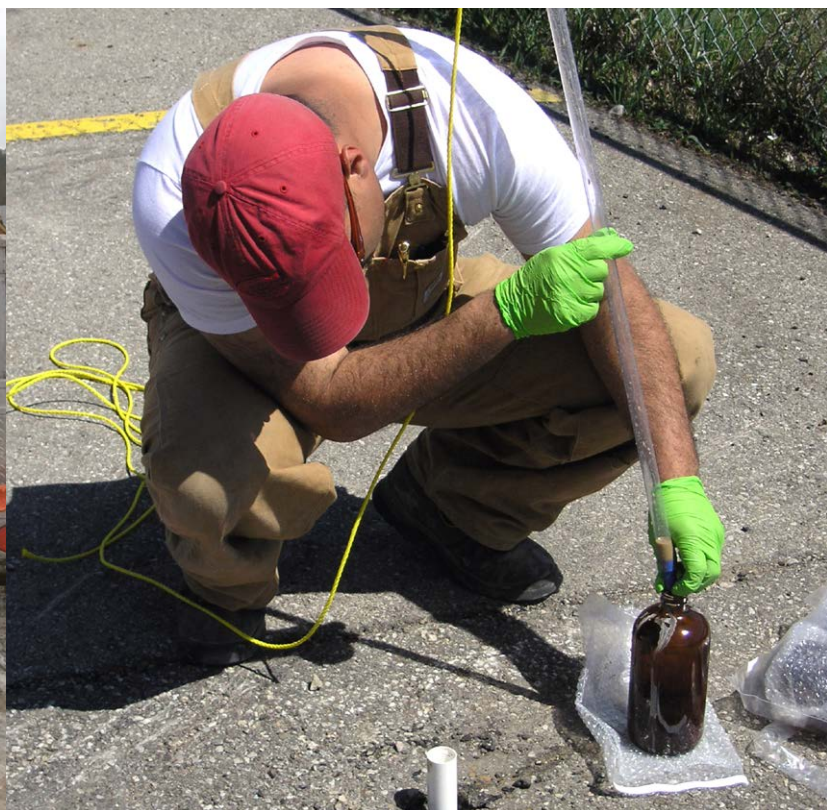


2020 Advertising Media Kit

WWJ
WATER WELL JOURNAL

Groundwater
Monitoring & Remediation
Groundwater

**Digital
Advertising
Platforms**





Groundwater
Monitoring & Remediation
Groundwater

Digital
Advertising
Platforms

“ WWJ helps us to keep up on industry trends, provides information on products we may need, and helps us to keep current on the latest news in our field of work. ”

“ The articles are great and the ads are good reference when looking for new products or updates to existing products ... It opens up new ideas and products for us. We enjoy reading it. ”

“ WWJ is very useful and has good information and articles. Great resources if you are looking for a specific item—all water well information in one magazine, and convenient and trustworthy. ”

“ WWJ is my preferred source for the groundwater industry and the water industry as a whole. There are some issues that are more subjects oriented to our niche, but overall, it is my go-to resource. ”

*2019 WWJ Ad Study participant comments



Who We Are

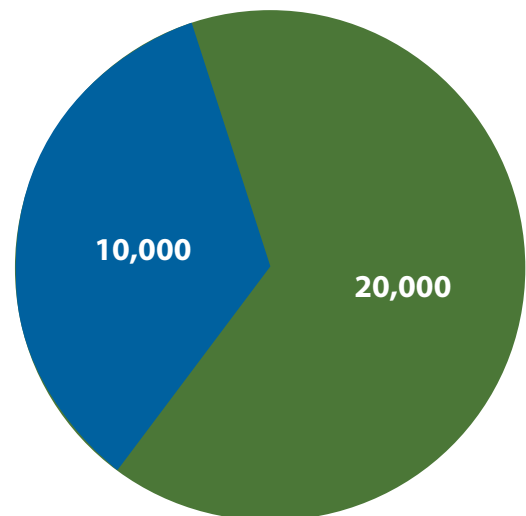
The National Ground Water Association is the hallmark organization for anyone affiliated with the groundwater industry. NGWA is dedicated to advancing groundwater knowledge and providing guidance for sound scientific, economic, and beneficial development, protection, and management of the world's groundwater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

- Groundwater systems make up more than one-third of public water systems in the United States, serving more than 90 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 **30,000** decision-makers in the groundwater industry:

- Scientists and engineers (10,000)
- Contractors (20,000)



The leading name in the groundwater market

Covering the full scope of the groundwater industry, NGWA's media has been recognized as the most important 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 solutions ranging from print and digital communications to event sponsorships and exhibitions.

You can choose from an array of high-visibility 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 multi-platform 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 and

Wiley Online Library: page 14

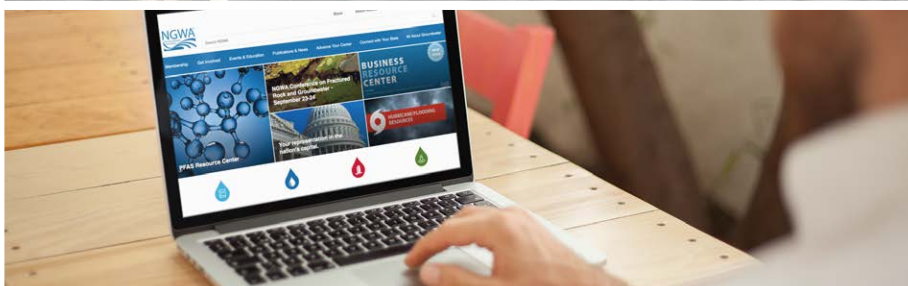


Digital advertising platforms: page 15

NGWA websites: page 16

Online NGWA Buyers Guide: page 17

E-newsletter: page 18



Print | Digital | Web

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

20,000

Monthly print circulation

5,200+

Digital subscribers

54,000+

Yearly visits to
WaterWellJournal.org

Average pass-along to
2.49 colleagues*

= 49,800

Total readership*

93%

of WWJ readers
find its advertising
educational and
important**

85%

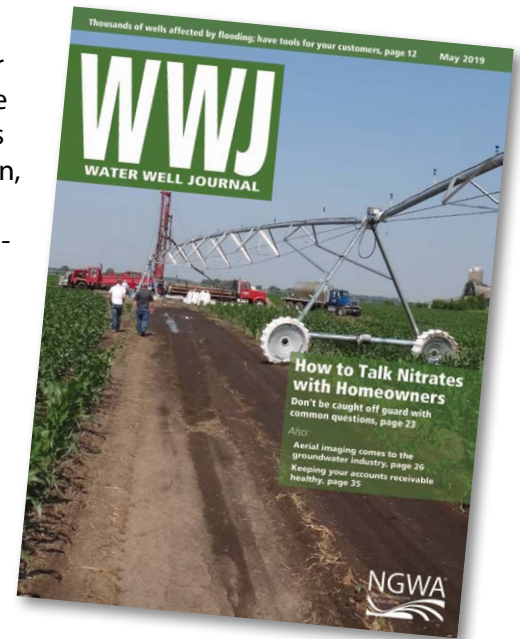
of WWJ readers
find its advertisers
trustworthy**

*2019 WWJ reader study **2019 WWJ ad 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. Groundwater professionals 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.

WWJ has been an APEX award winner 17 consecutive years with 31 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, green technology, pumping systems, well maintenance, water quality and treatment, and more.



2020 editorial calendar

Issue	Editorial focus (subject to change)	Ad deadline	Special deadlines	Bonus distribution
January	Well maintenance	November 29, 2019		Texas Ground Water Association Convention & Trade Show
February	Drilling bits, tips, and techniques	January 2, 2020		
March	Annual pumps issue featuring the Pumps Directory	January 31, 2020	Pumps Directory: January 20	International Ground Source Heat Pump Association Conference and Expo
April	Water quality and water treatment	March 2, 2020	Ad study	
May	Irrigation and groundwater	April 1, 2020		
June	Safety and featuring the annual NGWA Buyers Guide	May 1, 2020	Buyers Guide: March 30	
July	Well rehabilitation	June 1, 2020		South Atlantic Jubilee
August	Green technology	July 1, 2020		
September	Drilling rigs featuring Heavy Equipment Directory	July 31, 2020	Heavy Equipment Directory: June 28	
October	Groundwater Week featuring the most comprehensive guide to the industry's biggest event	September 1, 2020		Groundwater Week
November	Business management, rules, and regulations	October 1, 2020		Groundwater Week
December	State of the industry and looking ahead	November 2, 2020		Groundwater Week

2020 print advertising rates

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.

2020 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
Two-page		
Live	15.25"	X 9.875"
Trim	16.25"	X 10.875"
Bleed	16.5"	X 11.125"
Full-page		
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.

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. And remember—you can tip your ad on the cover too!

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.

Do you have a new product hitting the market?

An outstanding case study to share?

Celebrating a milestone company anniversary?

Tell your story in WWJ!

Design information

An article will be on a left-hand page beside a full-page ad on a right-hand page.

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
Full-page		
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

Make sure to broadcast your message in the email that notifies more than 5,900 digital subscribers that the latest issue of WWJ is available to view online. A total of 31 percent of WWJ readers receive the digital and print versions each month, while 17 percent are reading the digital version exclusively.

E-blast rates

Top banner (468 x 60px)	\$350
Half-wide skyscraper (150 x 300px)	\$350
Tile ad (150 x 150px)	\$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 enhancement

Digital lead-in	Banner	\$550
	Video	\$600
Digital tip-on	One-sided	\$250
	Two-sided	\$325
Digital cover	Cover	\$500
	Belly band	\$550
Digital cover tip-on	Cover tip-on	\$400
Audio		\$250
Video		\$250

WaterWellJournal.com

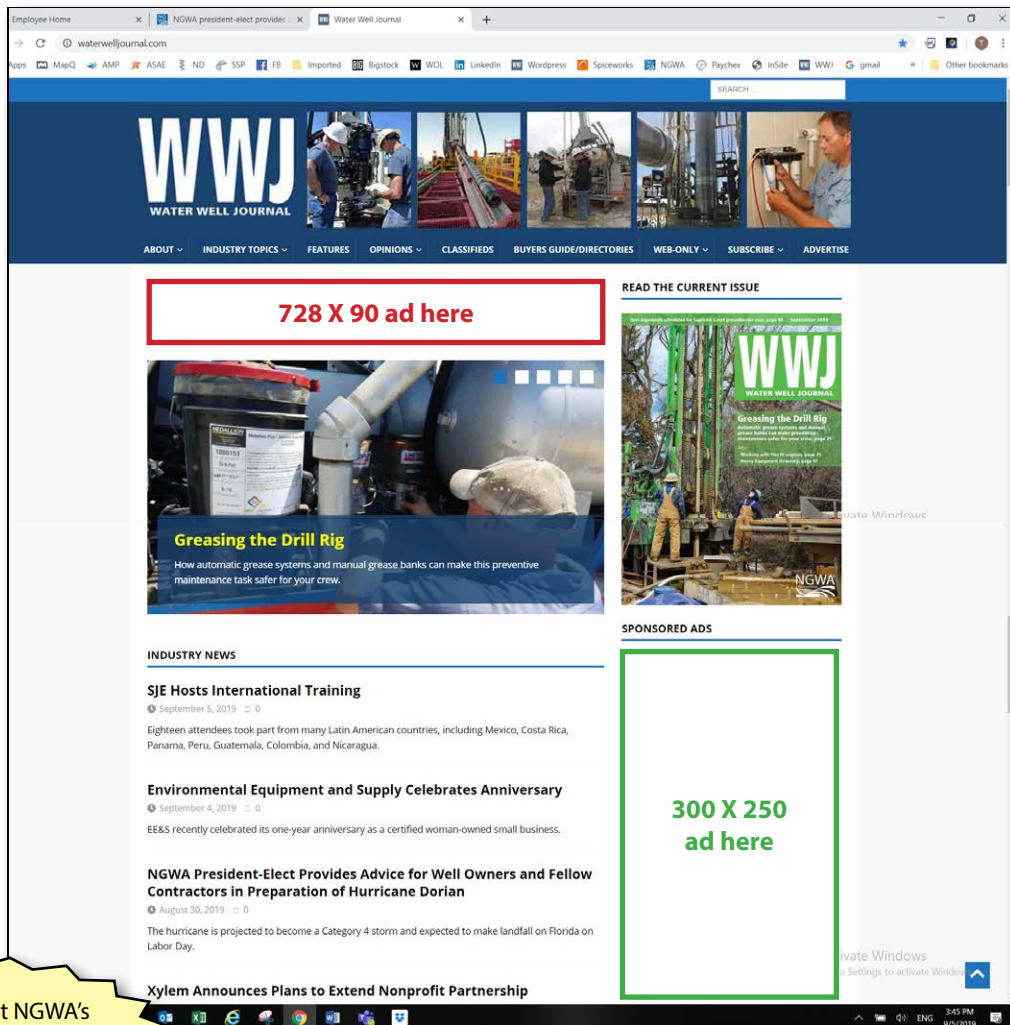
WaterWellJournal.com is a cost effective way to increase your reach. With more than 4,518 visitors and 8,470 pages viewed per month, this site is up 21 percent over last year and is more popular than ever. And because WaterWellJournal.com is the only publication site dedicated to the groundwater industry, 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 728 X 90
Medium rectangle 300 X 250

Banner rates

	3 months	6 months	12 months
Horizontal banner	\$1,070	\$1,925	\$3,500
Medium rectangle	\$1,370	\$2,470	\$4,380



* Learn about NGWA's new advertiser retargeting options on page 19!

Print | Digital | Web

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

4,200+

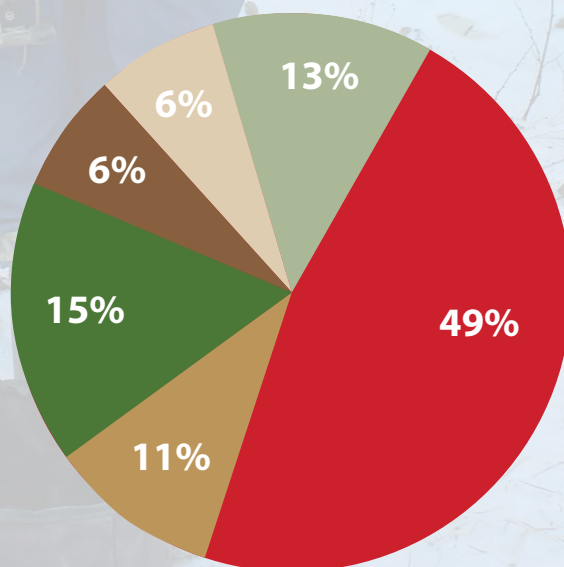
Print subscribers

5,400

Digital subscribers

179,880

Yearly PDF downloads
from Wiley Online Library



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

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.

2020 editorial calendar

Issue	Ad deadline	Mail dates
Winter	January 16, 2020	February 14, 2020
Spring	April 10, 2020	May 11, 2020
Summer	July 10, 2020	August 10, 2020
Fall	October 15, 2020	November 13, 2020

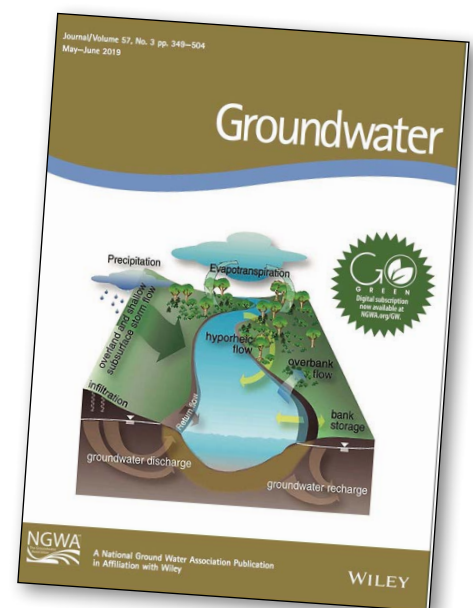


Groundwater

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. Its impact factor—a score which measures the number of citations and a technical journal's value to its field—is 2.32, the highest in *Groundwater*'s history!

2020 editorial calendar

Issue	Ad deadline	Mail dates
January-February	December 14, 2019	January 10, 2020
March-April	February 8, 2020	March 6, 2020
May-June	April 11, 2020	May 8, 2020
July-August	June 13, 2020	July 10, 2020
September-October	August 15, 2020	September 11, 2020
November-December	October 13, 2020	November 9, 2020



2020 display advertising rates

	1x	4x	6x	10x
	BW/4C	BW/4C	BW/4C	BW/4C
Full-page	\$2,250 / \$2,600	\$1,800 / \$2,545	\$1,730 / \$2,475	\$1,610 / \$2,360
2/3-page (GWMR only)	\$1,860 / \$2,510	\$1,670 / \$2,450	\$1,615 / \$2,365	\$1,500 / \$2,250
1/2-page	\$1,580 / \$2,330	\$1,310 / \$2,060	\$1,265 / \$2,010	\$1,190 / \$1,940
1/3-page	\$1,230 / \$1,980	\$1,060 / \$1,805	\$1,025 / \$1,770	\$975 / \$1,825

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



Mechanical requirements

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

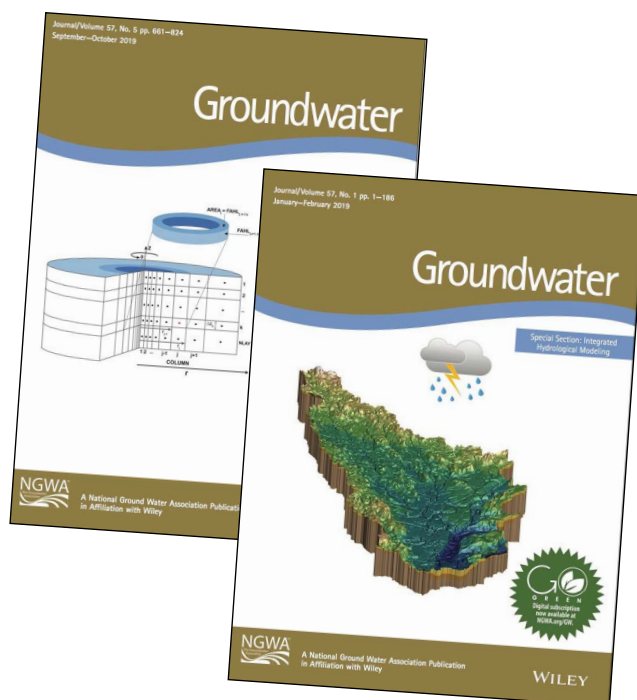
All fractional sizes are listed as nonbleed and should include a rule around.

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 *GW* and *GWMR* content available via the Wiley Online Library.

Monthly subscribers: 4,215

Average open rate: 27.6%

Top banner	(468 X 60 px)	\$350/ per issue
Half wide skyscraper	(150 X 300 px)	\$350/ per issue
Tile ad	(150 X 150 px)	\$175 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.

Banner rates

	3 months	6 months	12 months
Leaderboard ad (728 X 90 px)	\$1,070	\$1,925	\$3,500
Medium rectangle (300 X 250 px)	\$1,370	\$2,470	\$4,380

ePDF Advertising

Put your marketing message with the papers being downloaded with an **ePDF advertisement**. Your advertisement can be the cover page or final page of each *GW* or *GWMR* paper downloaded. You can include a link so you easily measure the success of your message.

GW papers downloaded per year: 141,980

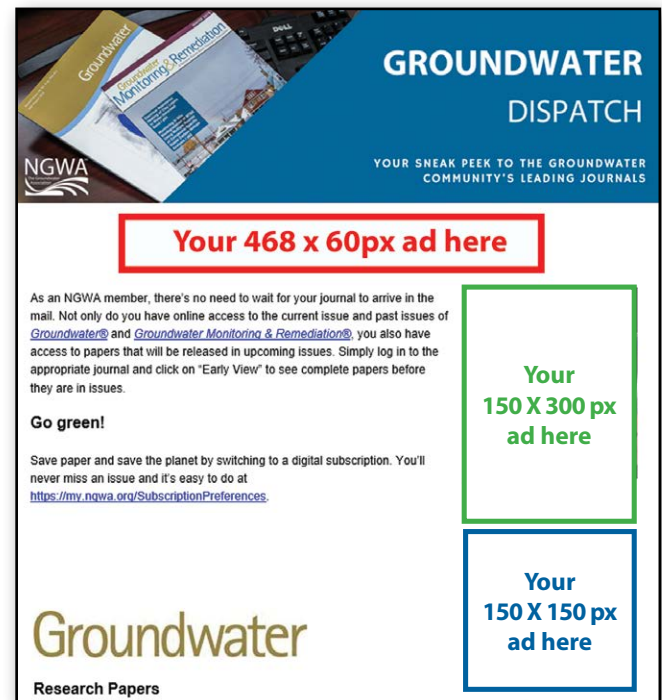
GWMR papers downloaded per year: 37,900

ePDF

Cover page	\$3,000 per month
Final page	\$2,000 per month

Specs

1237 x 1631 px (must be below 1 MB)



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.

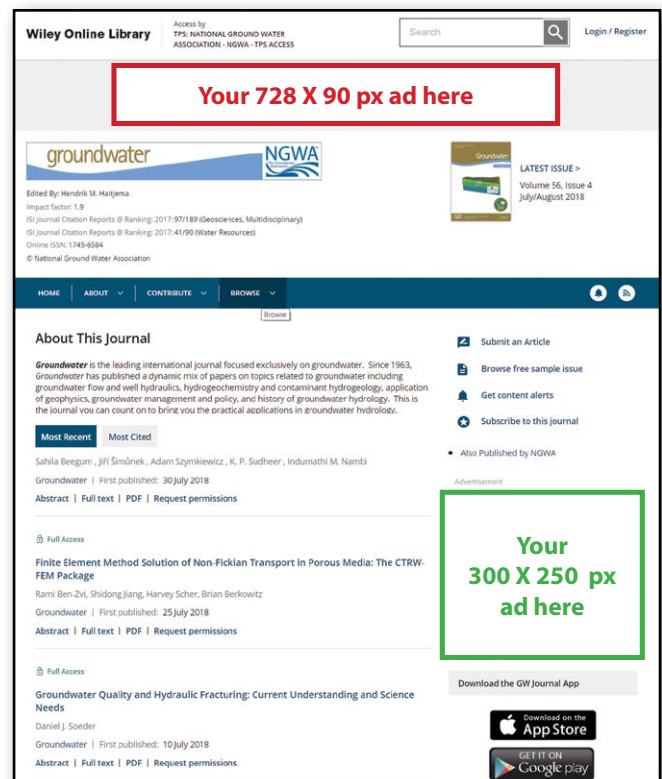
Go green!

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>.

Your 150 X 300 px ad here

Your 150 X 150 px ad here

Groundwater
Research Papers



Wiley Online Library Access by: TPS: NATIONAL GROUND WATER ASSOCIATION - NGWA - TPS ACCESS

Your 728 X 90 px ad here

groundwater NGWA

Edited By: Hendrik M. Hartge
Impact factor: 1.9
ISI Journal Citation Reports® Ranking: 2017-18 (Geosciences, Multidisciplinary)
ISI Journal Citation Reports® Ranking: 2017-18 (Water Resources)
Online ISSN: 1745-4684
© National Ground Water Association

About This Journal

Groundwater is the leading international journal focused exclusively on 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 history of groundwater hydrology. This is the journal you can count on to bring you the practical applications in groundwater hydrology.

Most Recent **Most Cited**

Sahla Beegun, Jiří Šemánek, Adam Szymkiewicz, K. P. Sudreer, Indumathi M. Nambi
Groundwater | First published: 30 July 2018
Abstract | Full text | PDF | Request permissions

Full Access

Finite Element Method Solution of Non-Fickian Transport in Porous Media: The CTRW-FEM Package
Rami Ben-Zvi, Shidong Jiang, Harvey Scher, Brian Berkowitz
Groundwater | First published: 25 July 2018
Abstract | Full text | PDF | Request permissions

Full Access

Groundwater Quality and Hydraulic Fracturing: Current Understanding and Science Needs
Daniel J. Soeder
Groundwater | First published: 10 July 2018
Abstract | Full text | PDF | Request permissions

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Download on the App Store
GET IT ON Google play

Digital Advertising Platforms

Websites | Buyers Guide | e-Newsletter

NGWA.org

549,768

million page view
per year

online buyers guide

12,328

page views per year

NGWA.org

17,000+

unique visitors
each month

online buyers guide

3.8

page views per visit

WellOwner.org

899,268

page views per year

**Groundwater Matters
e-newsletter**

90,912

impressions per year

The top online resources for professionals and consumers

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 unique visits: **17,216**
- Monthly visits/sessions: **23,333**
- Monthly page views: **45,814**

Horizontal banner rates (728 X 90 px)

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

Medium rectangle rates (300 X 250 px)

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

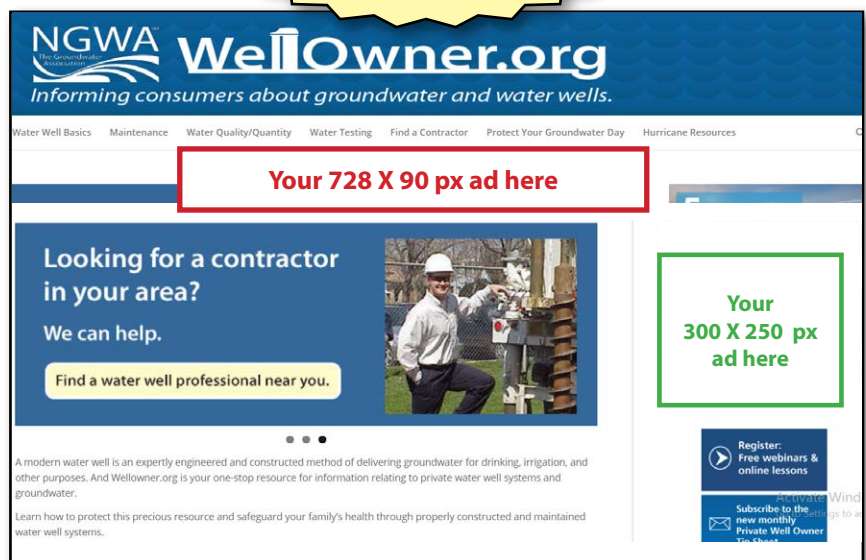
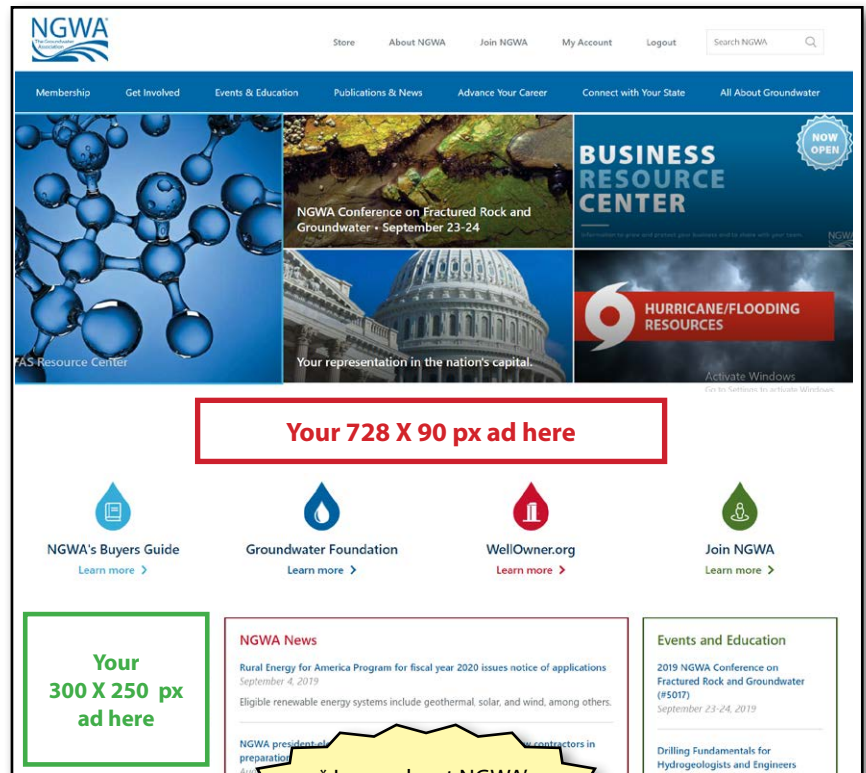
- Monthly unique visits: **22,826**
- Monthly visits/sessions: **25,588**
- Monthly page views: **74,939**

Horizontal banner rates (728 x 90px)

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

Medium rectangle rates (300 x 250px)

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 Buyers 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

12,328 page views per month
3.8 pages per visit
Nearly 3 minutes visit duration

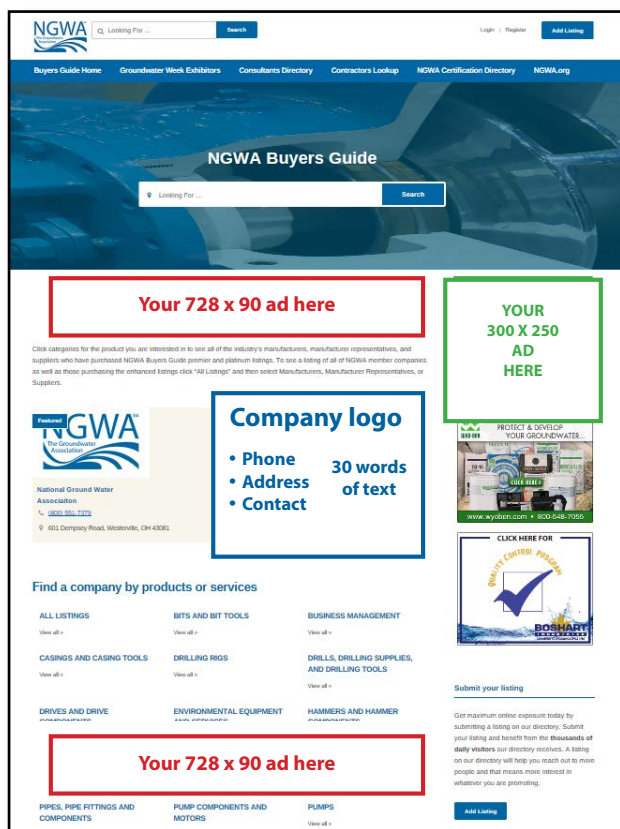
Premier listing | \$399 for 12 months

- Company name, address, and phone number
 - Company logo (240x120 pixels)
 - Company description (1,000 character max)
 - Two company contacts (job title, email 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 and 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 more than 24,000, NGWA keeps professionals up to date with its newsletter

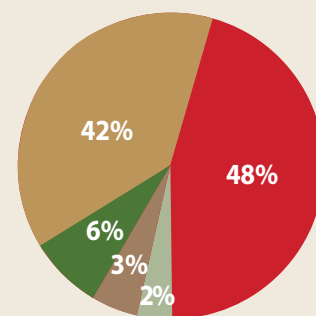
Connect to groundwater professionals with NGWA's opt-in email newsletter, *Groundwater Matters*. Your company's message will be delivered the second Tuesday of each month to your customers' inboxes along with NGWA's timely editorial content. NGWA delivers two newsletters, one sent to more than 7,000 members—scientists, engineers, consultants, contractors, manufacturers, and suppliers in all 50 states and more than 60 countries (nearly 30% open rate, above the national average)—as well as a second version to more than 18,000 prospective member industry professionals. (15% open rate) The newsletters are authoritative and economical options for advertisers and brands interested in exposure to the groundwater industry.

Rates	Monthly
Top banner	\$500
Sponsored content	\$500
Department sponsor*	\$400
*2 available – logo placed under sponsored department + online banner ad within each full story from that department	

Specs

- Top banner 468 X 60 px
- Sponsored content 180 X 85 px
Heading and Body (50 words)
- Department sponsor Hi-res logo
728 X 90 banner

NGWA's newsletter readership



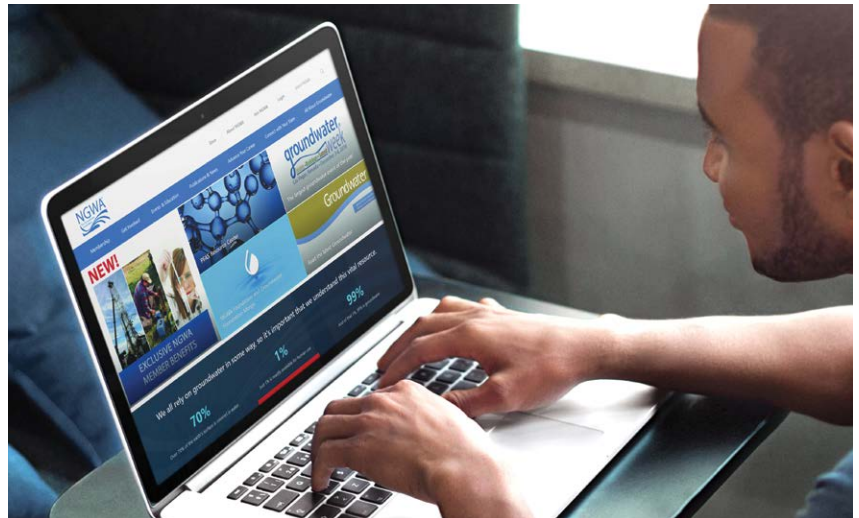
- Scientists and Engineers
- Contractors
- Manufacturers
- Suppliers
- Others

24,000
Total distribution

30%
Average open rate
for member version

Get more from your marketing message when your ads follow potential customers with ad retargeting!

1. Groundwater professionals and potential customers visits any NGWA website
2. The ad retargeting campaign is activated, and cookies are added to the viewers' browsers allowing your brand's ads to be displayed on countless other websites.
3. Your ads are displayed to potential customers on thousands of websites the viewers visit in their normal online daily browsing. Imagine your ads on such sites at Yahoo and those for USA Today, Weather.com and more!
4. You receive a personalized dashboard to track where your ads have been and are being displayed.



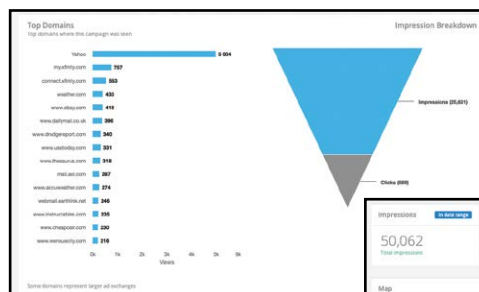
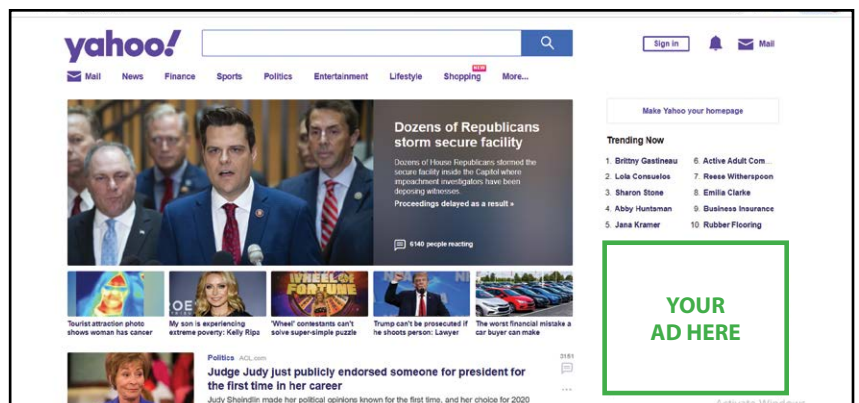
Ad Retargeting add-on for advertisers running ads on any NGWA web property:

- 25,000 impressions: \$1,500
- 50,000 impressions: \$2,750
- 100,000 impressions: \$4,950
- 200,000 impressions: \$8,950

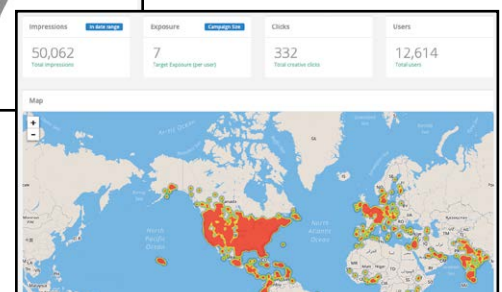
Standalone Ad Retargeting (ads are not on NGWA web properties but will follow NGWA web visitors):

- 25,000 impressions: \$1,795
- 50,000 impressions: \$2,895
- 100,000 impressions: \$5,495
- 200,000 impressions: \$9,995

Contact NGWA sales for more information at (800) 511-7379 or (614) 898-7791, extension 3004.



Personalized Dashboard



“ As a distributor of water well products, I constantly read the journal for the articles relevant to our business. I also like to read about new products coming out from our manufacturers as well as manufacturers we don’t represent. ”

“ I mainly use the technical articles for education and research. It’s an excellent publication. ”

“ It is a great source of information for new products. It contains excellent usable technical information. ”

“ I use it for different products I can possibly use for different jobs. ”



*2019 WWJ Ad Study participant comments



2020 Advertising Media Kit

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