



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.



NGWA journals have readers in all 50 states.



450,000+

NGWA.org generates more than 450,000 page views every year.



A 2022 poll showed that 95% of *Water Well Journal* readers said the advertising is educational and an important part of the publication.



29,000+

Two versions of NGWA's monthly e-newsletter, *Groundwater Matters*, is delivered to 29,000 industry professionals who are members and prospective members.



253,000+

Groundwater® and *Groundwater Monitoring & Remediation*® articles downloaded last year.



Groundwater Week drew attendees from 16 countries around the globe in 2021.

WWJ

WATER WELL JOURNAL

Print | Digital | Web

Water Well Journal reaches your audience—in print and digital



Water Well Journal is published by the authoritative association for the groundwater field. Its readers are groundwater professionals seeking information about water wells—not oil and gas, construction, or mining. Its readers rely on the publication, its digital newsletters, and website to stay current on topics such as drilling techniques, pumping systems, well maintenance, water quality and treatment, and more.



20,000

- Nearly 20,000 groundwater professionals receive *Water Well Journal* each month.
- The October, November, and December issues receive bonus distribution at Groundwater Week.

Advertising with *Water Well Journal* works!

Water Well Journal commissioned an ad study in 2022 for the fourth consecutive year. The study conducted by an independent research company measured if readers remember and read the advertisements in *WWJ*.

And for the fourth 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 115! This means people stop at the advertising in *WWJ* and read the marketing messages.



- 89% of readers said companies that advertise are trustworthy and a reliable source.
- 86% of readers said their respect for *WWJ* could positively influence their opinion of advertisers within the magazine.



For more than 75 years, *WWJ* has been recognized as the leading industry resource for business owners and decision makers in the water well industry.

WWJ is the only journal continuing to provide all of its content—articles, columns, news, display ads, and classified ads in print. This is important to our audience of groundwater professionals too! In a commissioned ad study, 88% said they want their content in print, a format *WWJ* gladly provides while other industry publications no longer do so.

WWJ has been recognized with 39 EXCEL and APEX Awards for 20 consecutive years, the most in the groundwater industry.



2023 editorial calendar

Issue	Editorial focus <i>(subject to change)</i>	AD DEADLINE	Special notes and bonus distribution
JANUARY	Looking ahead and diversification procedures	12/1/22	
FEBRUARY	Drilling bits, tips, and techniques	1/2/23	Groundwater Week recap
MARCH	Annual pumps issue featuring the Pumps Directory	2/1/23	Pumps Directory deadline: February 1
APRIL	Water quality and water treatment	3/1/23	Ad study (ad recall and readership)
MAY	Pump installation, tips, and techniques	4/1/23	
JUNE	Safety and featuring the annual NGWA Buyers Guide	5/2/23	Buyers Guide deadline: May 1
JULY	Geothermal and solar pumps	6/1/23	South Atlantic Jubilee
AUGUST	Drilling fluids and additives	7/1/23	Ad study (overall ad effectiveness)
SEPTEMBER	Drilling rigs featuring Heavy Equipment Directory	8/2/23	Heavy Equipment Directory deadline: August 1
OCTOBER	Groundwater Week featuring the most comprehensive guide to the industry's biggest event	9/1/23	Groundwater Week bonus distribution
NOVEMBER	Business management, rules, and regulations	10/3/23	Groundwater Week bonus distribution
DECEMBER	State of the industry	11/1/23	Groundwater Week bonus distribution

2023 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.

2023 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)

Sponsored Content

Market your company or product in a two-page spread.

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.

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 Peak, which displays the latest products in the industry
- Classifieds Sneak Peak, 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

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

Ask about exclusive commercials featuring your company that can accompany *WWJ* newsletters!

The screenshot shows a typical WWJ email newsletter layout. At the top is the WWJ logo and a navigation bar. Below that is a red-bordered box labeled "Your 728 X 90 px ad goes here". The main content includes a "Now Available: Water Well Journal's September 2021 Online Issue" announcement, a "VIEW ISSUE ONLINE" button, and a featured article titled "Well Development Using Compressed Air". Below the article is another orange-bordered box labeled "Your 728 X 90 px ad goes here". Further down is another "VIEW ISSUE ONLINE" button, followed by a green-bordered box labeled "Your 728 X 90 px ad goes here". The bottom section is titled "And much more..." and lists various content types like "Industry News", "Featured Products", and "Newsletters". It ends with another "VIEW ISSUE ONLINE" button and a footer that says "WaterWellJournal is your go-to source for industry information" with a list of benefits and a "Visit WaterWellJournal.com today!" call to action.

Groundwater news updated daily

WaterWellJournal.com

WaterWellJournal.com is a great way to increase your reach. With more than 11,000 visitors and more than 15,000 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 logo and menu items: 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 "READ THE CURRENT ISSUE" section featuring a thumbnail for the 75th anniversary issue, titled "Well Development Using Compressed Air". Below the banner is an "INDUSTRY NEWS" section 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

Connect with the leading scientists and engineers



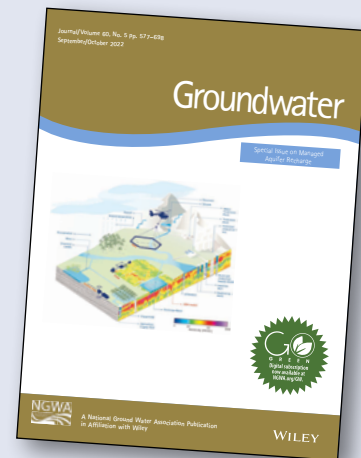
NGWAs technical journals, *Groundwater Monitoring & Remediation*® and *Groundwater*®, are being read by the top groundwater scientists, engineers, consultants, and researchers in the world.

Groundwater Monitoring & Remediation is the only publication that focuses exclusively on the field of groundwater and environmental cleanup. The quarterly publication offers the best in application-oriented, full peer-reviewed papers together with insightful articles from a practitioner's perspective.



- 61% of *Groundwater* and *Groundwater Monitoring & Remediation* readers work at consulting firms and environmental firms.

Groundwater publishes a dynamic mix of papers on topics related to groundwater including groundwater flow and hydraulics, hydrogeochemistry and contaminant hydrogeology, applications of geophysics, groundwater management, and groundwater hydrogeology.



- 2.87 is the Impact Factor for *Groundwater*, its highest ever. IFs are a score that measure a technical journal's value to its field. *Groundwater Monitoring & Remediation* has a score of 1.87, its second best score ever.

The world's top journals on groundwater science

Groundwater Monitoring & Remediation

2023 editorial calendar

Issue	AD DEADLINE	Mail dates
WINTER	1/14/23	2/4/23
SPRING	4/3/23	4/28/23
SUMMER	7/3/23	7/28/23
FALL	10/2/23	10/27/23

Groundwater

2023 editorial calendar

Issue	AD DEADLINE	Mail dates
JANUARY-FEBRUARY	12/13/22	1/3/23
MARCH-APRIL	2/3/23	2/24/23
MAY-JUNE	4/3/23	4/28/23
JULY-AUGUST	6/5/23	6/30/23
SEPTEMBER-OCTOBER	8/2/23	8/29/23
NOVEMBER-DECEMBER	10/2/23	10/27/23

2023 display advertising rates

	1x		4x		6x		10x	
	BW/4C	BW/4C	BW/4C	BW/4C	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: 3,700

Average open rate: 29.7%

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: 197,000

GWMR papers downloaded per year: 56,000

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. 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. Knowing, and Catherine R. Moore

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

Your 150 x 300 px ad goes here

Your 150 x 150 px ad goes here

NGWA Member of THE NATIONAL GROUNDWATER ASSOCIATION - NGWA - TFS ACCESS

groundwater **NGWA**

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Your 728 X 90 px ad here

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, (b) curved elements (mergents) and streamlines (backs) (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

Articles
Most Recent | Most Cited | Most Read

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

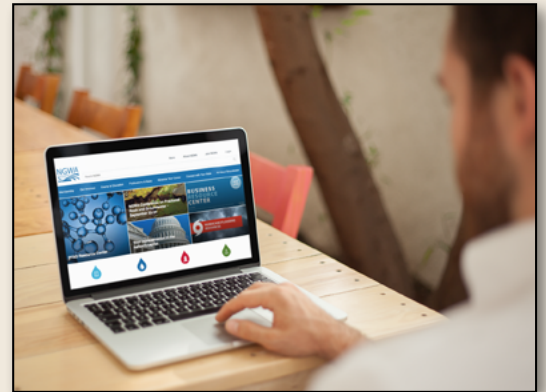
Digital Advertising Platforms

Print | Digital | Web

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.



29,000+

- NGWA's e-newsletter, *Groundwater Matters*, has a total audience of more than 29,000 members and prospects.



The Association's official website, NGWA.org, is frequented by the key decision makers of the groundwater industry and *Groundwater Matters*, the Association's e-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 get more than 450,000 page views per year.

450,000+

As the Association's official website, NGWA.org is the top site reaching groundwater industry decision makers. It is where those professionals go seeking information about their profession on a daily basis. It generates more than 21,000 monthly unique visits and nearly 40,000 monthly page views.

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

Online Buyers Guide

The Online Buyers Guide housed on NGWA.org allows industry professionals 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.

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**

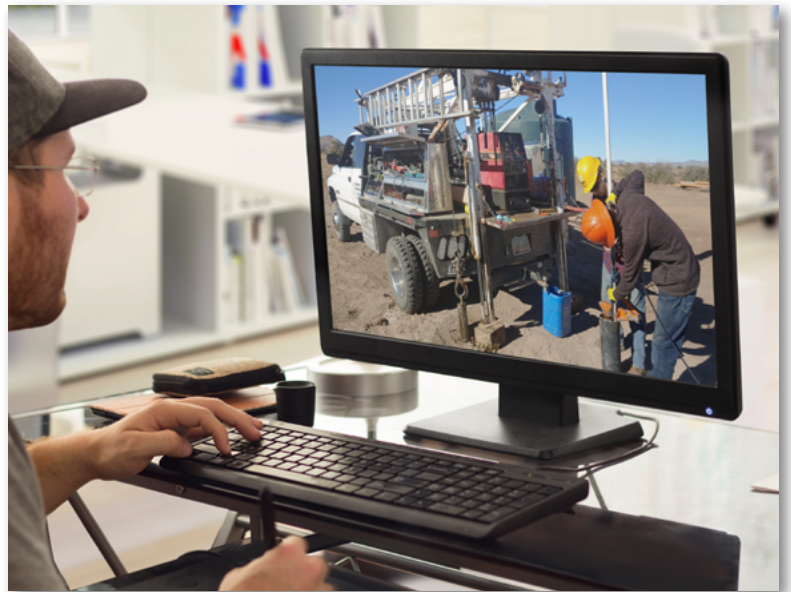
Train your current customers with the help of NGWA

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.



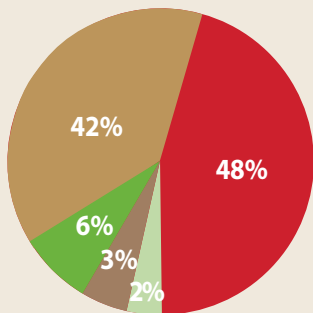
Webinar format

- Introduction by NGWA staff member
- 20-minute presentation 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

NGWA's newsletter readership



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

29,000
Total distribution

23%
Average open rate
for member version

Delivered to more than 29,000, 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 6,500 members—scientists, engineers, consultants, contractors, manufacturers, and suppliers in all 50 states and more than 60 countries (more than 23% open rate, above the national average)—as well as a second version to more than 23,000 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)

Ask about exclusive commercials featuring your company that can accompany the newsletter!

The screenshot displays the 'GROUNDWATER MATTERS' newsletter header with the tagline 'FOCUSED ON THE FUTURE'. Below the header, there are two 'Your 728 x 90 px ad goes here' banners. The first banner features a 'Featured Benefit' section with a 'Join NGWA today.' button and an 'Education Spotlight' section with a 'Register now.' button. The second banner features a 'Your 500x250 px ad goes here' box, a '75 YEARS' anniversary graphic, a 'Featured Sponsor' section, and a 'Publication Highlight' section. Below these are two more 'Your 728 x 90 px ad goes here' banners. The first shows a 'NGWA Buyers Guide' and a 'Video of the Month'. The second shows an 'Irrigation Show' registration button and a 'NGWA in the News' section with multiple news items. At the bottom, there is a 'Groundwater News' section with several short news items.

Reach out to us

Contact us to learn more about NGWA advertising channels and we'll build a plan to help you achieve your objectives and maximize your exposure to NGWA members and groundwater professionals all over the world.

Call (800) 551-7379 or (614) 898-7791, ext. 3004

Chris Keeping

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Evelyn Reyes-Marquez

ereyesmarquez@ngwa.org

Or send a message to sales@ngwa.org





Groundwater
Monitoring & Remediation

Groundwater

Digital
Advertising
Platforms