

# The leading name in the groundwater market



The National Ground Water Association is the hallmark organization for anyone affiliated with the groundwater industry. Covering the full scope of the groundwater industry, NGWA's media is recognized as the most important resources for decision-makers in the industry. NGWA understands and invests in marketing solutions that meet your unique needs with solutions ranging from print and digital solutions to sponsorships and exhibitions.

Choose from an array of high-visibility opportunities to make your marketing cost-effective—and reach-effective. Let us help you develop a multi-platform program that:

- Increases your brand's awareness
- Connects you to influencers
- Deepens engagement with your customers
- Increases traffic to you
- Drives sales for you

## **WWJ: page 3**

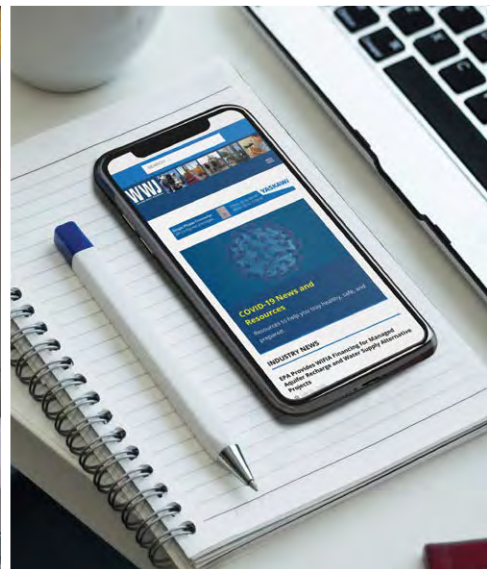
Print opportunities: page 4  
Digital edition: page 7  
WWJ online: page 8

## **GW/GWMR: page 9**

Print opportunities: page 10  
Digital edition and  
Wiley Online Library: page 12

## **Digital advertising platforms: page 13**

NGWA websites: page 14  
Online NGWA Buyers Guide: page 16  
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

6,400+

Digital subscribers

162,550+

Yearly visits to  
WaterWellJournal.org

Average pass-along to  
2.49 colleagues\*

= 49,800

Total readership\*

92%

of WWJ readers  
find its advertising  
educational and  
important\*\*

89%

of WWJ readers  
want print issues  
each month\*\*

\*2020 WWJ reader study \*\*2019 WWJ ad study

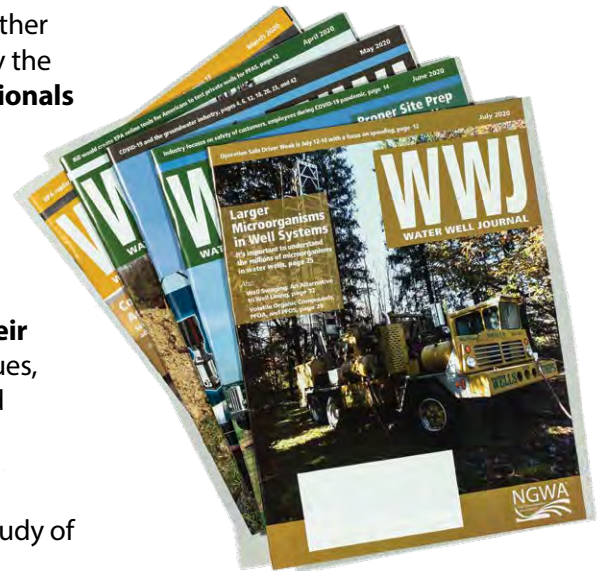


# The industry's flagship publication for 75 years

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 75 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 18 consecutive years with 32 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.

Each month a **print copy of WWJ is delivered to 20,000 groundwater professionals** because that's what they want. They told us so. In a 2000 study of readers, 89% of respondents said they prefer reading a print copy of WWJ.



## 2021 editorial calendar

| Issue     | Editorial focus (subject to change)                                                     | Ad deadline       | Special notes and bonus distribution        |
|-----------|-----------------------------------------------------------------------------------------|-------------------|---------------------------------------------|
| January   | Well maintenance                                                                        | December 1, 2020  | Groundwater Week recap                      |
| February  | Drilling bits, tips, and techniques                                                     | January 4, 2021   |                                             |
| March     | Annual pumps issue featuring the Pumps Directory                                        | February 1, 2021  | Pumps Directory: January 20                 |
| April     | Water quality and water treatment                                                       | March 1, 2021     | Ad study (ad recall and readership)         |
| May       | Irrigation and groundwater                                                              | April 1, 2021     |                                             |
| June      | Safety and featuring the annual NGWA Buyers Guide                                       | May 3, 2021       | Buyers Guide deadline: March 1              |
| July      | Drilling and additives                                                                  | June 1, 2021      | South Atlantic Jubilee                      |
| August    | Green technology                                                                        | July 1, 2021      | Ad study (overall ad effectiveness)         |
| September | Drilling rigs featuring Heavy Equipment Directory                                       | August 2, 2021    | Heavy Equipment Directory deadline: July 15 |
| October   | Groundwater Week featuring the most comprehensive guide to the industry's biggest event | September 1, 2021 | Groundwater Week bonus distribution         |
| November  | Business management, rules, and regulations                                             | October 1, 2021   | Groundwater Week bonus distribution         |
| December  | State of the industry and looking ahead                                                 | November 1, 2021  | Groundwater Week bonus distribution         |



# 2021 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.

## 2021 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.*

## 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    |
|------------------|--------|-----------|
| <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" |

## 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 6,400 digital subscribers that the latest issue of WWJ is available to view online. A total of 35 percent of WWJ readers receive the digital and print versions each month, while nearly 10 percent are reading the digital version exclusively.

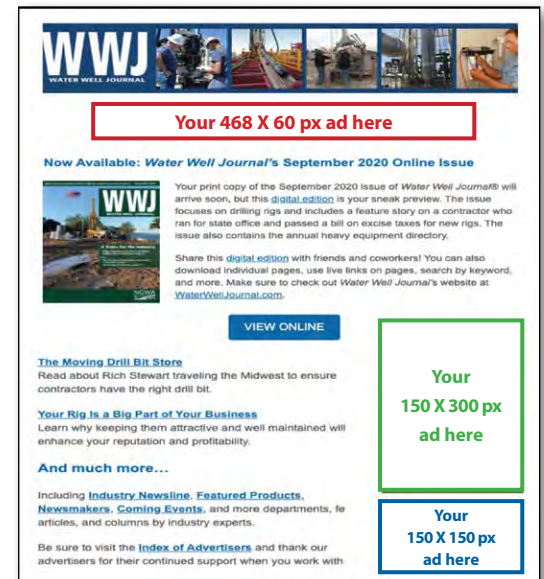
### E-blast rates

|                                           |       |
|-------------------------------------------|-------|
| <b>Top banner (468 x 60px)</b>            | \$400 |
| <b>Half-wide skyscraper (150 x 300px)</b> | \$400 |
| <b>Tile ad (150 x 150px)</b>              | \$200 |

## 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

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



## WaterWellJournal.com

WaterWellJournal.com is a great way to increase your reach. With more than 13,000 visitors and nearly 17,000 pages viewed per month, this site is up 60 percent over last year and is more popular than ever. And because WaterWell-Journal.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 |
|--------------------------|----------|----------|-----------|
| <b>Horizontal banner</b> | \$1,575  | \$2,850  | \$5,000   |
| <b>Medium rectangle</b>  | \$1,900  | \$3,400  | \$6,050   |

The screenshot shows the WaterWellJournal.com homepage. At the top is a navigation bar with the WWJ logo and links for ABOUT, INDUSTRY TOPICS, FEATURES, OPINIONS, CLASSIFIEDS, BUYERS GUIDE/DIRECTORIES, WEB-ONLY, ADVERTISE, and NGWA STORE. Below the navigation bar is a large red-bordered box with the text "Your 728 x 90 px ad goes here". To the right of this box is a yellow callout bubble that says "\* Learn about using the same ad on multiple NGWA websites on page 14." Below the red box is a featured article titled "The Moving Drill Bit Store" with a photo of a blue pickup truck. To the right of the featured article is a "READ THE CURRENT ISSUE" section showing the cover of the WaterWell Journal. Below the featured article is an "INDUSTRY NEWS" section with two articles: "Roundtable Provides Update on Progress Being Made to Address PFAS" and "VMAC Releases State of the Mobile Compressed Air Industry Report". To the right of the industry news is a "SPONSORED ADS" section with a green-bordered box that says "Your 300 x 250 px ad goes here".

\* Learn about NGWA's new advertiser retargeting options on page 15!



## Print | Digital | Web

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

**Nearly  
4,000**

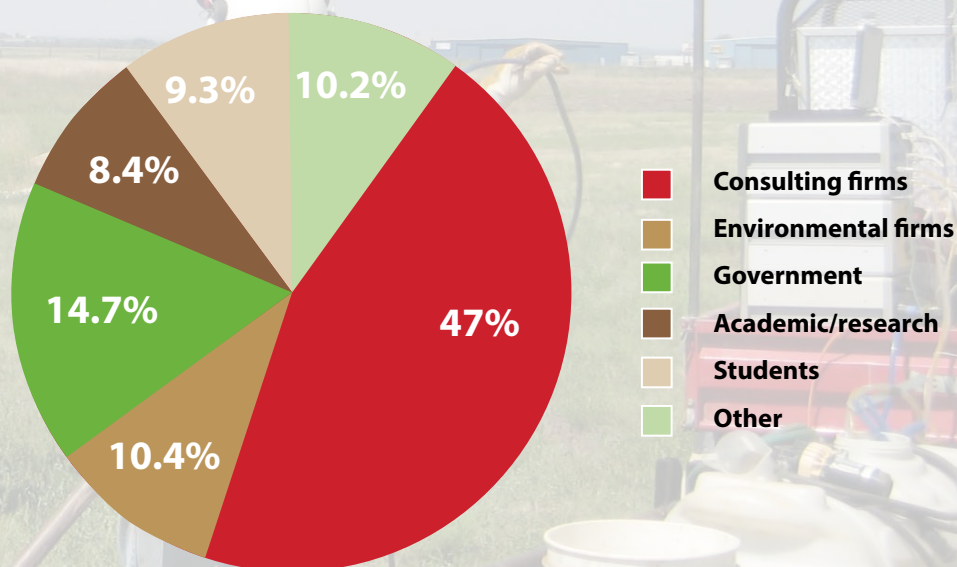
Print subscribers

**7,100+**

Digital subscribers

**218,000+**

Yearly PDF downloads  
from Wiley Online Library



## 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.

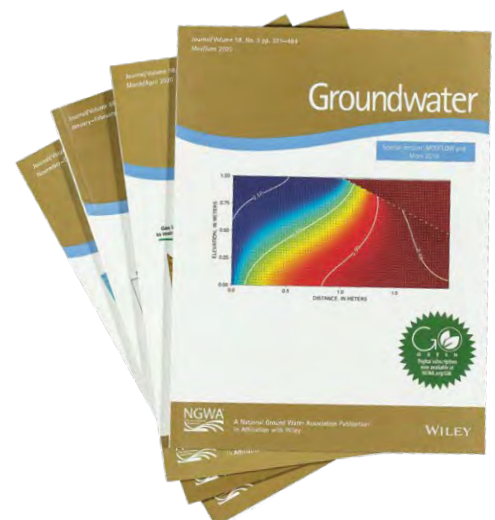


### 2021 editorial calendar

| Issue  | Ad deadline      | Mail dates        |
|--------|------------------|-------------------|
| Winter | January 15, 2021 | February 15, 2021 |
| Spring | April 9, 2021    | May 11, 2021      |
| Summer | July 9, 2021     | August 10, 2021   |
| Fall   | October 15, 2021 | November 12, 2021 |

## 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 2.20, **the third highest in *Groundwater's* history** and the third time over 2.0 in the last four years!



### 2021 editorial calendar

| Issue             | Ad deadline       | Mail dates         |
|-------------------|-------------------|--------------------|
| January-February  | December 14, 2020 | January 11, 2021   |
| March-April       | February 8, 2021  | March 5, 2021      |
| May-June          | April 12, 2021    | May 7, 2021        |
| July-August       | June 14, 2021     | July 9, 2021       |
| September-October | August 16, 2021   | September 10, 2021 |
| November-December | October 13, 2021  | November 9, 2021   |



## 2021 display advertising rates

|                             | 1x                | 4x                | 6x                | 10x               |
|-----------------------------|-------------------|-------------------|-------------------|-------------------|
|                             | BW/4C             | BW/4C             | BW/4C             | BW/4C             |
| <b>Full-page</b>            | \$2,250 / \$2,600 | \$1,800 / \$2,545 | \$1,730 / \$2,475 | \$1,610 / \$2,360 |
| <b>2/3-page (GWMR only)</b> | \$1,860 / \$2,510 | \$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 / \$1,825   |

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



## 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"    |

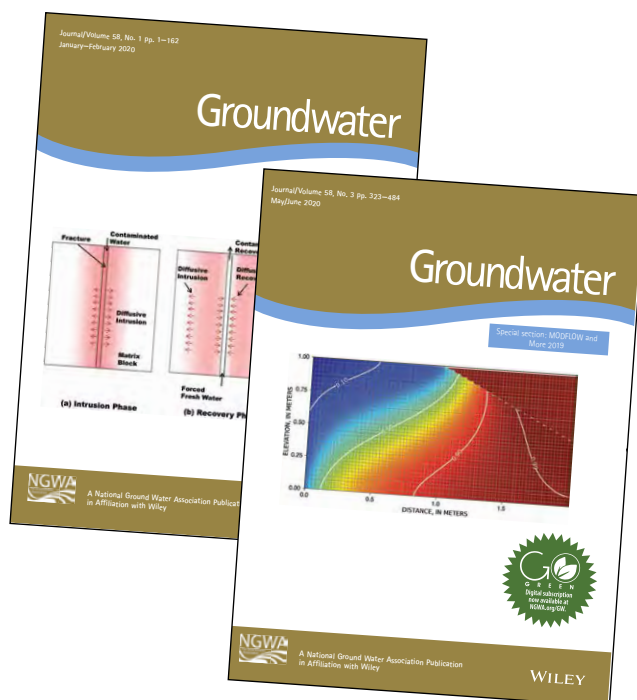
All fractional sizes are listed as nonbleed and should include a rule around.

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

**Monthly subscribers: 4,139**

**Average open rate: 26.7%**

|                             |                       |                         |
|-----------------------------|-----------------------|-------------------------|
| <b>Top banner</b>           | <b>(468 X 60 px)</b>  | <b>\$400/ per issue</b> |
| <b>Half wide skyscraper</b> | <b>(150 X 300 px)</b> | <b>\$400/ per issue</b> |
| <b>Tile ad</b>              | <b>(150 X 150 px)</b> | <b>\$200 per issue</b>  |

## 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 |
|----------------------------------------|----------|----------|-----------|
| <b>Leaderboard ad (728 X 90 px)</b>    | \$1,070  | \$1,925  | \$3,500   |
| <b>Medium rectangle (300 X 250 px)</b> | \$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: 176,430**

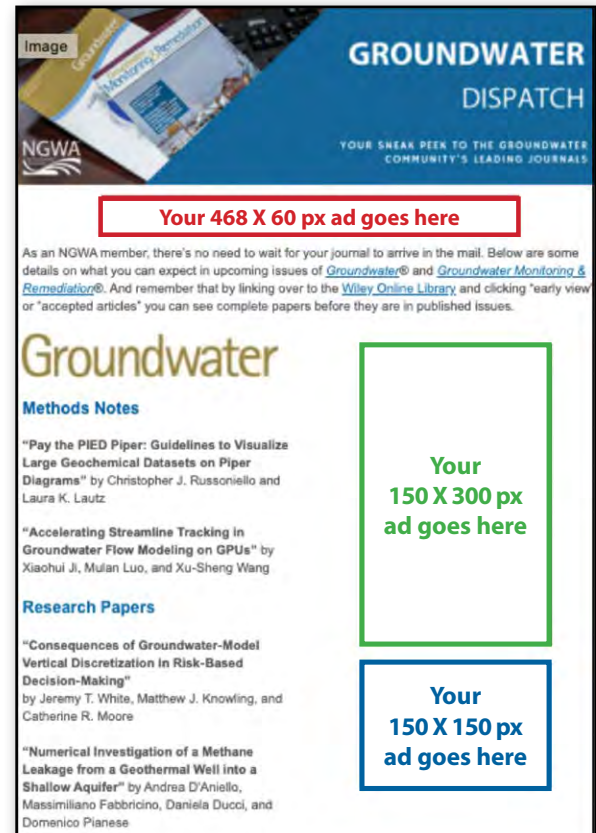
**GWMR papers downloaded per year: 44,281**

### ePDF

|                   |                          |
|-------------------|--------------------------|
| <b>Cover page</b> | <b>\$3,000 per month</b> |
| <b>Final page</b> | <b>\$2,000 per month</b> |

### 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 60 px ad goes here**

As an NGWA member, there's no need to wait for your journal to arrive in the mail. Below are some details on what you can expect in upcoming issues of *Groundwater*® and *Groundwater Monitoring & Remediation*®. And remember that by linking over to the [Wiley Online Library](#) and clicking "early view" or "accepted articles" you can see complete papers before they are in published issues.

**Groundwater**  
**Methods Notes**

"Pay the PIED Piper: Guidelines to Visualize Large Geochemical Datasets on Piper Diagrams" by Christopher J. Rusconiello and Laura K. Lautz

"Accelerating Streamline Tracking in Groundwater Flow Modeling on GPUs" by Xiaohui Ji, Mulan Luo, and Xu-Sheng Wang

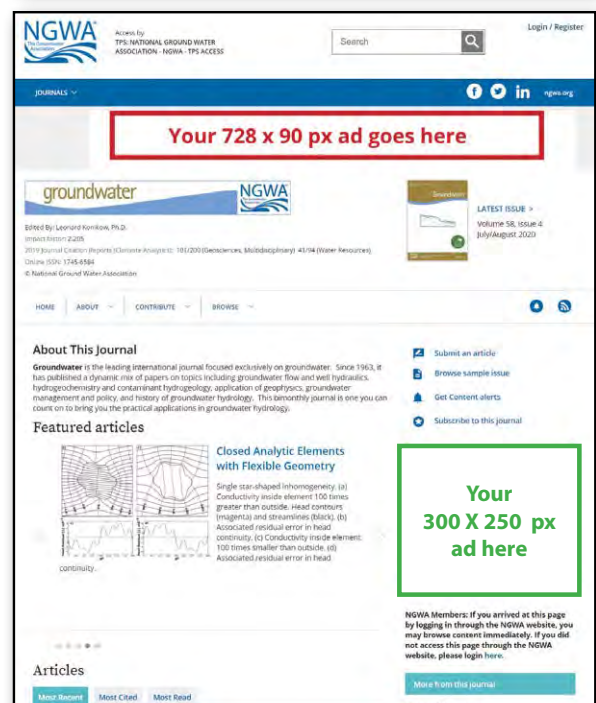
**Research Papers**

"Consequences of Groundwater-Model Vertical Discretization in Risk-Based Decision-Making" by Jeremy T. White, Matthew J. Knowling, and Catherine R. Moore

"Numerical Investigation of a Methane Leakage from a Geothermal Well into a Shallow Aquifer" by Andrea D'Amelio, Massimiliano Fabbriano, Daniela Ducci, and Domenico Pianese

**Your 150 X 300 px ad goes here**

**Your 150 X 150 px ad goes here**



**NGWA**  
Access by  
TPS NATIONAL GROUND WATER  
ASSOCIATION - NGWA - TPS ACCESS

Search

Login / Register

**Your 728 x 90 px ad goes here**

**groundwater** NGWA

Edited By Leonard Komlos, Ph.D.  
Volume 58, Issue 4  
July/August 2020

101/200 (ScienceDirect) 40/74 (Water Resources)  
101/200 (ScienceDirect) 40/74 (Water Resources)  
© National Ground Water Association

HOME ABOUT CONTRIBUTE BROWSE

**About This Journal**

*Groundwater* is the leading international journal focused exclusively on groundwater. Since 1963, it has published a dynamic mix of papers on topics including groundwater flow and well hydraulics, hydrochemistry and contaminant hydrology, application of geophysics, groundwater management and policy, and history of groundwater hydrology. This bimonthly journal is one you can count on to bring you the practical applications in groundwater hydrology.

**Featured articles**

**Closed Analytic Elements with Flexible Geometry**  
Single star-shaped inhomogeneity (a) Conductivity inside element 100 times greater than outside. Head contours (b) Associated residual error in head continuity. (c) Conductivity inside element 100 times smaller than outside. (d) Associated residual error in head continuity.

**Your 300 X 250 px ad here**

NGWA Members: If you arrived at this page by logging in through the NGWA website, you may browse content immediately. If you did not access this page through the NGWA website, please login here.

More from this journal

Journal Information

Articles  
Most Recent Most Cited Most Read



# Digital Advertising Platforms

Websites | Buyers Guide | e-Newsletter

**NGWA.org**

**637,284**

page view  
per year

**online buyers guide**

**13,165**

page views per year

**NGWA.org**

**28,100**

unique visitors  
each month

**online buyers guide**

**4.3**

page views per visit

**WellOwner.org**

**409,956**

page views per year

**Groundwater Matters  
e-newsletter**

**30.49%**

open rate

# 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: **28,187**
- Monthly visits/sessions: **31,609**
- Monthly page views: **53,107**

## WellOwner.org

New this year, pricing is the same for NGWA.org, Wellowner.org, and WaterWellJournal.com (page 8). With all of the ad sizes the same as well, it's easier than ever to purchase space on all three websites. Make sure your marketing message is seen everywhere by NGWA's entire audience.

### Stats

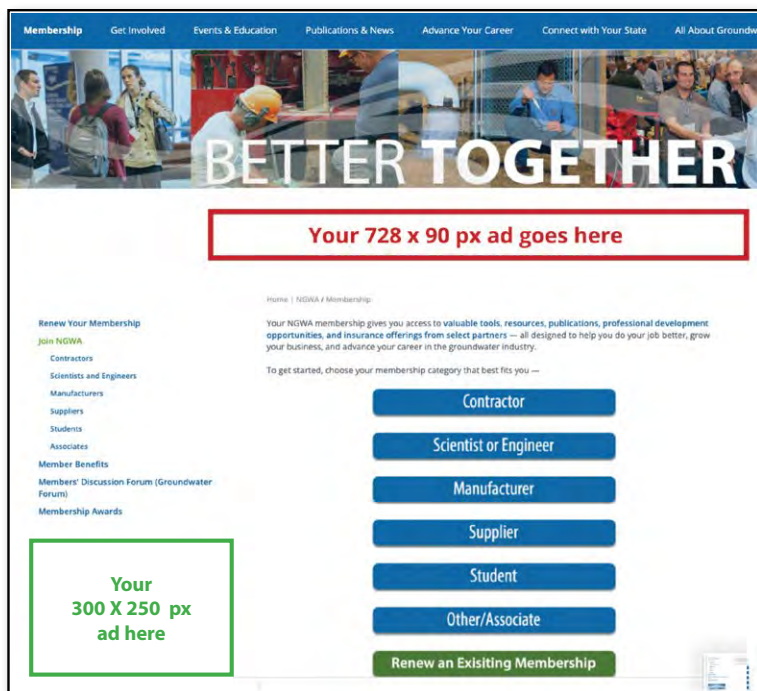
- Monthly unique visits: **20,615**
- Monthly visits/sessions: **22,497**
- Monthly page views: **34,163**

### Horizontal banner rates (728 x 90px)

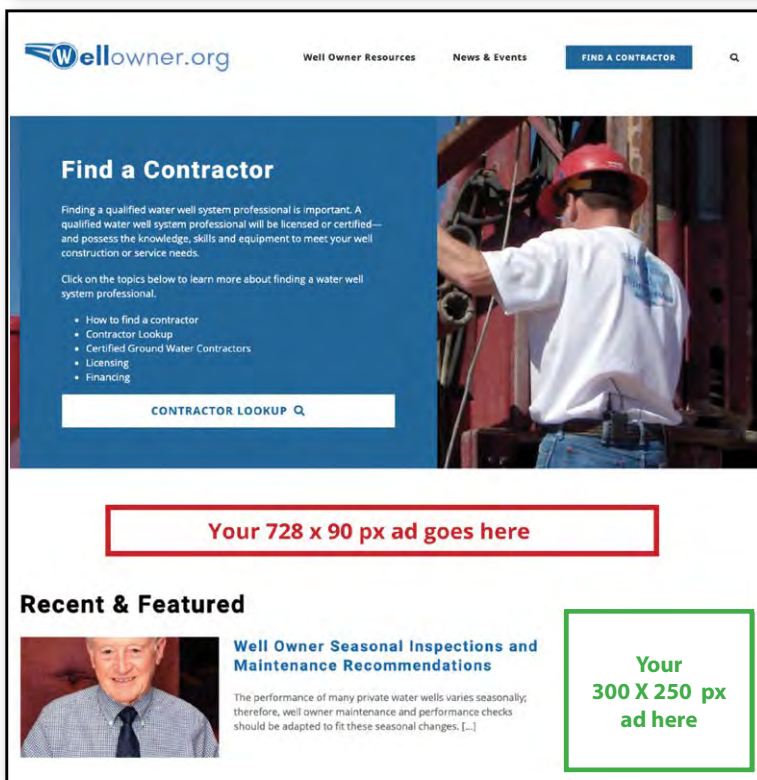
|           |         |
|-----------|---------|
| 3 months  | \$1,575 |
| 6 months  | \$2,850 |
| 12 months | \$5,000 |

### Medium rectangle rates (300 x 250px)

|           |         |
|-----------|---------|
| 3 months  | \$1,900 |
| 6 months  | \$3,140 |
| 12 months | \$6,050 |



The screenshot shows the NGWA.org homepage. At the top is a navigation bar with links: Membership, Get Involved, Events & Education, Publications & News, Advance Your Career, Connect with Your State, and All About Groundwater. Below the navigation bar is a large banner image with the text "BETTER TOGETHER". Underneath the banner is a red-bordered box containing the text "Your 728 x 90 px ad goes here". To the left of the main content area is a sidebar with links: Renew Your Membership, Join NGWA, Contractors, Scientists and Engineers, Manufacturers, Suppliers, Students, Associates, Member Benefits, Members' Discussion Forum (Groundwater Forum), and Membership Awards. The main content area features a heading "Your 728 x 90 px ad goes here" and a list of membership categories: Contractor, Scientist or Engineer, Manufacturer, Supplier, Student, and Other/Associate. At the bottom of the main content area is a green button labeled "Renew an Existing Membership".



The screenshot shows the WellOwner.org homepage. At the top is a navigation bar with links: Well Owner Resources, News & Events, and FIND A CONTRACTOR. Below the navigation bar is a large banner image with the text "Find a Contractor". Underneath the banner is a blue-bordered box containing the text "Your 728 x 90 px ad goes here". To the left of the main content area is a sidebar with links: How to find a contractor, Contractor Lookup, Certified Ground Water Contractors, Licensing, and Financing. The main content area features a heading "Find a Contractor" and a list of links: How to find a contractor, Contractor Lookup, Certified Ground Water Contractors, Licensing, and Financing. At the bottom of the main content area is a green button labeled "CONTRACTOR LOOKUP Q". Below the main content area is a section titled "Recent & Featured" with a photo of a man and a link to "Well Owner Seasonal Inspections and Maintenance Recommendations". To the right of the "Recent & Featured" section is a green-bordered box containing the text "Your 300 X 250 px ad here".

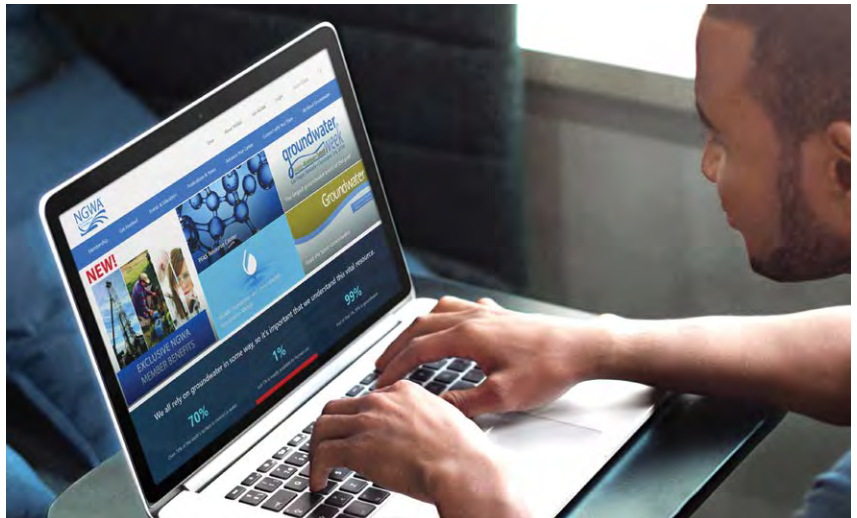


# Ad Retargeting

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

## How it works:

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.

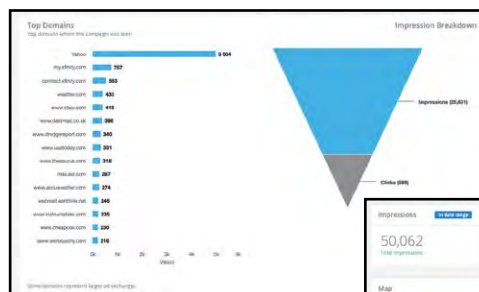
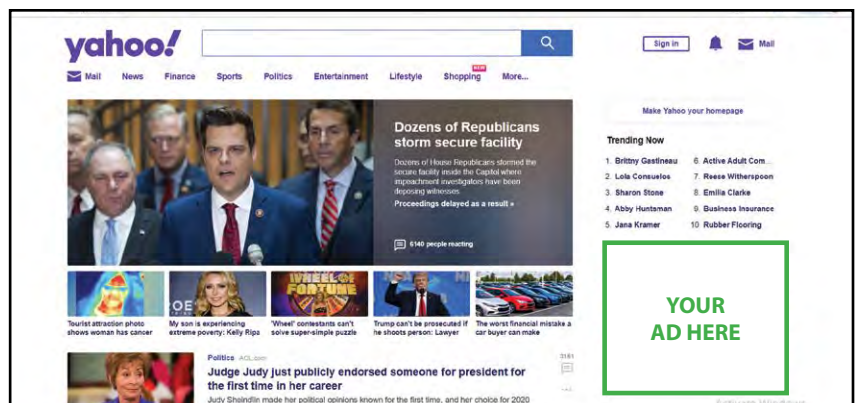


## Choose your reach and package:

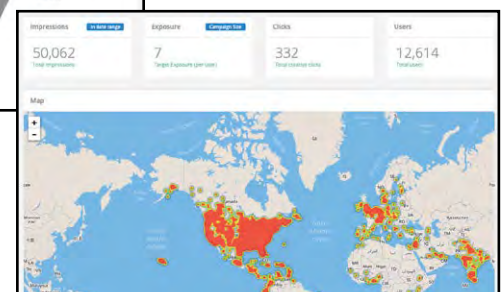
Ad Retargeting add-on for advertisers running ads on any NGWA web property:

- 25,000 impressions: \$975
- 50,000 impressions: \$1,795
- 100,000 impressions: \$3,225
- 200,000 impressions: \$5,495

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



Personalized Dashboard



## Connect with NGWA members before their next purchase

Our 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

**13,165 page views per month**  
**4.3 pages per visit**

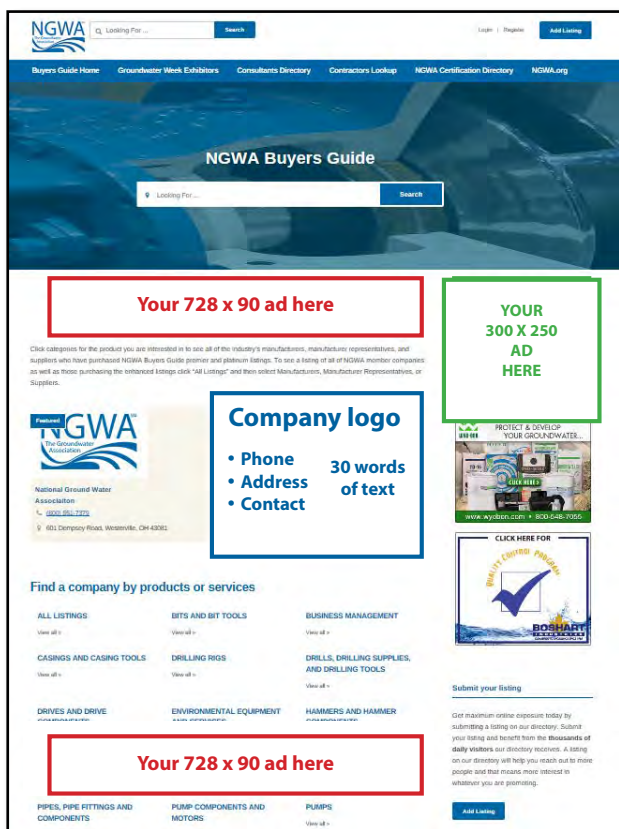
### Premier listing | \$399 for 12 months

- 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



# Be a part of NGWA's video series: NGWA: Industry Connected



NGWA is reaching its audience through its new monthly video series, NGWA: Industry Connected. At least two new videos are posted each month to the Association's YouTube channel and *Water Well Journal* website featuring NGWA staff members talking to leading industry professionals and experts about the most important topics facing professionals today.

Whether its issues at the jobsite, safety, sales skills, business practices, or government regulations and policy, **NGWA is always discussing the most important subjects facing groundwater professionals.**

The videos are not only posted on YouTube and WaterWellJournal.com, but also shared in a variety of NGWA media vehicles delivered by email. Sponsor the videos to ensure your marketing message is a part of the popular video series.

## Video sponsorship rates

- |             |         |             |         |
|-------------|---------|-------------|---------|
| • 6 videos  | \$3,600 | • 16 videos | \$7,200 |
| • 8 videos  | \$4,400 | • 20 videos | \$8,000 |
| • 12 videos | \$6,000 | • 24 videos | \$9,600 |

Sponsorship includes your company logo before the title frame, a prepared introduction that is read by the NGWA staff member leading the interview, and company logo on Water Well Journal's New on WaterWellJournal.com page which promotes the latest videos.

Sponsors of 24 videos also are able to provide a video/commercial that airs at the end of the video interview (maximum 90 seconds).



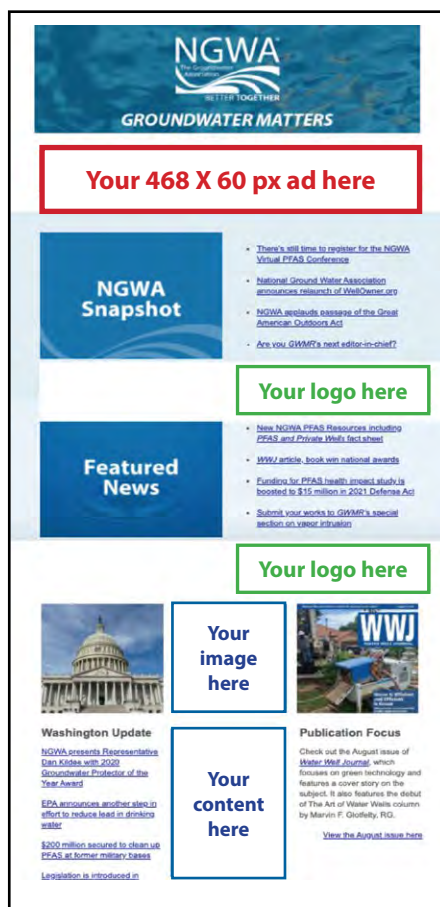
## Delivered to more than 25,000, NGWA keeps professionals up to date with its newsletter

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 (more than 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                                                                                                           | \$650   |
| Sponsored content                                                                                                    | \$650   |
| Department sponsor*                                                                                                  | \$500   |
| *2 available – logo placed under sponsored department + online banner ad within each full story from that department |         |

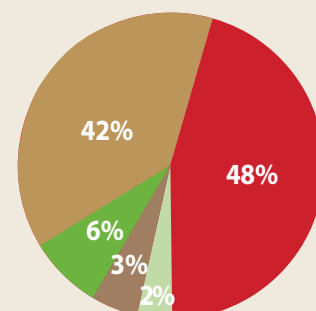
### Specs

- 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



The screenshot shows the layout of the Groundwater Matters newsletter. At the top is the NGWA logo and the title 'GROUNDWATER MATTERS'. Below this is a red box labeled 'Your 468 X 60 px ad here'. The main content area is divided into several sections: 'NGWA Snapshot' with a list of links, 'Featured News' with a list of links, 'Washington Update' with a photo of the US Capitol and text about EPA announcements, and 'Publication Focus' with a photo of a water treatment plant and text about the August issue of Water World Journal. There are also two green boxes labeled 'Your logo here' and two blue boxes labeled 'Your image here' and 'Your content here'.

## NGWA's newsletter readership



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

25,000  
Total distribution

30.4%  
Average open rate  
for member version

“ The articles are just as important as the ads; vendor solicitation is just as important to me. If I see a product being advertised or used in the magazine, I know the product has wide exposure and use. It must mean it’s a pretty good product. ”

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“ We refer to *WWJ* on an ongoing basis—as a resource for products/services/solutions, as an educational platform with great articles, and as a trustworthy go-to for best practices, news, and connections within our industry. ”

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“ I enjoy the quality of all different types of articles. They help me grow as a business owner and operator; I like to see what’s new for products and to then try to figure out if there is something I need to be using in our operation. ”

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“ All of us at our company look forward to each addition of *Water Well Journal*. The journal is full of great articles regarding all aspects of well drilling and advertisements for instruments, rigs, machinery, and supplies for well drilling and geothermal well drilling. ”







# 2021 Advertising Media Kit

**WWJ**  
WATER WELL JOURNAL

Groundwater  
Monitoring & Remediation  
**Groundwater**

**Digital  
Advertising  
Platforms**

