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At NGWA, we offer you the best venue to reach your target audience.

Our three award-winning publications provide our readers with unbiased, accurate information and news from a variety of industry sources. We provide the latest news and cutting-edge product information; the most comprehensive buyers guides; award-winning feature writing; columns written by industry experts; and regular departments filled with reliable, important information.

But NGWA publications do much more than that—they also serve their advertisers. We provide you with multiple vehicles to deliver your advertising message. The content of our publications is retained by our readers (confirmed by an independent study). They are professionally managed and our customer service is top notch.

We want to partner with you. Make sure your next advertising campaign includes NGWA publications.

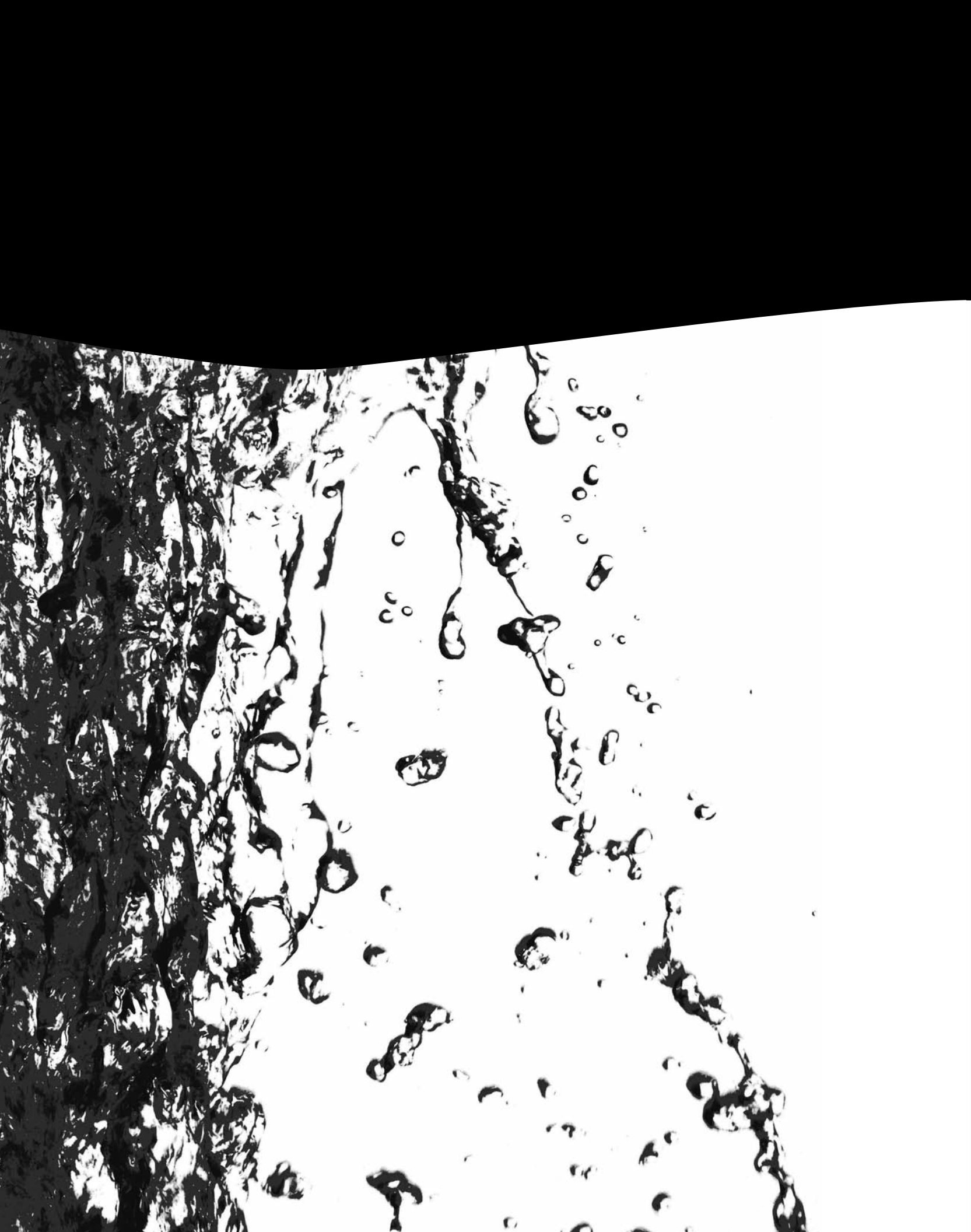


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Advertising Policies

General Advertising Rates

WWJ frequency rates: Number of insertions used within 12 months from date of first insertion of contract determines frequency rate. 1/8 page is the minimum rate-holder size for earning frequency discount on larger space and the minimum frequency to hold rates in a 12-month period is 3x. Each page or fraction of a page counts as one insertion.

GWMMR and GW frequency rates: Number of insertions used within 12 months from date of first insertion of contract determines frequency rate. 1/3 page in *GWMMR* is the minimum rate-holder size for earning frequency discount on larger space (1/4 page in *GW*) and the minimum frequency to hold rates in a 12-month period is 4x. Each page or fraction of a page counts as one insertion.

All new advertisers must prepay for first insertion.

Credit and Prepayment Policy

All customers must prepay amounts for classified ads and other forms of advertising, for which the monthly total is less than \$500. All display ad customers must complete a credit application, which is included with the media kit, for our files.

A word about agency remittances: Remember that the laws in most states make the customer, not the agent, ultimately responsible for payment of invoices. If your agent does not pay us, you will be held responsible for the invoice, even if you have already paid the agent. We will be enforcing the existing policy that requires our customers to make payment on invoices within 30 days of receipt and will void any discounts earned by customers or agents if we have not received payment within the stated terms.

Prepayment Discount

A **5% discount** will be offered to all advertisers and agencies who prepay for a full contract year with their first insertion. State sales tax will be added where required.

Agency Commission/Display Ads

15% of gross billing allowed to recognized agencies on space, color, bleed, and position, provided account is paid within 30 days from invoice date. All mechanical charges are non-commissionable (back-up, binding, etc.).

Short Rates and Rebates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they had been billed. No contract is accepted for a period exceeding 12 months.

Make Good

A "make good" ad is run at no charge to the advertiser as the result of an error by the publisher and/or its printer. A "make good" ad must be used during the 12-month contracted period and does not count toward frequency. Publisher must be notified in writing no later than 30 days after issue mails if the advertiser has a problem with an ad.

Publisher's Copy Protection Clause

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that it believes is not in keeping with the publication's standards or is deemed as unsuitable or misleading.

Marketing Services

Direct-Mail Service

Through National Ground Water Association's direct-mail service, the *Ground Water Monitoring & Remediation* and the *Water Well Journal* subscription lists are available to direct-mail service users. All or any part of each list may be used. Simply let us know the segment of the market to which you wish your material to be sent. Many of our advertisers have found that direct-mail campaigns are the perfect adjunct to their marketing plans. A display advertisement, followed up with a direct-mail piece, has proven again and again to be an effective marketing strategy.

Please note: In order to be eligible for this service, you must be a current, contracted advertiser of *WWJ* or *GWMMR*. Only those firms purchasing the equivalent of six 1/4 page, black-and-white display ads in *WWJ*, or four 1/3 page black-and-white display ads in *GWMMR*, can utilize the direct-mail service.

Pricing is based on the cost of the list, the services we provide, and the cost of postage.

Advertiser Index

An advertiser index and advertiser product directory are provided free of charge to help make your advertisement easy to locate. While every attempt is made to make the index accurate, the publisher assumes no responsibility for omissions or errors. The publisher reserves the right to omit index if space constraints require such action.

Bonus Distribution

Issues of *Water Well Journal*, *Ground Water Monitoring & Remediation*, and *Ground Water* are distributed at national and international conventions, trade shows, and exhibitions.

Call for a full list.

Buyers Guides

Ground Water Monitoring & Remediation's annual Buyers Guide is one of the most popular features of *GWMMR's* Summer issue, and all those who advertise in

the Summer issue receive five free product listings in it. Online submission will begin on May 2 with a deadline of June 2.

The *Water Well Journal* annual Buyers Guide, published each year in March, is one of our most popular issues and contains a special bonus for *WWJ* advertisers. All those who advertise in *WWJ* during the previous year receive a free listing in the following year's Buyers Guide. Online submission will begin on October 1 with a deadline of November 21.

Reader Inquiry Forms

Reports are generated monthly to help provide you with a sales management tool. Basic information includes respondent name, company, accurate address, and profile for lead follow-up. Reader Service Card numbers are assigned as a free service, and the publisher accepts no responsibility for inadvertent omissions. All display advertisements are assigned a reader service number unless the publisher is otherwise advised. Multiple numbers cannot be assigned.

Products and Literature

Water Well Journal offers a free test market for new products to our advertisers, as well as others. All releases to be considered for *WWJ* must reach the publisher by the 15th of two months preceding publication (May 15 for July issue). You can ask for the release to run in a specific month so your product matches the focus of the issue. All product/literature releases selected are assigned a Reader Service Card number so responses can be monitored.

Equipment News

Ground Water Monitoring & Remediation offers a free test market for new products to our advertisers, as well as others. All releases to be considered for the Equipment News column must reach the publisher by the 1st of two months preceding publication date (August 1 for Fall).

Web Site Advertising

www.NGWA.org and www.wellowner.org

Your company can place its banner advertisement on the front page of any of the areas of National Ground Water Association's Web sites (excluding NGWA.org home page). With more than 1 million distinct visitors and 6 million page requests in the last year, NGWA.org is the world's source for ground water information. The National Ground Water Association's Web site has earned its reputation as "one of the best sites in the scientific community" and has won four national awards in the last four years. Web site advertising is an inexpensive way to increase your company's exposure in an international arena.

It's easy and effective. What better way to increase your visibility in the ground water market than with an ad on NGWA.org or wellowner.org!

Banner Ads: \$850/month
 \$2300/three months

Contact your sales representative to receive more information.

Sponsor NGWA Expos, Conferences, and Events

Inquire about affordable sponsorship opportunities available at the annual NGWA Ground Water Expo! It's a fun way to supplement your marketing campaign. NGWA also holds several well-regarded regional and emerging issues conferences throughout the year, all offering sponsorship opportunities. Check our calendar at www.NGWA.org for a complete list of events by NGWA, the industry leader in continuing professional education.

Among some of the sponsorships at past events have been registration areas, dinners, speakers, receptions, and shuttle transportation. Try one of these or think of your own and share it with us!

Marketing Opportunities Available Through the National Ground Water Association

Exhibit at the Ground Water Expo — Las Vegas, Nevada, December 2008

Exhibiting at the annual NGWA Ground Water Expo, the industry's premier event, is a must for your 2008 strategic marketing plan — especially as NGWA celebrates its 60th year. Don't miss out on this opportunity to:

- Meet face-to-face with ground water contractors, suppliers, drillers, and consultants.
- Talk with serious shoppers and buyers.
- Get the word out about your products and services.
- Increase your U.S. and international leads.

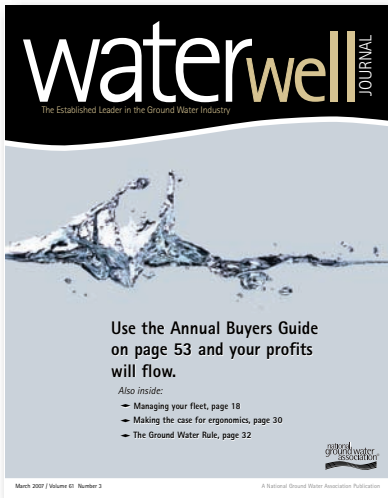
Be at the Pacific Northwest Ground Water Exposition

Make sure you are in Portland, Oregon, in February. Advertise and promote your products to this section of the country at this biannual event.

Exhibit at the Ground Water Summit

Now in its fourth year, the Ground Water Summit is an annual conference that engages local, national, and international science partners. You'll want to have a presence at the event March 30-April 3 in Memphis, Tennessee.

Ask about exhibiting opportunities at NGWA's other Focus Conferences throughout 2008.



Water Well Journal

Align with our
award-winning publication!

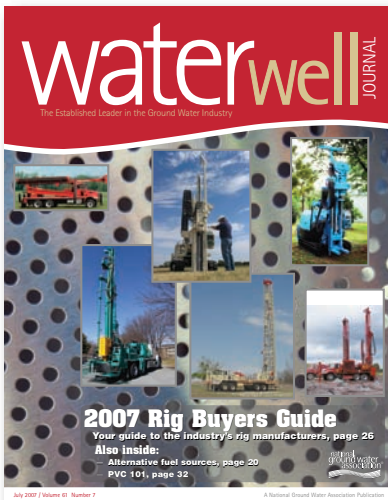
Water Well Journal has been recognized as the leading industry journal for business owners in the ground water industry for more than 60 years.

The monthly publication of the National Ground Water Association, *Water Well Journal* provides award-winning coverage on everything for the decision-maker working in the industry. Throughout the year, topics related to drilling and pump installation, rig maintenance, well rehabilitation, water quality and treatment, on-the-job safety, and geothermal drilling and installation are written by industry experts.

But *Water Well Journal* focuses on more than just the job site because the industry features many family-run business owners. So articles on management, sales strategies, investing profits, human resources, legal issues, and government affairs appear in every issue.

These features make *Water Well Journal* the most complete publication serving the ground water industry. The industry agrees. Consider that:

- More than 93 percent said *Water Well Journal* is "very useful" or "somewhat useful" to their job, an increase of 6 percent in the last 10 years.
- Nearly 96 percent of the readers said *Water Well Journal* is a valuable source of information, stating the technical level is "about right."
- A total of 77 percent of readers have told us they save their journals – an increase of more than 25 percent in the last 10 years.



We Reach Your Market

Water Well Journal is mailed every month to more than 24,000 subscribers actively engaged in the ground water industry. The majority are full-service water well contractors and drillers. They are involved in water well drilling, pump installation, geolooping, well rehabilitation, water treatment, monitoring, and environmental drilling and monitoring. The journal also goes to suppliers, wholesalers, manufacturers, and manufacturer representatives who serve the industry, as well as others allied to the field.

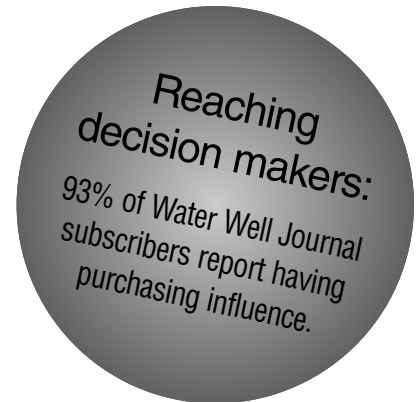
The audience consists of decision-makers. Every month, the publication arrives on the desks of owners and presidents, vice presidents, general managers, foremen/supervisors, consultants/engineers, drillers, and pump installers.

We Have Our Readers' Respect

NGWA did an extensive survey of its membership in 2006. Among the findings about *Water Well Journal*:


- Among contractors, a free subscription to the *Water Well Journal* tied free accidental death and dismemberment insurance for employees as their most valuable benefit (61 percent).
- Suppliers listed the publication as their top benefit (84 percent).
- 78 percent of contractors said they strongly agree that *Water Well Journal* contains valuable information about the ground water industry products, services, and technologies.
- 86 percent of contractors, 83 percent of manufacturers, and 80 percent of suppliers strongly or somewhat agreed that NGWA provides useful industry-specific resources such as buyers guides, reports, articles, and news for business planning.

Sources: 2003 *Water Well Journal* Survey of the Ground Water Contracting Industry, conducted by Research USA; 2004 *Water Well Journal* Survey of the Ground Water Contracting Industry, conducted by Research USA.



Partner With Us

Make sure you align yourself with *Water Well Journal*. Here are some of the benefits for doing so.

- We have an audited circulation. An independent third party, BPA International, verifies that your advertisement is reaching a qualified, targeted audience. 
- *Water Well Journal* is an award-winning publication. The editorial content of *Water Well Journal* continues to lead the market. In fact, *Water Well Journal* has been given an award of excellence in writing in the 2007 and 2006 Apex Awards, sponsored by Communication Concepts Inc. for "Magazines and Journals (Entire Issue)." From 2003 through 2007, *Water Well Journal* staffers have garnered 12 awards for excellence in writing and production. It has won the categories of feature writing, personal profiles, covers, and most improved. Editor Thad Plumley and Associate Editor Jennifer Strawn have garnered multiple awards. 
- Our tabloid-size publication is printed on a 40-pound, glossed paper with a 60-pound stock for the covers. Simply put, your advertisement will look the best in *Water Well Journal*.

2008 Marketing/Ad Planning Calendar

Issue Focus	Bonus Distribution*	Deadlines
January Emerging Markets	Texas Ground Water Association Annual Convention and Trade Show	Ad deadline: November 30
February Ground Source Heat Pumps	Mountain States Ground Water Association Expo Pacific Northwest Ground Water Exposition	Ad deadline: January 2
March Annual Buyers Guide and Directory of Manufacturers The most comprehensive guide in the industry! Display advertisers receive unlimited free listings and free listings on our Web site, NGWA.org. Our online Buyers Guide is searchable and the best in the industry!	Michigan Ground Water Association Annual Convention and Trade Show New England Water Well Association Expo Water Quality Association 33rd Annual Convention	Buyers Guide submission deadline: November 21 Ad deadline: February 1
April Well Rehabilitation		Ad deadline: February 29
May Annual Pumps Issue Pump manufacturers get free listing in the pump buyers guide	Florida Ground Water Association Annual Convention and Trade Show Canwell, Canada's Groundwater Symposium	Pump Buyers Guide deadline: February 29 Ad deadline: April 1
June Water Quality/Water Treatment		Ad deadline: May 1

Issue Focus	Bonus Distribution*	Deadlines
<p>July Drilling Rigs/Tips/Techniques Rig manufacturers get free listing in the annual new rig buyers guide.</p>	<p>South Atlantic Well Drillers JUBILEE, Myrtle Beach, South Carolina</p>	<p>Rig Buyers Guide deadline: May 1 Ad deadline: June 2</p>
<p>August Safety</p>		<p>Ad deadline: July 1</p>
<p>September Business Management</p>		<p>Ad deadline: August 1</p>
<p>October 2008 Ground Water Expo Issue: The most comprehensive guide to the industry's biggest show by the National Ground Water Association</p> <ul style="list-style-type: none"> ■ Show Preview and Guide ■ Preview of new products 	<p>Ohio Water Well Association Annual Convention/Trade Show California Groundwater Association Convention/Trade Show IGSHPA Technical Conference and Expo National Ground Water Expo</p>	<p>Ad deadline: September 1</p>
<p>November Water Conservation and Green Technology</p>	<p>National Ground Water Association's 2008 Ground Water Expo Las Vegas, Nevada</p>	<p>Ad deadline: October 1</p>
<p>December State of the Industry Report and Year In Review</p>	<p>National Ground Water Association's 2008 Ground Water Expo Las Vegas, Nevada</p>	<p>Ad deadline: October 31</p>

*Calendar subject to change. Call for updated bonus distribution calendar. We add to our list as shows are added through the year.

2008 Ad Rates and Mechanicals

Black & White Rates				
	1x	3x	6x	12x
Full	2490	2370	2190	2040
1/2 (island)	1945	1730	1645	1450
1/2	1600	1450	1335	1185
1/3	1300	1220	1115	995
1/4	985	950	890	775
1/6	895	840	785	735

Frequency discounts may be earned in conjunction with *Ground Water Monitoring & Remediation* and *Ground Water*.

Color Rates (per page or less)	
4-color process per page (1/2 pg. or larger)	\$ 900
4-color process per page (1/3 pg. or smaller)	\$ 575
4-color process per spread	\$1550
Matched, metallic process	\$ 515
Standard AAAA colors (red, green, blue, yellow)	\$ 360
5th color	\$ 515

Three-color ads are charged as four-color and must be produced as four-color separations.

All rates gross ■ No charge for bleed ■ 15% discount to recognized agencies

<p>Covers Price is for space only. For color rates, see color rate charges. FC – not sold IFC – contracted rate + 35% IBC – contracted rate + 30% BC – contracted rate + 45%. Four-color only for covers.</p>	<p>Spreads For detailed spread information, contact the <i>WWJ</i> Advertising Department at 800 551.7379.</p> <p>Guaranteed Position Any guaranteed position – contract space rate plus 15%. To guarantee successive pages, space rate plus 10%.</p>
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Color rotations/ black, blue, red, yellow.
 PROGRESSIVE PROOFS OR COLOR KEY
 REQUIRED.

Binding/ Saddle-stitch.

Closing and Publication Dates

INSERTION ORDERS must reach publisher by the first of the month preceding publication (December 1 for January). Each issue is mailed on or before the first of each month.

Inserts

Contact your sales rep for more information

Classified Advertising

A great, inexpensive way to supplement your display advertising!

Rates

Undisplayed (line) ads

\$7.50 per line (approximately 35 characters per line). Minimum charge is four lines. No new equipment advertising accepted in undisplayed classified.

Display ads

\$57 per column inch. Minimum size: 1 column x 1". Maximum size: 1 column x 5" or 2 columns x 4", with the exception of "help wanted" ads.

A 12-frequency discount for a display classified is offered at a cost of \$46 per column inch. A six-time frequency discount is offered at a cost of \$52 per column inch. A three-time frequency discount is offered at a cost of \$55 per column inch.

Add a Color

Add a color to your display classified ad for \$49 per insertion. Most colors are available. Call for details.

Mechanicals

Columns measure 2 1/8" wide. We can design your ad for you.

Deadlines

First of month preceding publication (December 1 for January issue).

All classified ads are posted on our Web site at www.NGWA.org prior to the issue mail date, at no additional charge to the advertiser.

Mechanical Requirements:

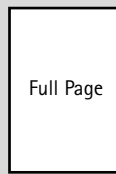
Full Page	Live: 9.5" × 12.5"
	Trim: 10.5" × 13.5"
	Bleed: 10.75" × 13.75"
Two-Page Spread	Live: 20" × 12.5"
	Trim: 21" × 13.5"
	Bleed: 21.25" × 13.75"
1/2 Page Horiz.	9.5" × 6.125"
Junior Page (1/2 Island)	6.25" × 9.5"
1/3 Page Vert.	3" × 12.5"
1/3 Page Horiz.	9.5" × 4"
1/3 Page Square	6.25" × 6.125"
1/4 Page Vert.	4.625" × 6.125"
1/6 Page Vert.	3" × 6.125"

All fractional sizes are listed as non-bleed and should include a rule around.



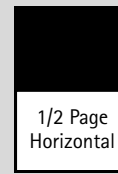
Two-Page Spread

20" x 12.5"



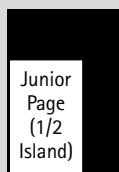
Full Page

9.5" x 12.5"



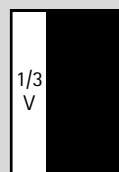
1/2 Page Horizontal

9.5" x 6.125"



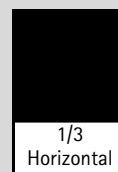
Junior Page (1/2 Island)

6.25" x 9.5"



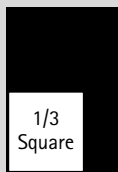
1/3 V

3" x 12.5"



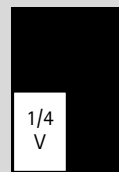
1/3 Horizontal

9.5" x 4"



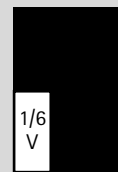
1/3 Square

6.25" x 6.125"



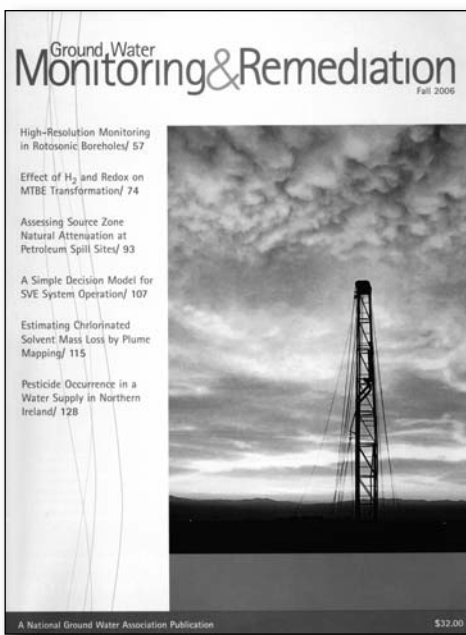
1/4 V

4.625" x 6.125"



1/6 V

3" x 6.125"



Ground Water Monitoring & Remediation

Reach our large cleanup audience!

For 28 years, *Ground Water Monitoring & Remediation* has been the leading publication in the field of ground water monitoring and cleanup. The award-winning journal reaches more than 12,000 readers every quarter. The audience consists of ground water geologists, hydrologists, engineers, college and university professors, suppliers, manufacturers, and drilling contractors.

The publication is a mix of peer-reviewed papers, project recaps, columns by leaders in the industry, EPA updates, industry news, and equipment news. This combination gives the journal a unique position in the field. Each year, thousands of papers from the journal are downloaded by those conducting research on ground water cleanup.

The publication also produces an annual buyers guide within the pages of its summer issue. This reading audience has purchasing influence of equipment, products, and services. Make sure you are a part of this one-of-a-kind publication.

Ground Water Monitoring & Remediation

People Use Our Buyers Guide

The Annual Buyers Guide is a popular feature of every Summer issue. It is always more than 40 pages of key information about your company and products. The listings include your contact information, the names of your products and their applications, dimensions, and descriptions. An online version of the buyers guide also appears on NGWA.org. This version is totally searchable, making it easy for users to find you when they are seeking a product or service.

Our Issues are Available at Key Conferences

Copies of *Ground Water Monitoring & Remediation* are always at the key industry-related conferences around the country. Along with the Ground Water Summit in Memphis, Tennessee, and the Ground Water Expo in Las Vegas, Nevada, issues will be available at all of NGWA's focus conferences in 2008. The issues are always available for attendees to take home, putting your information in front of thousands of people.

2008 Ad Planning Calendar

Issue	Ad Deadline	Mail Date	Bonus Distribution
<i>Winter</i> (January–March)	January 7	February 14	Ground Water Summit/Memphis, Tennessee
<i>Spring</i> (April–June)	April 7	May 15	Petroleum Hydrocarbons and Organic Chemicals in Ground Water Focus Conference
<i>Summer</i> (July–September) **Annual Buyers Guide	July 7	August 15	NGWA 2008 Ground Water Expo/ Las Vegas, Nevada
<i>Fall</i> (October–December)	October 7	November 14	NGWA 2008 Ground Water Expo/ Las Vegas, Nevada

** Buyers Guide online submission must be completed by June 2 to be included in the listing.

Black and White Rates				
GWMR	1x	4x	6x	12x
Full	2110	1600	1520	1380
2/3	1900	1450	1390	1255
1/2	1350	1045	990	900
1/3	955	755	715	655

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

Color Rates (Per page or less)	
Standard	\$ 270
Matched, metallic, process	\$ 400
4-color process per page	\$ 850
4-color process per spread	\$1400
5th color	\$ 370

Three-color ads are charged as four-color and must be produced as four-color separations.

All rates gross ■ No charge for bleed ■ 15% discount to recognized agencies

Covers

Contracts for cover ads run for four consecutive issues and are non-cancellable.

- FC – not sold
- IFC – contracted rate + 35%
- IBC – contracted rate + 30%
- BC – contracted rate + 45%

Four-color only for covers.

Guaranteed Position

Any guaranteed position – contract space rate plus 15%. To guarantee successive pages, space rate plus 10%.

Any guaranteed position within the first 32 pages must be full-page, four-color.

GWMMR Mechanicals

Ad Sizes	Width-Depth
1 page	7" x 10"
2/3 page	4.5625" x 10"
1/2 page	7" x 4.875"
1/3 page	4.5625" x 4.875"

Mechanical Requirements

Trim size: 8.125" x 10.875"

Type page: 7" x 10"

Color rotations: black, blue, red, yellow
 PROGRESSIVE PROOFS OR COLOR KEY
 REQUIRED.

Digital Requirements

See page 12 for specifications.

Binding/ Perfect Binding

Bleed

There is no charge for bleeds.

Single-page bleed negs 8.3125" x 11.25"

Trims to 8.125" x 10.875"

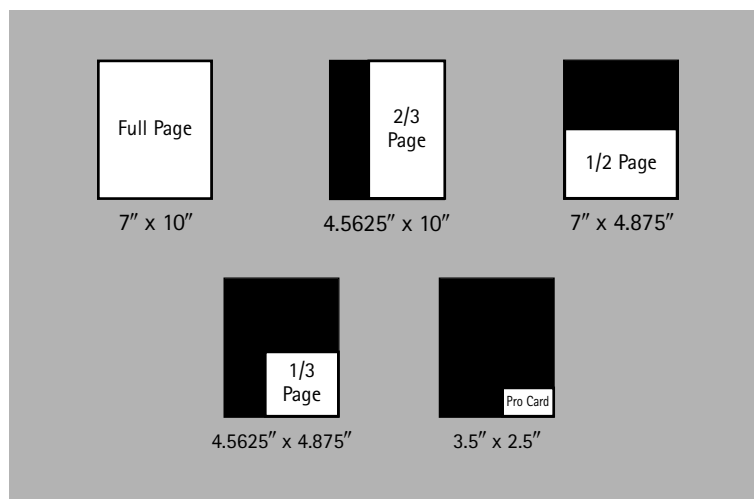
Type page is 7" x 10"

Spreads

For detailed spread information, contact
 the *GWMMR* advertising department at
 800 551.7379.

Shipping Instructions

Ask advertising manager for ad submission instructions.



Inserts

Call your sales rep for details.

Professional Services Section

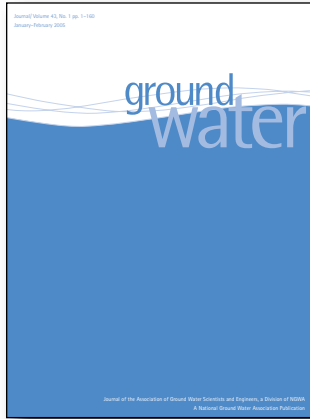
Firms may advertise their professional services in this special section at an outstanding value – \$650 for four issues!

Ads must run in four 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 *GWMMR* and *Ground Water* – only \$1240 for 10 issues – and you'll get the 11th ad free!

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

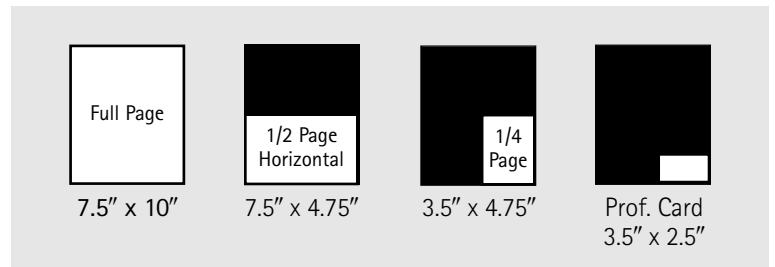
Frequency discounts can be earned in conjunction with *Water Well Journal* and *Ground Water Monitoring & Remediation*.

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.

Digital Ad Guidelines

File Format

Preferred format: PDF, EPS, TIFF

The following source files are accepted with additional costs and are expected to follow all requirements listed in this document: Quark Xpress, PageMaker, Adobe Illustrator, Adobe Photoshop, Macromedia Freehand.

NOTE: When using Adobe Illustrator/Macromedia Freehand, it is preferred to have all fonts converted to outline/paths before submission.

Supporting Fonts: Postscript Type 1. Include all fonts for any embedded graphics as well. DO NOT menustylize fonts.

Supporting Images: TIFF and EPS to the following minimum resolution specifications:

- Lineart (Bitmap) images at 1000 dpi
- Grayscale and Color images at 300 dpi
- Combination Grayscale and Color images at 500 dpi

Higher image resolutions are acceptable as these represent minimum requirements, but in some cases unnecessary additional resolution will be discarded to maintain smaller file sizes.

Page Layout

Regardless of the format supplied, all ads must conform to the following:

- Final size must meet journal trim size and include $\frac{1}{8}$ " bleed image on all four sides.
- Do not include trim marks on ads.
- No content is to be within a $\frac{1}{4}$ " of trim size.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All Color ads should be supplied as composite files.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and lineart images should be of a minimum $\frac{1}{2}$ pt thickness at final size to reproduce effectively on press.

Color Management/ICC Profiles

Files supplied should NOT contain any form of color management or inclusion of ICC Profiles. Proofs, however, should be generated using SWOP standard color management (dot gain) accommodations to ensure accurate prediction of final print quality.

Color Space

All color images and files are to be supplied in CMYK color space with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Spot colors are to be identified as the correct PMS number and not a custom color such as "PMS Dark Blue." PMS colors will be converted to process unless specified otherwise. When using both art and layout programs, be sure to use the same PMS naming in both applications. (e.g., PMS 201CV and PMS 201CVC would generate two different plates).

Trapping and Screening

Files are NOT to be trapped or prescreened. Our Prepress department will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening.

Copydot Images

Dartmouth Printing Company requires composite files and also requires that files be tested prior to submission to production to confirm RIP compatibility.

Proofs

All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP compliant contract proof, which includes color bars, to accompany the submission. DPC will not go to press with a color ad unless a contract proof is on hand. If a contract proof is not supplied, then one will be made at cost to the customer and we may additionally send a second proof out for approval before printing.

All contract color proofs must be color managed according to SWOP standard (www.swop.org).

Media

- CD-ROM/ISO 9660, ZIP 100 & 250MB
- For FTP transfer, contact your CSR for access.
- E-mail attachments of less than 2MB are acceptable if the file is stuffed/zipped for file integrity.

Contact Information

Dartmouth Printing Company
Hanover, NH 03755
603-643-2220



Manufacturers Division Membership Application

Name _____ Birthdate ____/____/____

Company _____ Title _____

Company Address _____ City, State, Zip _____

Main location Branch

Business phone _____ Fax _____ Web address _____

E-mail address (office) _____ E-mail address (home) _____

NGWA occasionally makes members' postal addresses (not e-mail) available to vendor partners who supply products and services to the ground water community. If you prefer not to be included on these lists, please contact NGWA customer service at 800 551.7379 or e-mail customerservice@ngwa.org with your request.

U.S., Canada, and Mexico Applicants/

Dues based on sales volume (Includes one member)

Gross Sales Volume

- Less than \$1 million or newly formed company (<1 yr) \$ 315
- \$1 to \$5 million \$ 475
- \$5 to \$15 million \$ 795
- \$15 to \$50 million \$1,170
- More than \$50 million \$1,380

International Applicants/

(add additional \$25 for bank transfers)

NGWA Annual Dues

- \$ 335
- \$ 490
- \$ 810
- \$1,185
- \$1,395

Additional Personnel/

Company membership includes one member.

- Employee member \$50
- International Employee \$65

Company must be a member for employees to join. Each person must complete an application.

Your membership includes a subscription to *Water Well Journal*.

Optional member services/

Check to order

- Ground Water* subscription
- Ground Water Monitoring & Remediation* subscription
- The National Ground Water Research and Educational Foundation is focused on conducting educational research and other charitable activities related to a broader public understanding of ground water. Contributions are tax deductible to the fullest extent of the law.

US	CAN	MEX	INTL
\$30	\$40	\$40	\$60
\$30	\$40	\$40	\$60
Suggested Contribution		Suggested Contribution	
\$25		\$25	
\$50		\$50	
\$100		\$100	
\$ _____		\$ _____	
\$ _____		\$ _____	

Payment/

Total Optional Services →

Membership Fees \$ _____

Optional Services \$ _____

TOTAL ENCLOSED \$ _____

Membership may be paid by check, money order, Visa, MasterCard, Discover, or American Express (Circle one)

CC# _____ Expiration Date _____

Signature _____ Check/MO # (enclosed) _____

*Brokerage and customs charges may be applied.

Dues may be deductible as an ordinary and necessary business expense to the extent not allocated to lobbying expenditure. NGWA estimates that the nondeductible portion of dues is 30%.

Turn to page 2 for final step. → →

National Ground Water Association • P.O. Box 73124 / Cleveland, OH 44193 • 800 551.7379 / 614 898.7791

Fax/ 614 898.7786 / E-mail/ ngwa@ngwa.org / Web/ www.ngwa.org

MBJ07-App

Tell us more about you . . . /

This is the final step. To allow NGWA to better serve you, please provide the following information:

- What is the name of the chief executive of your employer? _____

Industry Description Please check ONE code from the list below.

- | | | |
|--|---|---|
| <input type="checkbox"/> 3A Mfg General | <input type="checkbox"/> 3E Mfg On-site Waste Water | <input type="checkbox"/> 3O Mfg Other _____ |
| <input type="checkbox"/> 3B Mfg Sales | <input type="checkbox"/> 3F Mfg Pumps | <input type="checkbox"/> 3R Mfg Retired |
| <input type="checkbox"/> 3C Mfg Representative | | |

Check up to 15 categories that best match your professional interests.

- | | | |
|--|---|--|
| <input type="checkbox"/> Administration/business service (ABS) | <input type="checkbox"/> GW development/management (GWD) | <input type="checkbox"/> Pumping tests (PUT) |
| <input type="checkbox"/> Air rotary drilling (ARD) | <input type="checkbox"/> GW identification/characterization (GWI) | <input type="checkbox"/> Pumps (PUM) |
| <input type="checkbox"/> All pumps (ALP) | <input type="checkbox"/> Health related issues (HRI) | <input type="checkbox"/> Recovery wells (REW) |
| <input type="checkbox"/> All services (ALS) | <input type="checkbox"/> Heat pumps (HEP) | <input type="checkbox"/> Research/technical development (RTD) |
| <input type="checkbox"/> All well types (AWT) | <input type="checkbox"/> Heavy equipment, rigs, etc. (HEQ) | <input type="checkbox"/> Reverse circulation drilling (RCD) |
| <input type="checkbox"/> Aquifer rehabilitation (AQR) | <input type="checkbox"/> Horizontal drilling (HDG) | <input type="checkbox"/> Rig components (RIG) |
| <input type="checkbox"/> Aquifer storage and recovery (ASR) | <input type="checkbox"/> Hydraulic push/direct push (HPD) | <input type="checkbox"/> Sample acquisition (SAA) |
| <input type="checkbox"/> Aquifer thermal energy storage (AES) | <input type="checkbox"/> Impact assessment (IMA) | <input type="checkbox"/> Screen (SCR) |
| <input type="checkbox"/> Auger drilling (AUD) | <input type="checkbox"/> Internet ground water data (IGD) | <input type="checkbox"/> Software and other information (SOI) |
| <input type="checkbox"/> Borehole geophysics (BOG) | <input type="checkbox"/> Irrigation wells (IRW) | <input type="checkbox"/> State regulator (REG) |
| <input type="checkbox"/> Cable tool drilling (CTD) | <input type="checkbox"/> Jet pump installation/service (JPI) | <input type="checkbox"/> Statistics (STA) |
| <input type="checkbox"/> Casing (CAS) | <input type="checkbox"/> Jetted well construction (JWC) | <input type="checkbox"/> Submersible pump installation (SPI) |
| <input type="checkbox"/> Casing/pipe/screen (CPS) | <input type="checkbox"/> Karst (KST) | <input type="checkbox"/> Tracing (TRA) |
| <input type="checkbox"/> Chemical analysis (CHE) | <input type="checkbox"/> Legal issues (LEI) | <input type="checkbox"/> Vertical line/shaft/pump installation (VLS) |
| <input type="checkbox"/> Comm/industrial wells (CIW) | <input type="checkbox"/> Livestock wells (LIW) | <input type="checkbox"/> Waste management (WAM) |
| <input type="checkbox"/> Contaminant control engineering (CCE) | <input type="checkbox"/> Mfg/geophysical instruments (MGI) | <input type="checkbox"/> Water treatment/conservation (WTC) |
| <input type="checkbox"/> Contaminant surveys (COS) | <input type="checkbox"/> Mfrs. representatives (MRP) | <input type="checkbox"/> Water systems accessories (WSA) |
| <input type="checkbox"/> Domestic wells (DOW) | <input type="checkbox"/> Modeling/software development (MSD) | <input type="checkbox"/> Water conditioning/treatment (WCT) |
| <input type="checkbox"/> Downhole TV inspection (DTV) | <input type="checkbox"/> Monitoring wells (MOW) | <input type="checkbox"/> Water quality testing (WQT) |
| <input type="checkbox"/> Driven well construction (DWC) | <input type="checkbox"/> Monitoring (MON) | <input type="checkbox"/> Well rehabilitation (WER) |
| <input type="checkbox"/> Economis (ECO) | <input type="checkbox"/> Mud rotary drilling (MRD) | <input type="checkbox"/> Well completion/delivery services (WCD) |
| <input type="checkbox"/> Environmental products (ENP) | <input type="checkbox"/> Municipal wells (MUW) | <input type="checkbox"/> Well construction products (WCP) |
| <input type="checkbox"/> Expert witness (EXW) | <input type="checkbox"/> Piezometer installation (PIE) | <input type="checkbox"/> Water yield enhancement (WYE) |
| <input type="checkbox"/> Fishing (FIS) | <input type="checkbox"/> Pipe and accessories (PIA) | <input type="checkbox"/> Well construction/inspect services (WCI) |
| <input type="checkbox"/> Foreign projects (FOP) | <input type="checkbox"/> Professional ethic/business practice (PEB) | <input type="checkbox"/> Well design (WED) |
| <input type="checkbox"/> Geophysical surveys (GES) | <input type="checkbox"/> Pump motors, motor protection (PMM) | <input type="checkbox"/> Wellhead protection (WHP) |
| <input type="checkbox"/> Geothermal energy (GTE) | | |

If you are interested in possibly serving on an NGWA committee or subcommittee, please mark your first, second, and third choices.

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Affiliate States | <input type="checkbox"/> Ground Water Protection | <input type="checkbox"/> Policy & Code of Regulations | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Industry Standard Awareness | <input type="checkbox"/> Professional Development | <input type="checkbox"/> Standard Bearers |
| <input type="checkbox"/> Convention | <input type="checkbox"/> Insurance Programming | <input type="checkbox"/> Public Awareness | <input type="checkbox"/> Well Construction/Pump _____
Installation Certification |
| <input type="checkbox"/> Credentials | <input type="checkbox"/> Interest Group Oversight | <input type="checkbox"/> Publishing | |
| <input type="checkbox"/> DOT/OSHA | <input type="checkbox"/> Membership | <input type="checkbox"/> Rural Water | |

Interested in joining an NGWA Special Interest Group? Please indicate choice below.

- | | | |
|-------------------------------|--------------------------------|------------------------------------|
| ___ Aquifer Protection | ___ Ground Water Law | ___ Microbial Ground Water Quality |
| ___ Developing Countries | ___ Ground Water Modeling | ___ Regulators |
| ___ Geothermal Energy | ___ Horizontal Wells | ___ Transboundary Ground Water |
| ___ Ground Water Availability | ___ Internet Ground Water Data | |

Return this completed form with full payment to begin your NGWA membership.

Watch the mail for your new member information!



Suppliers Division Membership Application

Name _____ Birthdate ____/____/____

Company _____

Address _____ City, State, Zip _____

Business phone _____ Fax _____ Web address _____

E-mail address (office) _____ E-mail address (home) _____

NGWA occasionally makes members' postal addresses (not e-mail) available to vendor partners who supply products and services to the ground water community. If you prefer not to be included on these lists, please contact NGWA customer service at 800 551.7379 or e-mail customerservice@ngwa.org with your request.

U.S., Canada, and Mexico Applicants/

- Corporate \$370
- *Employee \$ 50

International Applicants/ (add additional \$25 for bank transfers)

- Corporate \$385
- *Employee \$ 65

*Company membership includes one member. The company must be a member for employees to join. Each member must complete an application.

Name of individual or organization who referred you to membership _____

Your membership includes a subscription to *Water Well Journal*.

Optional member services/ Check to order

- Ground Water* subscription
- Ground Water Monitoring & Remediation* subscription (free to qualified monitoring suppliers)
- The National Ground Water Research and Educational Foundation is focused on conducting educational research and other charitable activities related to a broader public understanding of ground water. Contributions are tax deductible to the fullest extent of the law.

	US	CAN	MEX	INTL
	\$30	\$40	\$40	\$60
	\$30	\$40	\$40	\$60
Suggested Contribution	\$25			\$25
	\$50			\$50
	\$100			\$100
	\$ _____			\$ _____
Total Optional Services →	\$ _____			\$ _____

Payment/

Membership Fees \$ _____

Optional Services \$ _____

TOTAL ENCLOSED \$ _____

Membership may be paid by check, money order, Visa, MasterCard, Discover, or American Express (Circle one)

CC# _____ Expiration Date _____

Signature _____ Check/MO # (enclosed) _____

*Brokerage and customs charges may be applied.

Dues may be deductible as an ordinary and necessary business expense to the extent not allocated to lobbying expenditure. NGWA estimates that the nondeductible portion of dues is 30%.

Turn to page 2 for final step. → →

Tell us more about you . . . /

This is the final step. To allow NGWA to better serve you, please provide the following information:

- What is the name of the chief executive of your employer? _____
- Is the location listed for your membership your employer's main location, a branch, or your home address?
(Check one, please) Main location Branch location My home address

Industry Division Codes

Please circle ONE code from the list below.

- | | | |
|--|--|--|
| <input type="checkbox"/> 2A Supplier Full Service GW | <input type="checkbox"/> 2D Supplier On-site Waste Water | <input type="checkbox"/> 2O Supplier Other |
| <input type="checkbox"/> 2B Supplier Some GW Lines | <input type="checkbox"/> 2E Supplier Equipment | <input type="checkbox"/> 2R Supplier Retired |
| <input type="checkbox"/> 2C Supplier Management Services | | |

Circle up to 15 categories

that best match your professional interests.

- | | | |
|--|---|--|
| <input type="checkbox"/> Administration/business service (ABS) | <input type="checkbox"/> GW development/management (GWD) | <input type="checkbox"/> Pumps (PUM) |
| <input type="checkbox"/> Air rotary drilling (ARD) | <input type="checkbox"/> GW identification/characterization (GWI) | <input type="checkbox"/> Recovery wells (REW) |
| <input type="checkbox"/> All pumps (ALP) | <input type="checkbox"/> Health related issues (HRI) | <input type="checkbox"/> Research/technical development (RTD) |
| <input type="checkbox"/> All services (ALS) | <input type="checkbox"/> Heat pumps (HEP) | <input type="checkbox"/> Reverse circulation drilling (RCD) |
| <input type="checkbox"/> All well types (AWT) | <input type="checkbox"/> Heavy equipment, rigs, etc. (HEQ) | <input type="checkbox"/> Rig components (RIG) |
| <input type="checkbox"/> Aquifer rehabilitation (AQR) | <input type="checkbox"/> Horizontal drilling (HDG) | <input type="checkbox"/> Sample acquisition (SAA) |
| <input type="checkbox"/> Aquifer storage and recovery (ASR) | <input type="checkbox"/> Hydraulic push/direct push (HPD) | <input type="checkbox"/> Screen (SCR) |
| <input type="checkbox"/> Aquifer thermal energy storage (AES) | <input type="checkbox"/> Impact assessment (IMA) | <input type="checkbox"/> Software and other information (SOI) |
| <input type="checkbox"/> Auger drilling (AUD) | <input type="checkbox"/> Internet ground water data (IGD) | <input type="checkbox"/> State regulator (REG) |
| <input type="checkbox"/> Borehole geophysics (BOG) | <input type="checkbox"/> Irrigation wells (IRW) | <input type="checkbox"/> Statistics (STA) |
| <input type="checkbox"/> Cable tool drilling (CTD) | <input type="checkbox"/> Jet pump installation/service (JPI) | <input type="checkbox"/> Submersible pump installation (SPI) |
| <input type="checkbox"/> Casing (CAS) | <input type="checkbox"/> Jetted well construction (JWC) | <input type="checkbox"/> Tracing (TRA) |
| <input type="checkbox"/> Casing/pipe/screen (CPS) | <input type="checkbox"/> Karst (KST) | <input type="checkbox"/> Vertical line/shaft/pump installation (VLS) |
| <input type="checkbox"/> Chemical analysis (CHE) | <input type="checkbox"/> Legal issues (LEI) | <input type="checkbox"/> Waste management (WAM) |
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| <input type="checkbox"/> Driven well construction (DWC) | <input type="checkbox"/> Monitoring (MON) | <input type="checkbox"/> Well completion/delivery services (WCD) |
| <input type="checkbox"/> Economics (ECO) | <input type="checkbox"/> Mud rotary drilling (MRD) | <input type="checkbox"/> Well construction products (WCP) |
| <input type="checkbox"/> Environmental products (ENP) | <input type="checkbox"/> Municipal wells (MUW) | <input type="checkbox"/> Water yield enhancement (WYE) |
| <input type="checkbox"/> Expert witness (EXW) | <input type="checkbox"/> Piezometer installation (PIE) | <input type="checkbox"/> Well construction/inspect services (WCI) |
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| <input type="checkbox"/> Foreign projects (FOP) | <input type="checkbox"/> Professional ethic/business practice (PEB) | <input type="checkbox"/> Wellhead protection (WHP) |
| <input type="checkbox"/> Geophysical surveys (GES) | <input type="checkbox"/> Pump motors, motor protection (PMM) | |
| <input type="checkbox"/> Geothermal energy (GTE) | <input type="checkbox"/> Pumping tests (PUT) | |

If you are interested in possibly serving on an NGWA committee or subcommittee, please mark your first, second, and third choices.

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Affiliate States | <input type="checkbox"/> Ground Water Protection | <input type="checkbox"/> Policy & Code of Regulations | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Industry Standard Awareness | <input type="checkbox"/> Professional Development | <input type="checkbox"/> Standard Bearers |
| <input type="checkbox"/> Convention | <input type="checkbox"/> Insurance Programming | <input type="checkbox"/> Public Awareness | <input type="checkbox"/> Well Construction/Pump Installation Certification |
| <input type="checkbox"/> Credentials | <input type="checkbox"/> Interest Group Oversight | <input type="checkbox"/> Publishing | |
| <input type="checkbox"/> DOT/OSHA | <input type="checkbox"/> Membership | <input type="checkbox"/> Rural Water | |

Interested in joining

an NGWA Special Interest Group? Please indicate choice below.

- | | | |
|--|---|---|
| <input type="checkbox"/> Aquifer Protection | <input type="checkbox"/> Ground Water Law | <input type="checkbox"/> Microbial Ground Water Quality |
| <input type="checkbox"/> Developing Countries | <input type="checkbox"/> Ground Water Modeling | <input type="checkbox"/> Regulators |
| <input type="checkbox"/> Geothermal Energy | <input type="checkbox"/> Horizontal Wells | <input type="checkbox"/> Transboundary Ground Water |
| <input type="checkbox"/> Ground Water Availability | <input type="checkbox"/> Internet Ground Water Data | |

Return this completed form with full payment to begin your NGWA membership.

Watch the mail for your new member information!

Contact Us

800 551.7379

614 898.7791

Fax/ 614 898.7786

E-mail/ ngwa@ngwa.org

Web/ www.ngwa.org



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director of advertising and exhibit sales

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Shelby Fleck

advertising and exhibit sales manager

sfleck@ngwa.org

Classified Advertising/Buyers Guides

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The Established Industry Leader

waterwell JOURNAL

Ground Water
Monitoring & Remediation

ground
water

national
ground water
association®

