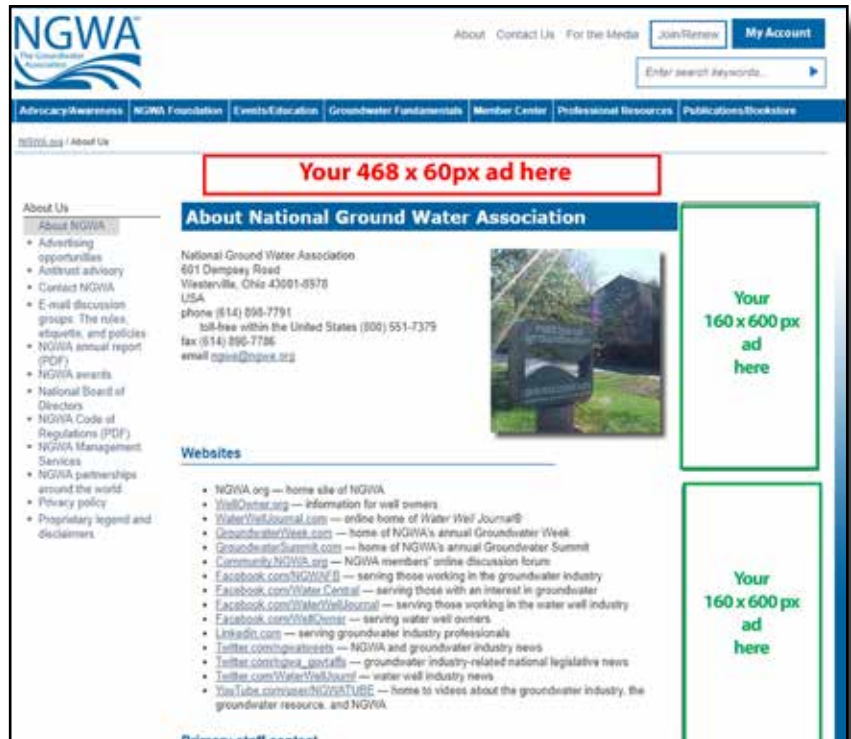
- Monthly visits: **27,243**
- Monthly page views: **109,820**

### Horizontal banner rates (468 x 60px)

3 months	\$1,500
6 months	\$2,700
12 months	\$4,800

### Half-wide skyscraper rates (160 x 300px)

3 months	\$1,800
6 months	\$3,240
12 months	\$5,760



## WellOwner.org

Are your customers owners and operators of private wells? As NGWA's official website for consumers, WellOwner.org is the most trusted online resource for water well owners. Target your message to those looking for information about groundwater basics, keeping the well in good operating order, and testing the water.

### Stats

- Monthly visits: **30,511**
- Monthly page views: **87,612**

### Horizontal banner rates (468 x 60px)

3 months	\$1,300
6 months	\$2,340
12 months	\$4,160

### Half-wide skyscraper rates (160 x 300px)

3 months	\$1,600
6 months	\$2,880
12 months	\$5,120





# Online Buyers Guide



## Connect with NGWA members who spend \$600 million a year.

Our new and improved Online Buyer's Guide allows visitors to locate your business quickly and easily. Company listings are completely searchable via the home page "keyword" function and also appear under the categories of your choice, ensuring that your company is seen by groundwater professionals ready to make their next important purchase.

- Optimized to drive traffic from search engines and the NGWA home page
- Google™ integration returns richer results
- Directs visitors to a landing page to learn more about your business

**1,512 page views per month**  
**3.8 pages per visit**  
**Nearly 3 minutes visit duration**

### Premier listing | \$399 for 12 months

- Company name, address, and phone number
  - Company Logo (240x120 pixels)
  - Company Description (1,000 character max)
  - Two Company Contacts (job title, e-mail address)
  - Web and Social Media Links (website, Facebook, Twitter)
  - Select up to 10 product/service categories for your listing
- Category Sponsors are listed first! Additional \$599 /year**

### Platinum listing | \$599 for 12 months

**Includes all benefits of Premier Listing, plus:**

- Product Images and descriptions
  - Embedded Video
  - Special Offers/New Products
  - Select up to 50 product/service categories for your listing
- Category Sponsors are listed first! Additional \$999 /year**

## Premium Visibility Packages

**Each option below comes with a complimentary Premier Listing - a \$399 value!**

### Leaderboard Package (728 x 90) | \$3,495

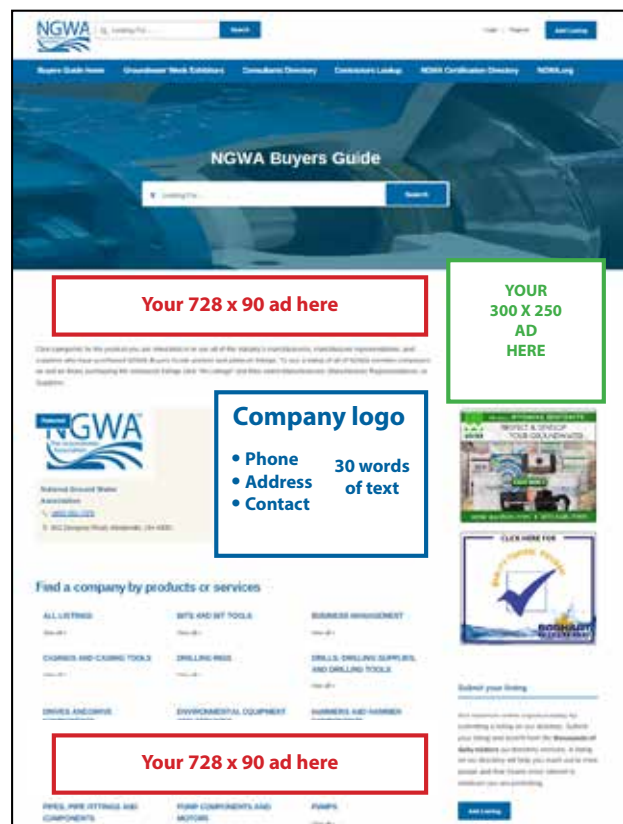
- Run of site
- 2 horizontal banners (top & bottom of screen)
- Max of 4 advertisers rotating in both positions

### Rectangle (300 x 250) | \$2,995

- Run of site
- Max of 9 advertisers rotating in 3 positions

### Featured Company | \$1,999

- Home page visibility- above the fold
- Logo, contact info, and 30 words of text
- Max of 4 advertisers rotating in 2 positions



## Delivered to nearly 7,500, NGWA keeps its members up to date with its e-newsletters

Connect to groundwater professionals with NGWA's opt-in email newsletters, NGWA Toolkit and NGWA Washington Update. Your company's message will be delivered Monday mornings to your customers' inboxes along with NGWA's timely editorial content. The two newsletters are delivered on alternate weeks with your marketing message appearing in both. With a nearly 30% open rate, above the national average, NGWA's newsletters are sent to nearly 7,500 scientists, engineers, consultants, contractors, manufacturers, and suppliers in all 50 states and more than 60 countries. NGWA's newsletters are authoritative and economical options for advertisers and brands interested in exposure to the groundwater industry.

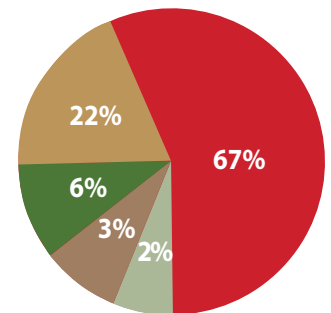
Rates	Monthly
Top banner	\$500
Tall skinny side	\$500
Square side	\$250

### Specs

- Top banner 395 x 90px
- Tall skinny side 130 x 260px
- Square side 130 x 130px



## NGWA's newsletter readership



- Engineers
- Contractors
- Manufacturers
- Suppliers
- Others

# 7,379

Number of subscribers

# 28%

Average open rate

# 1,058

Average number of clicks

*“ At Southwire, we recognize the importance of NGWA and the contributions they bring to the industry. As participants of Water Well Journal and Groundwater Week, we value the leadership role NGWA provides and we are proud to partner with them.”*

*– Sam King, Southwire*



NGWA  
601 Dempsey Rd.  
Westerville, OH 43081  
USA

# 2018 Advertising Media Kit