

2024 Advertising Opportunities



WATER WELL JOURNAL | GROUNDWATER MONITORING & REMEDIATION | DIGITAL 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.

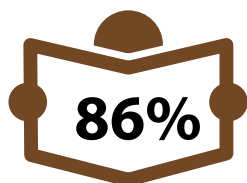


NGWA journals have readers in all 50 states.



400,000+

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



A 2023 poll showed that 86% of *Water Well Journal* readers said companies that advertise in the publication are trustworthy.



30,000+

Two versions of NGWA's monthly e-newsletter, *Groundwater Matters*, is delivered to 30,000 industry professionals who are members and prospective members.



53,400+

Groundwater Monitoring & Remediation® articles downloaded last year.



Groundwater Week drew attendees from 36 countries around the globe in 2022.



Print | Digital | Web

***Water Well Journal* reaches your audience—in print and digital and at no costs to its readers**



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. *WWJ* is the only publication in the groundwater market providing its content in print and free to its audience of groundwater professionals as others have converted to a digital-only format or charging subscription rates in recent years.



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!

W*WWJ's* 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.

The journal's audience also values its advertising. *WWJ* commissioned an independent research company to do an ad study in 2023 to measure if readers remember and read the advertisements in *WWJ*.

The results were outstanding! 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 113! This means people stop at the advertising in *WWJ* and read the marketing messages.



- 94% of readers said the advertising is educational and an important part of *WWJ*.
- 86% of readers said that companies that advertise in *WWJ* are trustworthy and a reliable source.



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

WWJ has been recognized with 40 EXCEL and APEX Awards for 21 consecutive years, not only the most in the groundwater industry, but making it one of the top business publications in the country. It is delivered each month to:

- Business owners and presidents
- Supervisors/foremen
- Consultants/engineers
- Drillers
- Pump installers.

Make sure your next marketing message to groundwater professionals is a part of all of *WWJ*'s media vehicles.



2024 editorial calendar

Issue	Editorial focus <i>(subject to change)</i>	AD DEADLINE	Special notes and bonus distribution
JANUARY	Looking ahead and diversification procedures	12/1/23	
FEBRUARY	Drilling bits, tips, and techniques	1/2/24	Groundwater Week recap
MARCH	Annual pumps issue featuring the Pumps Directory	2/1/24	Pumps Directory deadline: January 29
APRIL	Water quality and water treatment	3/1/24	Ad study (ad recall and readership)
MAY	Pump installation, tips, and techniques	4/1/24	
JUNE	Safety and featuring the annual NGWA Buyers Guide	5/2/24	Buyers Guide deadline: April 25
JULY	Geothermal and solar pumps	6/1/24	South Atlantic Jubilee
AUGUST	Drilling fluids and additives	7/1/24	Ad study (overall ad effectiveness)
SEPTEMBER	Drilling rigs featuring Heavy Equipment Directory	8/2/24	Heavy Equipment Directory deadline: July 29
OCTOBER	Groundwater Week featuring the most comprehensive guide to the industry's biggest event	9/1/24	Groundwater Week bonus distribution
NOVEMBER	Business management, rules, and regulations	10/3/24	Groundwater Week bonus distribution
DECEMBER	State of the industry	11/1/24	Groundwater Week bonus distribution

2024 print advertising rates

Display advertising

	1x	4x	6x	12x
	4C	4C	4C	4C
Inside back cover	\$4,484	\$4,330	\$4,139	\$3,934
Inside front cover	\$4,636	\$4,480	\$4,282	\$4,070
Back cover	\$4,951	\$4,782	\$4,569	\$4,340
Full-page	\$3,554	\$3,429	\$3,281	\$3,124
1/2-page (island)	\$3,045	\$2,835	\$2,762	\$2,583
1/2-page (horizontal)	\$2,720	\$2,583	\$2,494	\$2,389
1/3-page	\$2,153	\$2,074	\$1,974	\$1,864
1/4-page	\$1,859	\$1,827	\$1,775	\$1,680

Rates are net/issue.

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

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

2024 classified advertising rates

	1x	4x	6x	12x
	BW/4C	BW/4C	BW/4C	BW/4C
1 column X 2"	\$130 / \$190	\$125 / \$185	\$120 / \$180	\$105 / \$160
1 column X 4" or 2 column X 2"	\$260 / \$330	\$250 / \$310	\$240 / \$300	\$210 / \$270
1 column X 6" or 2 column X 3"	\$390 / \$445	\$380 / \$435	\$360 / \$415	\$320 / \$380
1 column X 9"	\$580 / \$640	\$565 / \$625	\$535 / \$595	\$480 / \$535

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.

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 are:

- Industry News, which helps readers stay up to date on the latest groundwater news
- Featured Products Sneak Peek, which displays the latest products in the industry
- Classifieds Sneak Peek, 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:	\$315
Bottom Banner:	\$210

2 of the weeks

Top Banner:	\$945
Middle Banner:	\$525
Bottom Banner:	\$315

3 of the weeks

Top Banner:	\$1,260
Middle Banner:	\$630
Bottom Banner:	\$395

All 4 weeks

Top Banner:	\$1,470
Middle Banner:	\$735
Bottom Banner:	\$420

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



Groundwater news updated daily

WaterWellJournal.com

WaterWellJournal.com has set records in 2023. With more than 25,000 visitors and more than 36,000 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 displays 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 red-bordered box labeled 'Your 728 x 90 px ad goes here'. To the right of this box is a 'READ THE CURRENT ISSUE' section featuring the current magazine cover. Below the red box is a featured article titled 'Water Well Journal Q&A with Justin Lewis'. Further down is an 'INDUSTRY NEWS' section with three articles: 'Darcy Solutions' Geothermal Wells Installed in Rochester, Minnesota', 'Zilmet USA Will Build a Manufacturing Plant in United States', and 'Ontario Ground Water Association Mourns Passing of Elizabeth "Liz" Ferguson'. To the right of the industry news section are two green-bordered boxes, each labeled 'Your 300 x 250 px ad goes here'.

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!



Sponsored content in *WWJ* is a package featuring an article beside a full-page ad. It creates a stand-out look that is a great way to tell your story and deliver your marketing message.

WWJ offers two sizes of sponsored content and two options for putting it together.

The first size is a two-page spread that has an article on a left-hand page beside a full-page ad on a right-hand page. The second size is a longer four-page spread with a three-page article followed by the full-page ad.

You can provide the written article yourself or have the option of having a professional writer hired by *WWJ* to author the article for you.

All articles are professionally edited and laid out by *WWJ*'s publishing staff. You will be provided the opportunity to review the final piece before publication. There is a limit of two per issue of *WWJ*.

Two-page spread: The article and images must fit on one 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 to accompany the article as well.

Four-page spread: The article and images must fit on three pages. The article should be approximately 2,000 words and provided as a Microsoft Word document. Provide four to six high-resolution images (at least 300 dpi) in JPEG format as well to accompany the article.

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"

Costs

	Cost
Two-page spread, article provided	\$4,720
Two-page spread, professional author written	\$5,320
Four-page spread, article provided:	\$7,835
Four-page spread, professional author written:	\$8,635

Groundwater Monitoring & Remediation

Print | Digital | Web

Connect with the leading scientists and engineers



NGWA's technical journal, *Groundwater Monitoring & Remediation*, is read by the top groundwater scientists, engineers, consultants, and researchers in the world.



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

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-orientated, full peer-reviewed papers together with insightful articles from a practitioner's perspective.



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



The world's top journal on groundwater cleanup

Groundwater Monitoring & Remediation

2024 editorial calendar

Issue	AD DEADLINE	Mail dates
WINTER	1/12/24	2/15/24
SPRING	4/3/24	5/15/24
SUMMER	7/3/24	8/15/24
FALL	10/2/24	11/14/24

2024 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

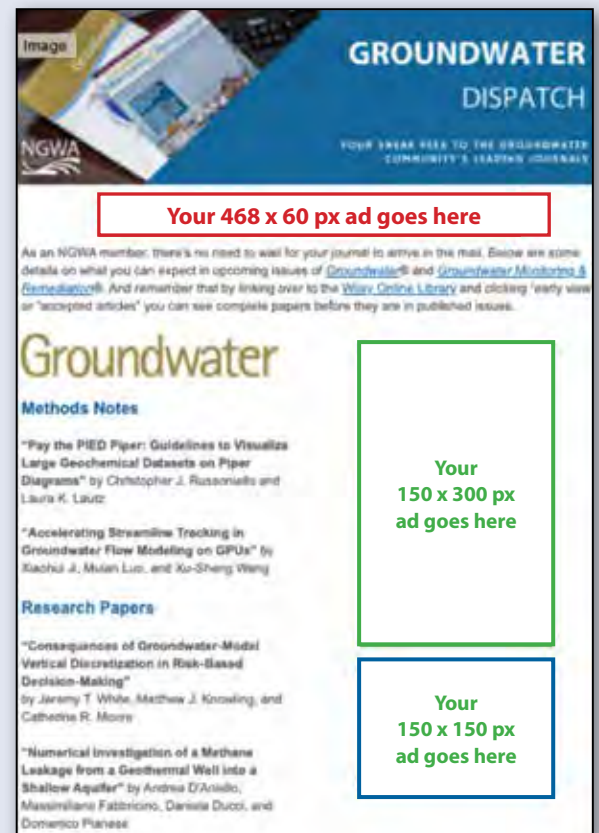
Size	Width	Height
Full-page		
Live	7.125"	X 9.875"
Trim	8.125"	X 10.875"
Bleed	8.375"	X 11.125"
2/3-page vertical	4.562"	X 10"
1/2-page horizontal	7.125"	X 4.875"
1/2-page island	4.694"	X 7.25"
1/3-page vertical	2.263"	X 9.875"
1/3-page square	4.694"	X 4.75"
Professional card	3.5"	X 2.5"

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

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.



30,000+

- NGWA's e-newsletter, *Groundwater Matters*, has a total audience of more than 30,000 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.

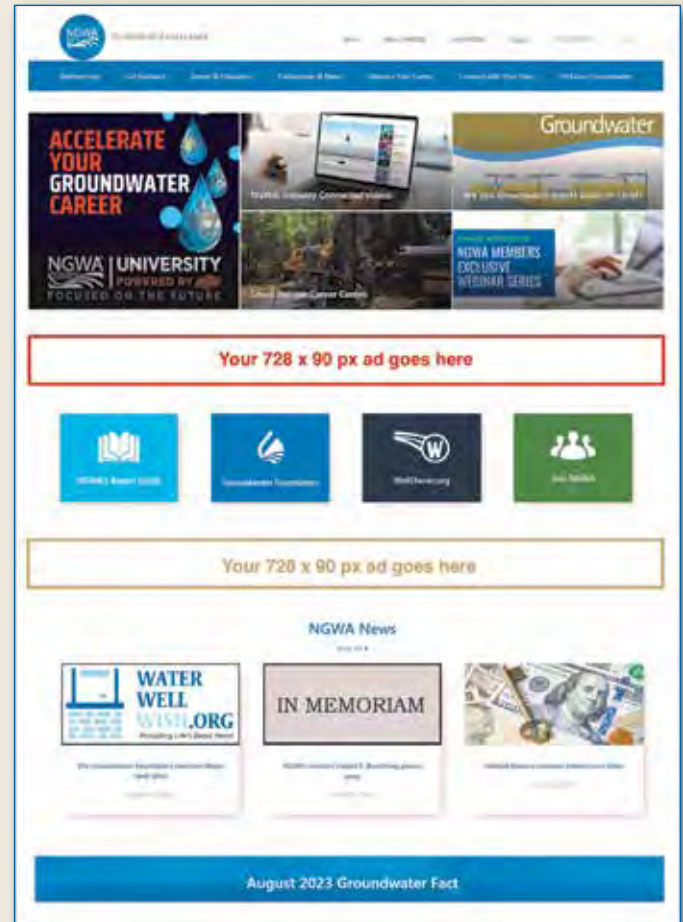


400,000+

- NGWA.org gets more than 400,000 page views per year from a total of more than 170,000 users.

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 14,000 monthly unique visits and nearly 34,000 monthly page views.

Horizontal banner ads are viewed instantly on the home page and can be viewed throughout the site as groundwater professionals navigate the site. The medium rectangle ads have the most real estate for your marketing message and are visible on all of the website's interior pages.



Horizontal banner rates (728 x 90px)

3 months	\$1,995
6 months	\$3,570
12 months	\$6,350

Medium rectangle rates (300 x 250px)

3 months	\$1,995
6 months	\$3,570
12 months	\$6,350



Meet and train Your customers with the help of NGWA

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.

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.



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.

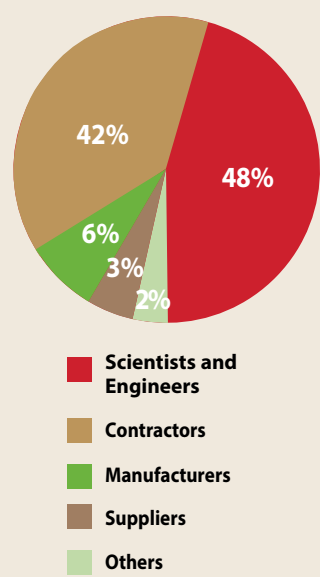
- The webinars should focus on technology, skills, and training over products and brands.
- All webinars are introduced by a National Ground Water Association staff member.
- A short live Q&A with viewers will follow the presentation.
- A commercial about your company provided by you can round out the session.
- There is a limit of two sponsored webinars per month.

Rate

\$2,000



NGWA's newsletter readership



30,000
Total distribution

31%
Average open rate
for member version

Delivered to more than 30,000, 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 6,700 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 24,000 prospective member industry professionals (21% open rate). The newsletters are authoritative and economical options for advertisers and brands interested in exposure to the groundwater industry.

Rates	Monthly
Top banner	\$700
Sponsored content*	\$600

- 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!



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 (214) 291-3652 or send a message to sales@ngwa.org

Your NGWA Sales Team

Michael Chapa

Jonathan Dalferes

Cooper Green

Mark Mohanna

Evelyn Reyes-Marquez





Groundwater
Monitoring & Remediation

Digital
Advertising
Platforms