

2027 Advertising Opportunities

NGWA

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.



750,000+

NGWA.org generates more than 750,000 page views every year.



A 2026 poll showed that 95% of *Water Well Journal* readers said the advertising is educational and an important part of the publication.



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.



74,000+

Groundwater Monitoring & Remediation® articles downloaded last year, a publication record.



Groundwater Week drew attendees from 35 countries around the globe in 2025.

WWJ
WATER WELL JOURNAL

Print | Digital | Web

Water Well Journal reaches your audience—every day



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

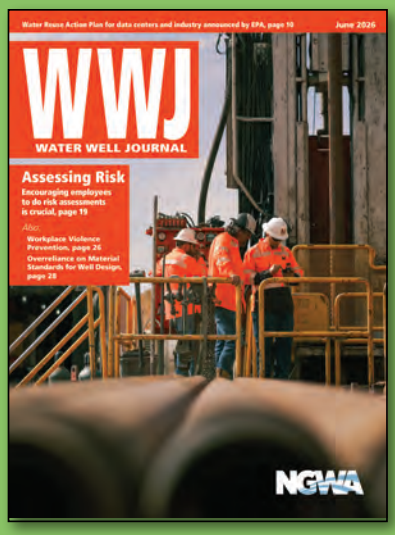
- Nearly 20,000 groundwater professionals receive *Water Well Journal* each month.
- The October, November, and December issues receive bonus distribution at Groundwater Week.

Advertising with *Water Well Journal* works!

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 2026 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 115! This means people stop at the advertising in *WWJ* and read the marketing messages.



- 88% of readers said their respect for *WWJ* could influence their opinion of advertisements within.
- 80% of readers said that companies that advertise in *WWJ* are trustworthy and a reliable source.

WWJ
WATER WELL JOURNAL

2027 editorial calendar and advertising rates

Issue	Editorial focus *(subject to change)*	AD DEADLINE	Special notes and bonus distribution
JANUARY	Looking ahead and diversification procedures	12/1/26	
FEBRUARY	Drilling bits, tips, and techniques	12/31/26	Groundwater Week recap
MARCH	Annual pumps issue featuring the Pumps Directory	2/1/27	Pumps Directory deadline: January 25
APRIL	Water quality and water treatment	3/1/27	Ad study (ad recall and readership)
MAY	Pump installation, tips, and techniques	4/1/27	
JUNE	Safety and featuring the annual NGWA Buyers Guide	4/31/27	Buyers Guide deadline: April 23 South Atlantic Jubilee bonus distribution
JULY	Geothermal and solar pumps	6/1/27	South Atlantic Jubilee bonus distribution
AUGUST	Drilling fluids and additives	7/1/27	Ad study (overall ad effectiveness)
SEPTEMBER	Drilling rigs featuring Heavy Equipment Directory	8/2/27	Heavy Equipment Directory deadline: July 26
OCTOBER	Groundwater Week featuring the most comprehensive guide to the industry's biggest event	9/1/27	Groundwater Week bonus distribution
NOVEMBER	Business management, rules, and regulations	10/1/27	Groundwater Week bonus distribution
DECEMBER	State of the industry	11/1/27	Groundwater Week bonus distribution

Display advertising

	1x	4x	6x	12x
	4C	4C	4C	4C
Inside back cover	$4,595	$4,440	$4,240	$4,030
Inside front cover	$4,250	$4,590	$4,390	$4,170
Back cover	$5,075	$4,900	$4,685	$4,450
Full-page	$3,640	$3,515	$3,365	$3,200
1/2-page (island)	$3,120	$2,905	$2,830	$2,650
1/2-page (horizontal)	$2,790	$2,650	$2,555	$2,450
1/3-page	$2,205	$2,125	$2,025	$1,910
1/4-page	$1,905	$1,875	$1,820	$1,720

Rates are net/issue.
For black & white, deduct 25% from 4C rates above.
NGWA corporate-level members may deduct $400 from standard rates above.

2025 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

The industry's flagship publication

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.

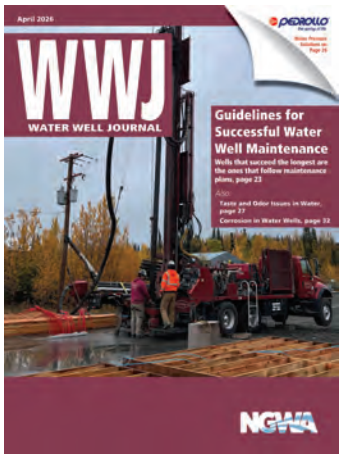
Binding: *Saddle-stitch.*

Bleed: *There is no charge for bleeds.*

Color rotations: *Black, blue, red, yellow.*

Progressive proofs or color key required.

Make an Impact in *WWJ!*



Water Well Journal cover sponsor:

Announce your marketing message on the cover of *Water Well Journal*. This will be a square in the upper left or right corner of the page that features your logo and a message alerting readers to your full-page advertisement in this issue. For full-page advertisers only. Cost: $3,000

Water Well Journal email blasts:

Reach *WWJ's* digital audience with an email featuring exclusively your marketing message. Announce new technology or other major changes in an email designed just for you with images and links to your website. This targeted opportunity is only done twice a month so you won't be lost in "inbox clutter." Cost is $3,000 and limited to six times per year per company.

Video commercial on *Water Well Journal* website:

Have a video message for your customers linkable right on the home page of the *WWJ* website. The video runs for three, six, or 12 months, and this is an exclusive opportunity limited to just one video per month.

Rates:

1 month	3 months	6 months	12 months
$1,500	$3,500	$6,700	$12,500

Sponsored Content articles in *WWJ:*

Have a new product? A case study to share? Celebrating a milestone? Share with an article beside a full-page ad that makes for a two-page spread impressively delivering your marketing message. The article can be written by you or a professional writer hired by *WWJ* to author the article for you.

Cost:

Article provided: $4,720

Article professional author-written: $5,320

Reach your audience throughout the month

Deliver your important marketing message to a digital audience all month with *WWJ's* weekly emails and revamped website.

The emails reach more than 19,000 professionals every Friday and has better than a 41% open rate. You can be a part of one or all four.

They cover:

- Industry News and Videos, which helps readers stay up to date on the latest groundwater news and provides videos from industry experts.
- Featured Products Sneak Peek, which displays the latests products in the industry.
- Classifieds Sneak Peek, which previews *WWJ's* next classified marketplace section.
- Digital Issue e-blast and Podcast Preview, which delivers the next issue of *WWJ* before the print issue arrives in the mailbox and delivers this month's *WWJ* Industry Connected Podcast.

Ad specifications

728 X 90 dx

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



WaterWellJournal.com

The *WWJ* website was revamped recently after setting viewership records. The site draws nearly 12,000 visitors and nearly 16,000 page views each month. It is updated regularly throughout the month with educational videos, the monthly Industry Connected podcasts, and important news updates. As the only site dedicated to the groundwater industry, your ads are promoted to those who actually buy your products and services.

Ad specifications

Horizontal banner 728 X 90
Medium rectangle 300 X 250

Banner rates

	3 months	6 months	12 months
Horizontal banner	$1,900	$3,400	$6,050
Medium rectangle	$1,900	$3,400	$6,050

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 practicioner's perspective.



- *Groundwater Monitoring & Remediation* is delivered to readers in all 50 states and 48 counties.

The world's top journal on groundwater cleanup

Groundwater Monitoring & Remediation

2027 editorial calendar

Issue	AD DEADLINE	Mail dates
WINTER	1/1/27	2/8/27
SPRING	4/9/27	5/3/27
SUMMER	7/9/27	8/2/27
FALL	10/8/27	11/11/27

2027 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	$1060 / $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: New Issue Alerts and New Article Alerts

Position yourself front and center when readers receive their monthly update with a digital table of contents linking readers to the newest articles in *GWMR* and *Groundwater*.

Monthly subscribers: 14,790
Average open rate: 42%

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

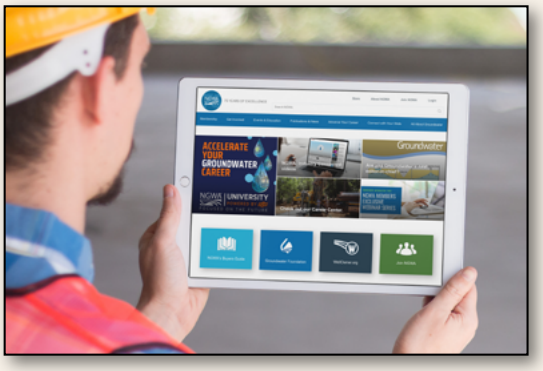
It's critical today that you have a diversified marketing message and that is why NGWA's digital platforms are a must for you.

Along with being a part of NGWA's print offerings, NGWA's websites, its industry directory, 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 visability by buyers when they're ready to make their next big purchase.

750,000+

- NGWA.org gets more than 750,000 page views per year from a total of nearly 250,000 users.

The top online resource for groundwater professionals

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 20,000 monthly unique visits and nearly 60,000 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

NGWA Industry Directory

The NGWA Industry Directory housed on NGWA.org allows industry professionals to locate your business quickly and easily. Company listings are completely searchable via the homepage "keyword" function.

The directory is also printed annually in the *Water Well Journal* June, making it one of the most popular every year and referred to throughout the year.

All NGWA members get a free basic listing containing: name, address, phone number, and website address. Consider standing out among your peers with a premier listing.

Premier listings feature

- Company name, address, phone number and website address
- Company logo (240 X 120 pixels)
- Company description (1,000 words max)
- Two company contacts (job title, email address)
- Social media links (Facebook, X).

Rate

- $250 for 12 months for NGWA members
- $350 for 12 months for nonmembers

Meet your customers online with NGWA

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 6,400 members—scientists, engineers, consultants, contractors, manufacturers, and suppliers in all 50 states and more than 60 countries (more than 45% open rate, above the national average)—as well as a second version to more than 27,000 prospective member industry professionals (25% open rate). The newsletters are authoritative and economical options for advertisers and brands interested in exposure to the groundwater industry.

Rates	Monthly
Top banner	$750
Sponsored content*	$750

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!





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

WWJ
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Groundwater Monitoring & Remediation

Digital Advertising Platforms