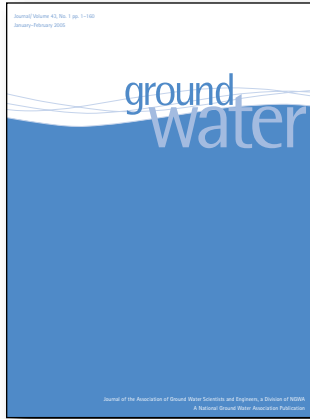


ground water



Ground Water is a leading technical publication strictly for ground water hydrogeologists. It commands an enviable reputation in its field. In fact, papers from the 45-year-old publication were downloaded more than 60,000 times in 2006.

The bimonthly publication is delivered to nearly 12,000 subscribers and contains peer-reviewed scientific articles on pertinent ground water subjects. It has been honored with publishing awards for six consecutive years. Black-and-white advertising is accepted in the journal.

2008 Advertising Rates

Black and White Rates				
GW	1x	3x	6x	12x
Full	2110	1600	1520	1380
1/2	1350	1045	990	900
1/4	955	755	715	655

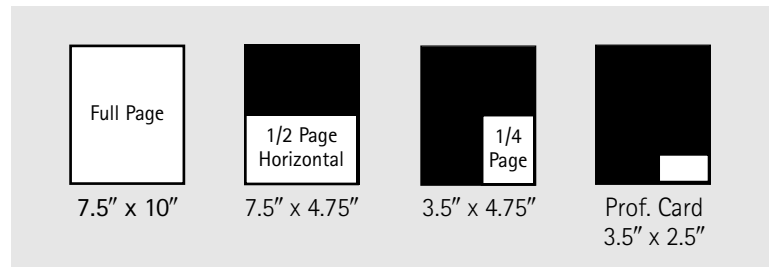
Frequency discounts can be earned in conjunction with *Water Well Journal* and *Ground Water Monitoring & Remediation*.

Professional Card/ \$620 for six issues

2008 Ad Materials Deadlines	
Issue	Closing Date
January/February	November 30
March/April	February 1
May/June	April 1
July/August	June 2
September/October	August 1
November/December	October 1

Ground Water Mechanicals

Ad Sizes	Width-Depth
1 page	7.5" x 10"
1/2 page	7.5" x 4.75"
1/4 page	3.5" x 4.75"
Professional Card	3.5" x 2.5"



Mechanical Requirements

Trim Size: 8.25" x 11.25"

Type Page: 7.5" x 10"

Digital Requirements

See page 12.

Binding/ Perfect Binding

Bleed

There is no charge for bleeds.

Single page bleed negs 8.625" x 11.625"

Trims to 8.25" x 11.25"

Type page is 7.25" x 10"

Spreads

For spread information, please contact the advertising department at 800 551.7379.

Shipping Instructions

Ask advertising manager for ad submission instructions.

Inserts

Call your sales rep for more details.

Professional Services Section

Firms may advertise their professional services in this special section at an outstanding value – \$650 for six issues!

Ads must run in six consecutive issues and no agency discounts are allowed. No equipment advertising is accepted in this section. Any changes after the approved copy is run in one issue will be charged at \$50.

Mechanicals/ 3.5" x 2.5". Black and white only.

Art produced by the publication free of charge, if desired. Other accepted formats: digital (see page 12 for guidelines), negatives, or positives.

For an even better value, purchase a combination deal and advertise your service in both *GWMR* and *Ground Water* – only \$1240 for 10 issues – and you'll get the 11th ad free!

Classified Employment Advertising

Undisplayed classified advertising \$12 per typeset line (approximately 8 words per line). You can also add your company logo for \$50.