



WWJ
WATER WELL JOURNAL

Groundwater
Monitoring & Remediation
Groundwater

**Digital
Advertising
Platforms**

Partner with the groundwater market's leaders



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.

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Groundwater Matters e-newsletter: page 17



Print | Digital | Web

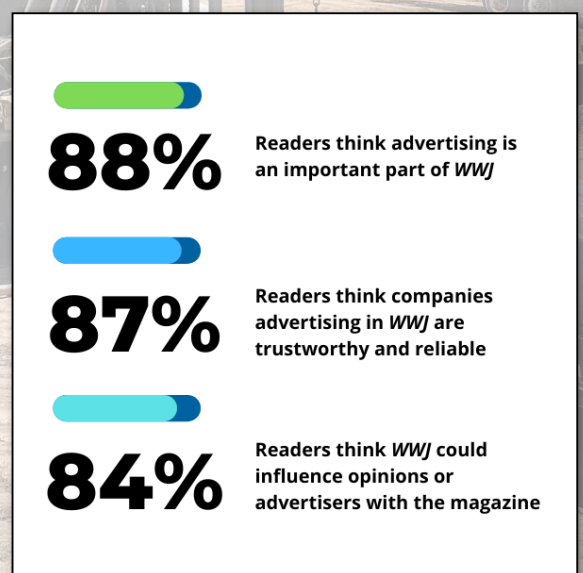
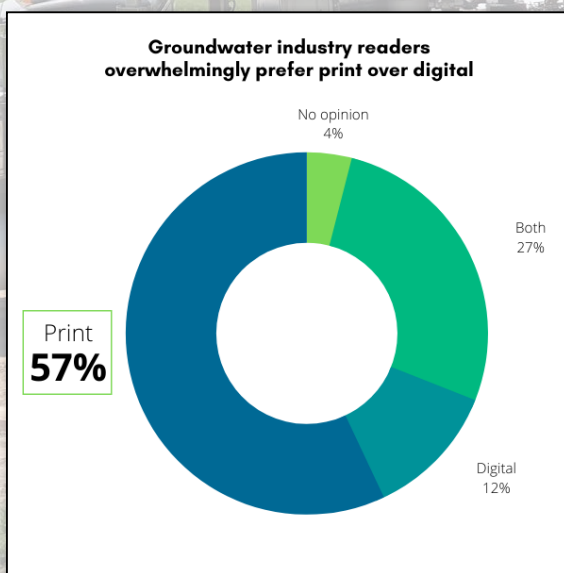
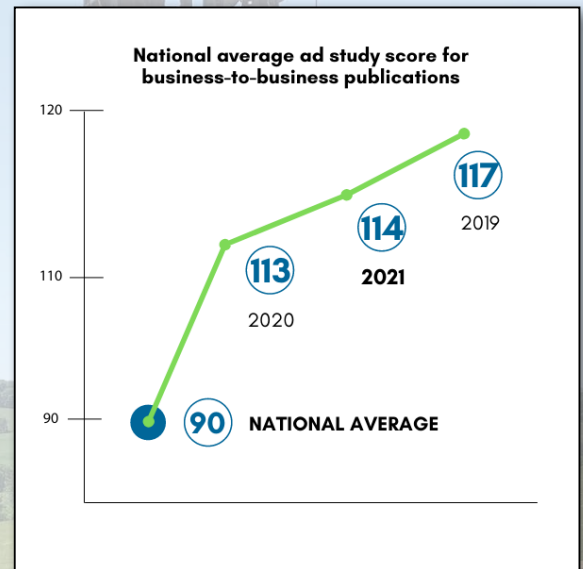
Advertising with *Water Well Journal* works! We've got the proof.

Water Well Journal commissioned an ad study in 2021 for a third consecutive year. The study conducted by an independent research company measured if readers remember and read the advertisements they use in a *WWJ* publication.

And for the third consecutive year, the results were overwhelmingly positive! While the national average for business-to-business publications is an ad study score of 90 (50% of people recall seeing an ad and 40% recall reading an ad), *WWJ* scored 114!

This means **people stop at the advertising in *WWJ* and read the marketing messages**. Incredibly, 88% of those answering the study also said that the advertising is an important part of *WWJ* and 87% added they view the companies that advertise in *WWJ* as trustworthy and reliable.

Eighty-four percent of readers also said they want their information in print, a format *WWJ* continues to happily offer its audience of 20,000 groundwater professionals.



Be a part of the industry's flagship publication

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.

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.



2022 editorial calendar

Issue	Editorial focus (subject to change)	Ad deadline	Special notes and bonus distribution
January	Looking ahead and diversification procedures	December 1, 2021	
February	Drilling bits, tips, and techniques	January 2, 2022	Groundwater Week recap
March	Annual pumps issue featuring the Pumps Directory	February 1, 2022	Pumps Directory deadline: January 20
April	Water quality and water treatment	March 1, 2022	Ad study (ad recall and readership)
May	Pump installation, tips, and techniques	April 1, 2022	
June	Safety and featuring the annual NGWA Buyers Guide	May 2, 2022	Buyers Guide deadline: March 1
July	Green technology	June 1, 2022	South Atlantic Jubilee
August	Drilling fluids and additives	July 1, 2022	Ad study (overall ad effectiveness)
September	Drilling rigs featuring Heavy Equipment Directory	August 2, 2022	Heavy Equipment Directory deadline: July 15
October	Groundwater Week featuring the most comprehensive guide to the industry's biggest event	September 1, 2022	Groundwater Week bonus distribution
November	Business management, rules, and regulations	October 3, 2022	Groundwater Week bonus distribution
December	State of the industry	November 1, 2022	Groundwater Week bonus distribution

2022 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.

2022 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 format 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!



Reach your audience every week

Deliver your important marketing message to a digital audience of more than 16,000 professionals every week of the month. *WWJ* reaches its audience with important information every week and you can be a part of any or all four of those emails.

The emails, which debuted in 2021 and have been positively received, are:

- Industry News, which helps readers stay up to date on the latest groundwater news
- Featured Products Sneak Preview, which displays the latest products in the industry
- Classifieds Sneak Preview, which previews *WWJ*'s next classified marketplace section
- Digital Issue e-blast, which delivers the next issue of *WWJ* before the print issue arrives in the mailbox.

Ad specifications

728 X 90 px

WWJ weekly emails

1 week

Top Banner:	\$500
Middle Banner:	\$300
Bottom Banner:	\$200

2 of the weeks

Top Banner:	\$900
Middle Banner:	\$500
Bottom Banner:	\$300

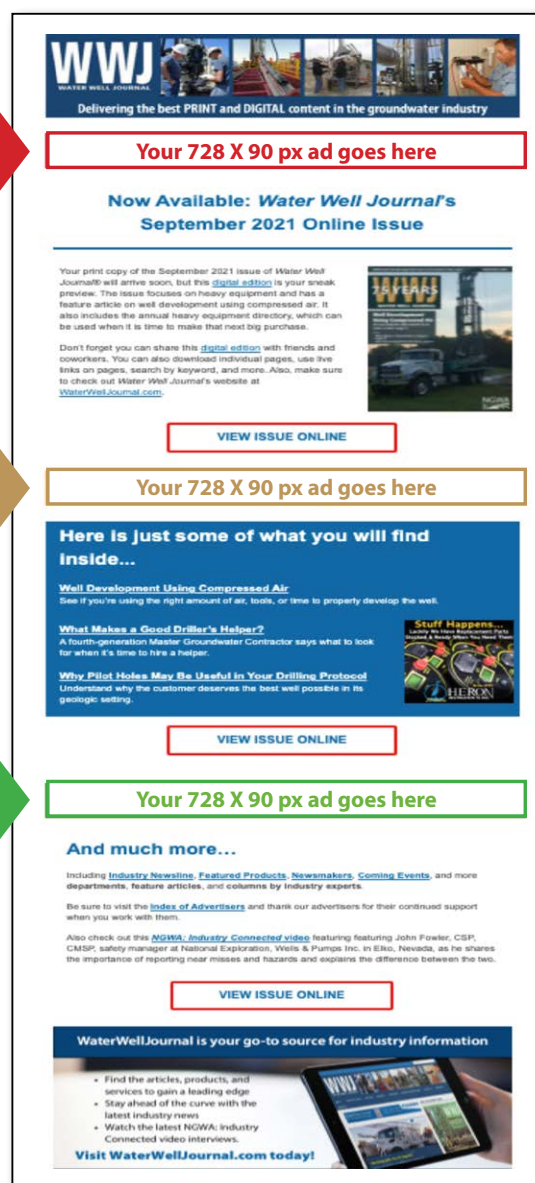
3 of the weeks

Top Banner:	\$1,200
Middle Banner:	\$600
Bottom Banner:	\$375

All 4 weeks

Top Banner:	\$1,400
Middle Banner:	\$700
Bottom Banner:	\$400

There are three
ad spots in every
weekly email!
Deliver your
marketing
message to
WWJ's readers
every week of
the month!



WaterWellJournal.com

WaterWellJournal.com is a great way to increase your reach. **With more than 16,000 visitors and more than 22,000 pages viewed per month, this site 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	\$1,575	\$2,850	\$5,000
Medium rectangle	\$1,900	\$3,400	\$6,050

The screenshot shows the WaterWellJournal.com website layout. At the top is a navigation bar with the WWJ logo and links for ABOUT, INDUSTRY TOPICS, FEATURES, OPINIONS, CLASSIFIEDS, DIRECTORIES, PRODUCTS, VIDEOS, ADVERTISE, and STORE. Below the navigation bar is a large banner area with a red border and the text "Your 728 X 90 px ad goes here". To the right of this banner is a section titled "READ THE CURRENT ISSUE" featuring a thumbnail for the "75 YEARS" anniversary issue. Below the banner is a section titled "INDUSTRY NEWS" with three articles: "Trysten Fellers Passes Away", "NGWA Submits Comments to EPA in Response to Reconsidering Definition of WOTUS", and "Webtrol Partners with Water Well Trust to Donate Complete Well System". To the right of the news section is a green-bordered box with the text "Your 300 x 250 px ad goes here".

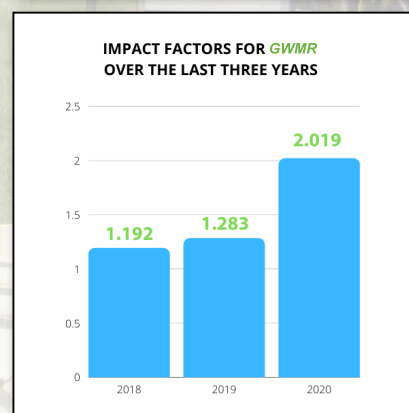
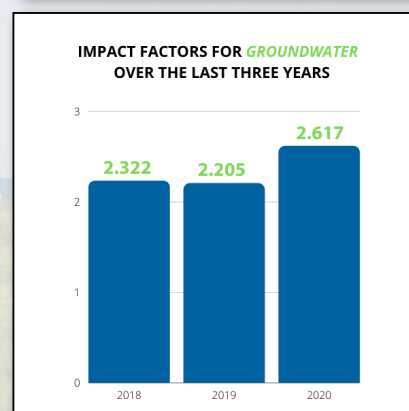
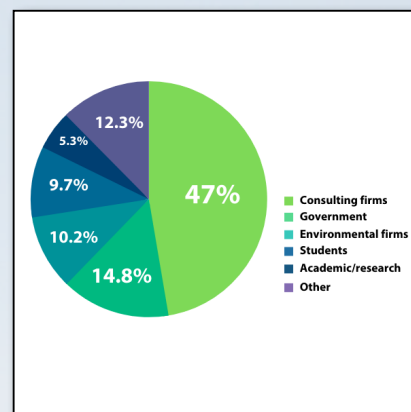
Print | Digital | Web

Partner with the leading groundwater scientists
and engineers in the world

NGWA's technical journals, *Groundwater Monitoring & Remediation*® and *Groundwater*®, are being read by the top groundwater scientists, engineers, consultants, and researchers. Make sure your marketing message is in the publications so they can see it.

Last year, more than 200,000 PDF articles from the journals were downloaded from Wiley Online Library, showing that **the content is relevant, timely, and important.**

Furthering that in 2021, the impact factor for both journals, a score that measures the number of citations and a technical journal's value to its field, both set all-time highs, proving **it's never been a better time to have your name and product in *Groundwater Monitoring & Remediation* and *Groundwater*.**



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.

2022 editorial calendar

Issue	Ad deadline	Mail dates
Winter	January 14, 2022	February 14, 2022
Spring	April 12, 2022	May 13, 2022
Summer	July 11, 2022	August 11, 2022
Fall	October 11, 2022	November 11, 2022

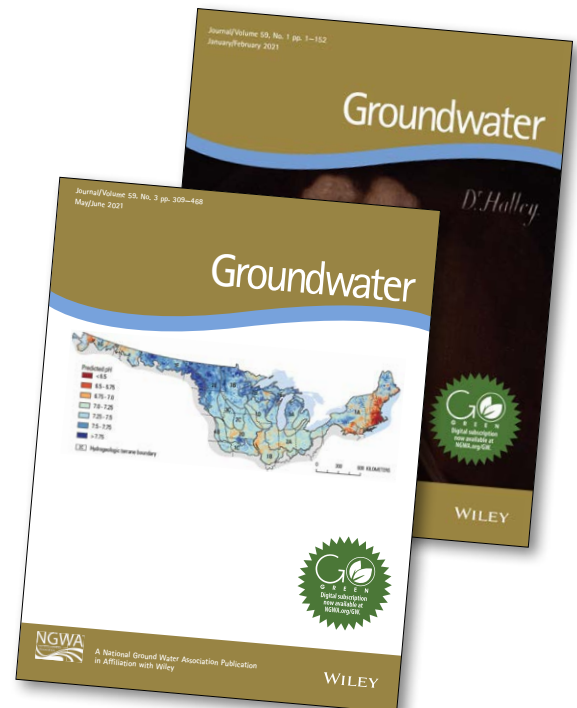


Groundwater

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.

2022 editorial calendar

Issue	Ad deadline	Mail dates
January-February	December 13, 2021	January 13, 2022
March-April	February 8, 2022	March 10, 2022
May-June	April 11, 2022	May 12, 2022
July-August	June 13, 2022	July 14, 2022
September-October	August 11, 2022	September 12, 2022
November-December	October 10, 2022	November 10, 2022



2022 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"

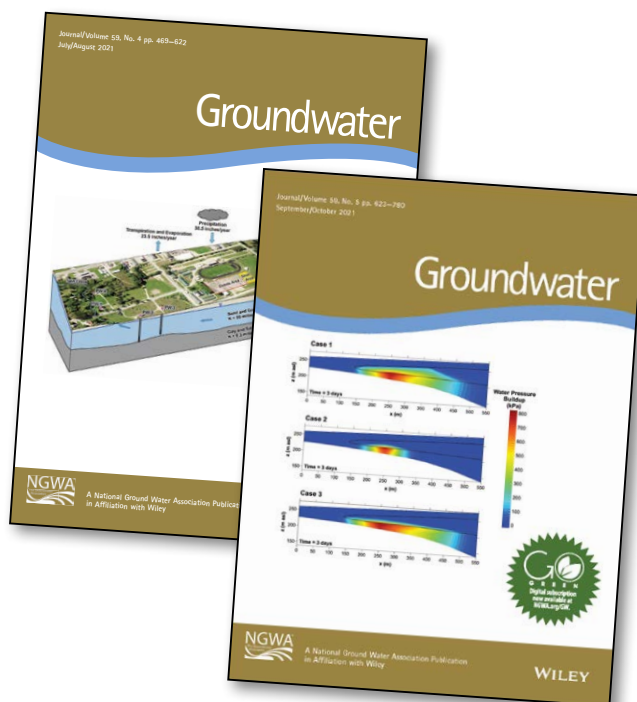
All fractional sizes are listed as nonbleed and should include a rule around.

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

Monthly subscribers: 3,982

Average open rate: 27.9%

Top banner	(728 X 90 px)	\$400/ per issue
Half-wide skyscraper	(150 X 300 px)	\$400/ per issue
Tile ad	(150 X 150 px)	\$200 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: 162,900

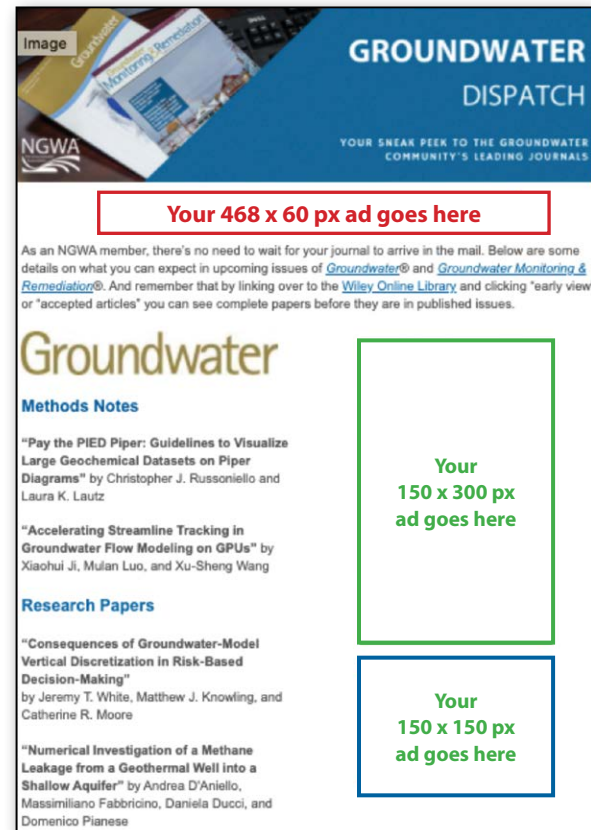
GWMR papers downloaded per year: 43,000

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 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. Russoniello and Laura K. Lautz

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

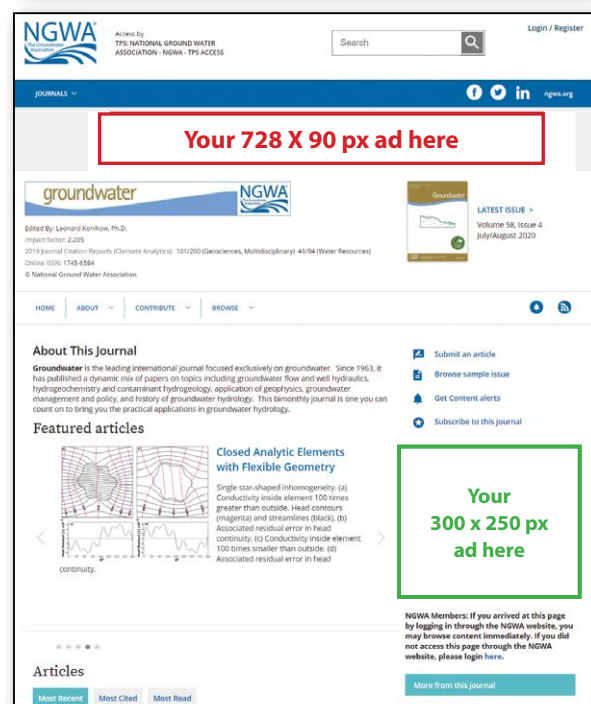
Research Papers

"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
A PART OF THE NATIONAL GROUNDWATER ASSOCIATION - NGWA - TFS ACCESS

Search [] Login / Register

JOURNALS

Your 728 X 90 px ad here

groundwater NGWA

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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, hydrogeochemistry and contaminant hydrogeology, 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 (magenta) and streamlines (black). (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

Articles
Most Recent Most Cited Most Read

Digital Advertising Platforms

Websites | Buyers Guide | e-Newsletter

Have your products on the top groundwater electronic platforms

It's critical today that you have a diversified marketing message and that is why NGWA's digital platforms are a must for you.

Along with being a part of NGWA's print offerings, **NGWA's websites, its online buyers guide, and e-newsletter are all well-trafficked platforms that reach thousands of groundwater professionals every month.**

The Association's official website, NGWA.org, is frequented by the key decision makers of the groundwater industry and *Groundwater Matters*, the Association's newsletter, promotes the latest happenings and benefits each month.

In today's fast-paced world, **it is important your message appears in multiple offerings to ensure visibility by buyers** when they're ready to make their next big purchase.

NGWA.org

716,484

page views per year

WellOwner.org

333,396

page views per year

Groundwater Matters
e-newsletter

28,000+

Total audience of members and prospects
who get versions of newsletter

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: **33,603**
- Monthly visits/sessions: **39,789**
- Monthly page views: **59,707**

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

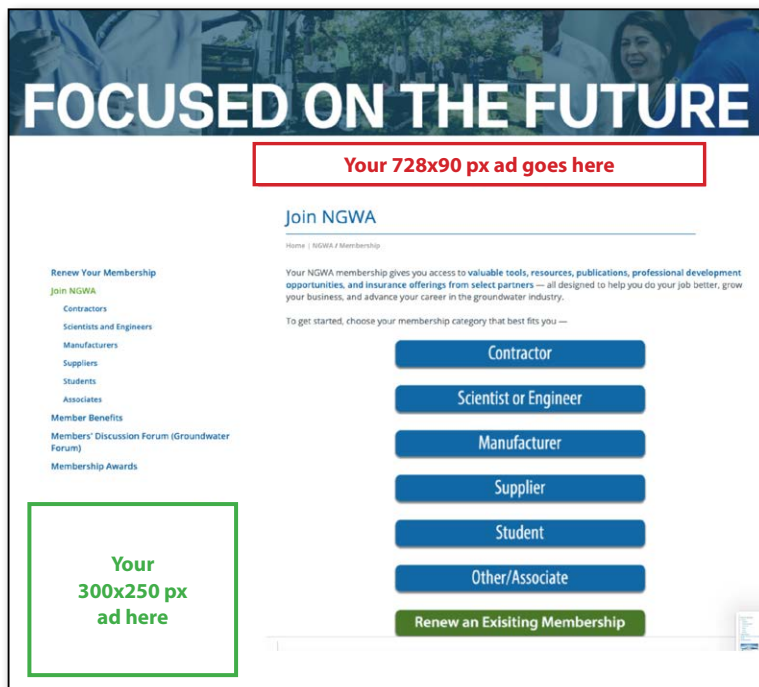
- Monthly unique visits: **13,360**
- Monthly visits/sessions: **15,997**
- Monthly page views: **27,783**

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	\$3,400
12 months	\$6,050



FOCUSED ON THE FUTURE

Your 728x90 px ad goes here

Join NGWA

Home | NGWA / Membership

Your NGWA membership gives you access to valuable tools, resources, publications, professional development opportunities, and insurance offerings from select partners — all designed to help you do your job better, grow your business, and advance your career in the groundwater industry.

To get started, choose your membership category that best fits you —

- Contractor
- Scientist or Engineer
- Manufacturer
- Supplier
- Student
- Other/Associate
- Renew an Existing Membership

Renew Your Membership

Join NGWA

Contractors

Scientists and Engineers

Manufacturers

Suppliers

Students

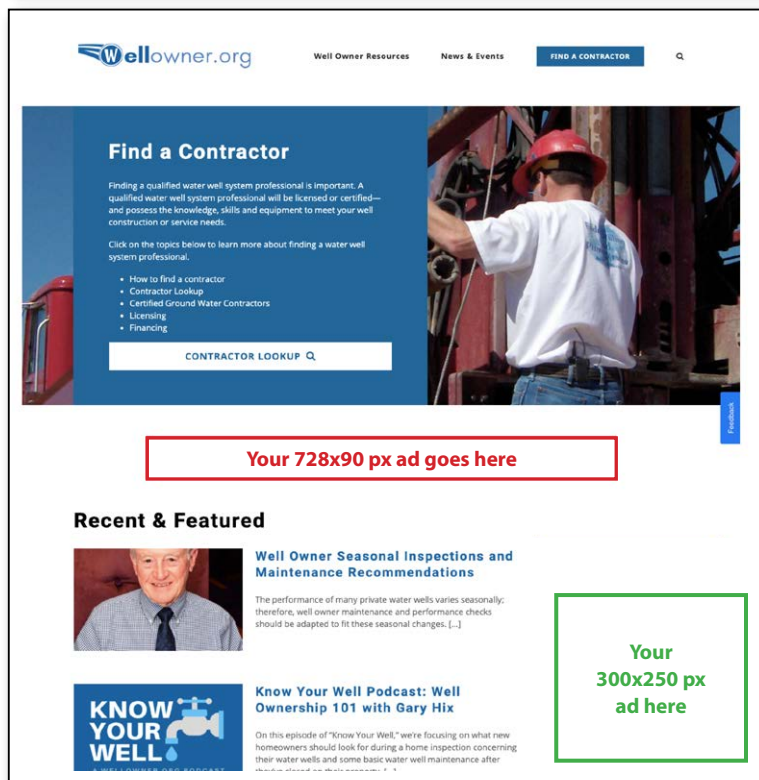
Associates

Member Benefits

Members' Discussion Forum (Groundwater Forum)

Membership Awards

Your 300x250 px ad here



WellOwner.org

Well Owner Resources News & Events FIND A CONTRACTOR

Find a Contractor

Finding a qualified water well system professional is important. A qualified water well system professional will be licensed or certified—and possess the knowledge, skills and equipment to meet your well construction or service needs.

Click on the topics below to learn more about finding a water well system professional.

- How to find a contractor
- Contractor Lookup
- Certified Ground Water Contractors
- Licensing
- Financing

CONTRACTOR LOOKUP

Your 728x90 px ad goes here

Recent & Featured

Well Owner Seasonal Inspections and Maintenance Recommendations

The performance of many private water wells varies seasonally; therefore, well owner maintenance and performance checks should be adapted to fit these seasonal changes. [...]

KNOW YOUR WELL

Know Your Well Podcast: Well Ownership 101 with Gary Hix

On this episode of "Know Your Well," we're focusing on what new homeowners should look for during a home inspection concerning their water wells and some basic water well maintenance after

Your 300x250 px ad here

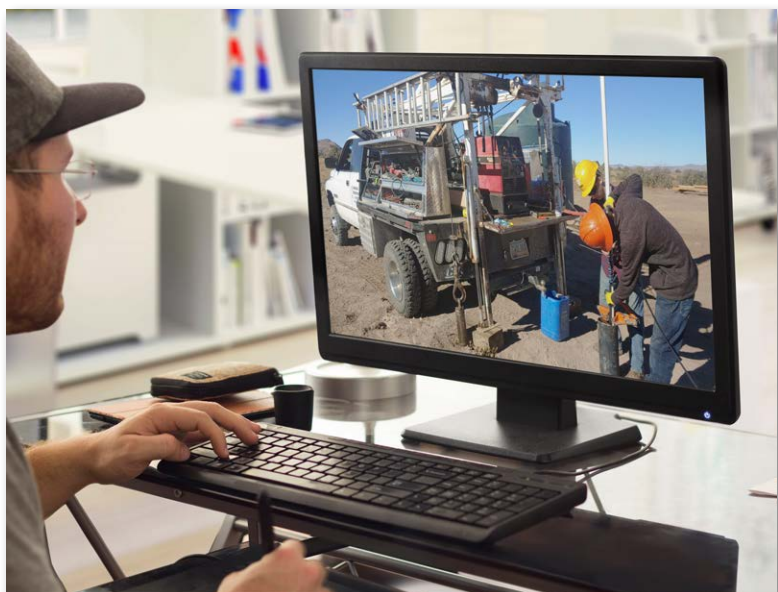
Train your current customers with the help of NGWA

Sponsor a webinar on the subject of your choice!

NGWA now **offers industry thought leaders the chance to share their knowledge** with fellow groundwater professionals by leading a sponsored webinar. The webinars, marketed by NGWA as free to its members, can be produced inhouse by your company or led as a live presentation.

Here are more details

- The webinars should focus on technology, skills, and training over products and brands.
- All webinars are introduced by a National Ground Water Association staff member.
- A short live Q&A with viewers will follow the presentation.
- A commercial about your company provided by you can round out the session.
- The webinars will be promoted on NGWA's website; social media channels; member newsletter, *Groundwater Matters*; and *Water Well Journal*.
- Companies are provided a list of registering firms after the presentation.
- There is a limit of two sponsored webinars per month.



Webinar format

- Introduction by NGWA staff member
- 20-minute presentation by provided by your company as a video or live presentation
- Live Q&A with viewer for five minutes
- Commercial of three minutes about your products or company provided by you
- Sign-off by NGWA staff member.

Rate

\$2,000

Connect with NGWA members before their next purchase

Our recently updated Online Buyers Guide allows visitors to locate your business quickly and easily. Company listings are completely searchable via the homepage "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 homepage
- Google™ integration returns richer results
- Directs visitors to a landing page to learn more about your business.

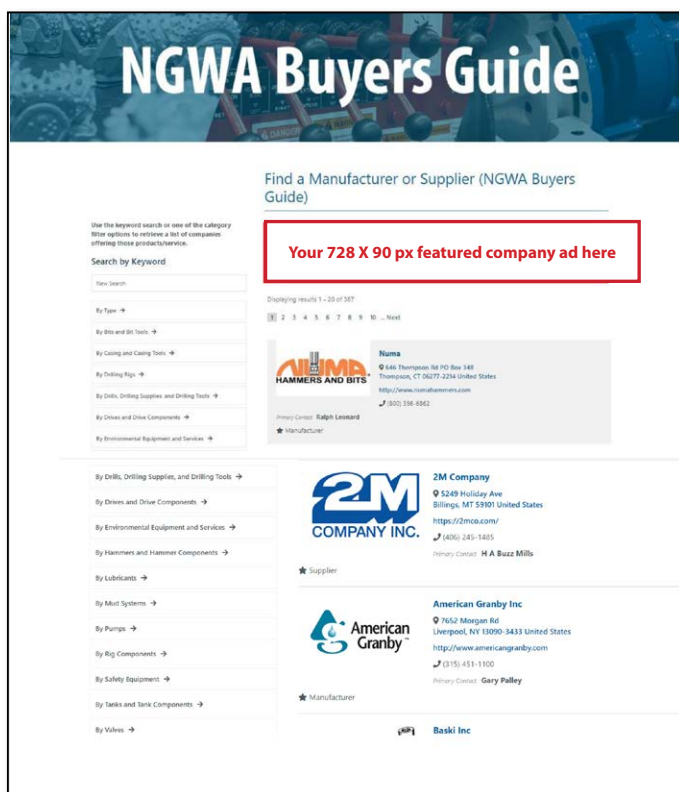
Premier listing | \$399 for 12 months

- Company name, address, and phone number
- Company logo (240 X 120 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 package

Featured company | \$1,999

- Highlight your company as a featured listing on the main Buyers Guide page and all Buyers Guide search results
- You provide the 728 X 90 ad
- Max of 4 advertisers rotating in 2 positions

Delivered to more than 28,000, 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 24% open rate, above the national average)—as well as a second version to more than 21,000 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

Department sponsor* \$500

*2 available – logo placed under sponsored department + online banner ad within each full story from that department

Specs

- Top banner 728 X 90 px
- Sponsored content 500 X 250 px
- Heading (not more than 10 words) and the Body (not more than 50 words)

GROUNDWATER MATTERS

The latest in NGWA and groundwater news!
September 2021

Your 728 x 90 px ad goes here

Featured Benefit

MEMBERS-ONLY BENEFIT!

Join NGWA today.

Education Spotlight

MEMBERS SAVE \$150 ON FEES!

Register now.

Your 728 x 90 px ad goes here

Your 500x250 px ad goes here

Publication Highlight

MEMBERS CAN ACCESS CURRENT AND BACK ISSUES OF WATER WELL JOURNAL, GROUNDWATER, AND GROUNDWATER MONITORING & REMEDIATION.

Read the issue online.

Your 728 x 90 px ad goes here

Website Highlight

Visit the buyers guide.

Video of the Month

View the video.

REGISTER NOW FOR JUST \$49.

NGWA in the News

NGWA announces 2021 industry award winners

NGWA submits comments on PFAS being a part of EPA contaminant candidate list

NGWA submits comments to EPA in response to reconsidering definition of WOTUS

NGWA stresses need for increased funding for aquifer recharge and water reuse projects in western United States

Groundwater News

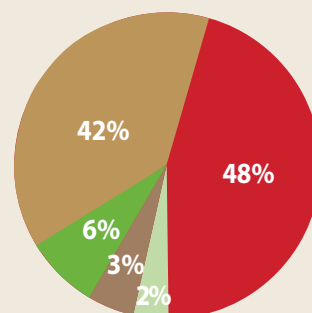
Senate passes infrastructure investment and jobs act

EPA announces plans to update NDG, greenhouse gas emissions standards

Federal Motor Carrier Safety Administration's new Entry-Level Driver Training regulations set to begin in February 2022

NGWA member, Trysten Fellers, passes away

NGWA's newsletter readership



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

28,000
Total distribution

24%
Average open rate for member version

“ The *Water Well Journal* is important because of the articles of technical value and for the advertising that is of value for the end customers. ”

“ WWJ keeps me up to date with new products and issues happening in the well industry. It makes me more aware of the well industry across all of the states. ”

“ WWJ is always a tool for us as a directory of products and services and an abundance of knowledge sharing. ”

“ I save the issues to refer to for information later, whether it's for a problem job or a presentation I am preparing for. ”

*2021 WWJ Ad Study participant comments





Groundwater
Monitoring & Remediation
Groundwater

Digital
Advertising
Platforms

“ I like the technical articles on best practices and new techniques and ads for new products. ”

“ I like to read *WWJ* to see what is out there as far as tools, pumps, equipment, etc. I also like to get the pulse of the industry as far as practices, problem solving, trends, and legislative happenings. I like to see what others are doing in other parts of the country compared to where I am located. ”

“ I use *Water Well Journal* to keep up to speed on new technologies and to keep an eye open to new trends. ”

“ I tear out our printed articles I know are relevant to us and share them with employees for training purposes. ”

*2021 WWJ Ad Study participant comments





2022 Advertising Media Kit

WWJ
WATER WELL JOURNAL

Groundwater
Monitoring & Remediation
Groundwater

Digital
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