

2017 Water Well Journal advertising order form

Please complete this form and return to NGWA.

Advertising company contact information

Company name _____
 Address _____
 City _____ State/Province _____
 Zip/Postal code _____ Country _____
 Contact name _____
 Contact email _____
 Phone _____ Fax _____
 Website _____
 Check if this is a new address
 Check if you're an NGWA member. Member # _____

Billing information (if different from above)

Contact name _____
 Address _____
 City _____ State/Province _____
 Zip/Postal code _____ Country _____
 Contact email _____
 Phone _____ Fax _____

Advertising agency contact information

If an advertising agency is involved, this section must be completed at the time of order.

Company name _____
 Address _____
 City _____ State/Province _____
 Zip/Postal code _____ Country _____
 Contact name _____
 Contact email _____
 Phone _____ Fax _____

Payment information

See payment terms at NGWA.org/AdvertisingTerms. Advertiser/agency is responsible for notifying NGWA of a change in billing contact. All payments must be in U.S. funds and must be on a U.S. bank, by bank wire transfer, or charged to a credit card.

Rates shown are NGWA member pricing. Nonmembers of NGWA add \$400 per product. Rates are net/product. Nonmember pricing does not apply to classified/line ads.

TOTAL INVESTMENT DUE \$ _____

Check # _____ Invoice (display ads only)
 Visa MasterCard American Express Discover
 Card number _____
 Expiration date _____
 Name as it appears on card (please print) _____
 Signature _____

Authorized signature

By signing below I agree to the terms and conditions at NGWA.org/AdvertisingTerms.

Print name _____ Date _____
 Signature _____

Please indicate below your ad size, frequency, add-ons, and issues in which you would like to advertise.

Print advertising	1x	4x	6x	12x
Cover				
IBC	<input type="checkbox"/> \$3,870	<input type="checkbox"/> \$3,724	<input type="checkbox"/> \$3,542	<input type="checkbox"/> \$3,347
IFC	<input type="checkbox"/> \$4,015	<input type="checkbox"/> \$3,867	<input type="checkbox"/> \$3,678	<input type="checkbox"/> \$3,476
BC	<input type="checkbox"/> \$4,315	<input type="checkbox"/> \$4,154	<input type="checkbox"/> \$3,951	<input type="checkbox"/> \$3,733
Full-page				
BW	<input type="checkbox"/> \$2,180	<input type="checkbox"/> \$2,075	<input type="checkbox"/> \$1,915	<input type="checkbox"/> \$1,785
1C	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$2,390	<input type="checkbox"/> \$2,230	<input type="checkbox"/> \$2,100
4C	<input type="checkbox"/> \$2,975	<input type="checkbox"/> \$2,865	<input type="checkbox"/> \$2,725	<input type="checkbox"/> \$2,575
1/2-page (island)				
BW	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,515	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,270
1C	<input type="checkbox"/> \$2,015	<input type="checkbox"/> \$1,830	<input type="checkbox"/> \$1,755	<input type="checkbox"/> \$1,585
4C	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,230	<input type="checkbox"/> \$2,060
1/2-page (horizontal)				
BW	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,040
1C	<input type="checkbox"/> \$1,715	<input type="checkbox"/> \$1,590	<input type="checkbox"/> \$1,490	<input type="checkbox"/> \$1,355
4C	<input type="checkbox"/> \$2,190	<input type="checkbox"/> \$2,060	<input type="checkbox"/> \$1,975	<input type="checkbox"/> \$1,825
1/3-page				
BW	<input type="checkbox"/> \$1,140	<input type="checkbox"/> \$1,075	<input type="checkbox"/> \$975	<input type="checkbox"/> \$875
1C	<input type="checkbox"/> \$1,455	<input type="checkbox"/> \$1,390	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,190
4C	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,575	<input type="checkbox"/> \$1,480	<input type="checkbox"/> \$1,375
1/4-page				
BW	<input type="checkbox"/> \$875	<input type="checkbox"/> \$825	<input type="checkbox"/> \$775	<input type="checkbox"/> \$675
1C	<input type="checkbox"/> \$1,190	<input type="checkbox"/> \$1,140	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$990
4C	<input type="checkbox"/> \$1,370	<input type="checkbox"/> \$1,340	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,200
Classified —for color add \$55/ad				
1 x 2"	<input type="checkbox"/> \$125	<input type="checkbox"/> \$120	<input type="checkbox"/> \$115	<input type="checkbox"/> \$100
1 x 4"	<input type="checkbox"/> \$250	<input type="checkbox"/> \$240	<input type="checkbox"/> \$230	<input type="checkbox"/> \$200
1 x 6"	<input type="checkbox"/> \$370	<input type="checkbox"/> \$360	<input type="checkbox"/> \$340	<input type="checkbox"/> \$305
1 x 9"	<input type="checkbox"/> \$555	<input type="checkbox"/> \$540	<input type="checkbox"/> \$510	<input type="checkbox"/> \$455
2 x 2"	<input type="checkbox"/> \$250	<input type="checkbox"/> \$240	<input type="checkbox"/> \$230	<input type="checkbox"/> \$200
2 x 3"	<input type="checkbox"/> \$370	<input type="checkbox"/> \$360	<input type="checkbox"/> \$340	<input type="checkbox"/> \$305

Advertiser index

One free category is included with display ads. Additional categories are only \$20/each. Visit NGWA.org/AdvIndex for a complete list of categories. Please list your free category below. To purchase additional categories, contact your sales representative at sales@ngwa.org.

Free category: _____

Line ad \$8.50/line ____ # of lines (4 lines minimum)

For classified ads visit NGWA.org/MarketIndex to select your category listing.

Indicate your choice: _____

Tip-on 2-sided Call for pricing Cover Call for pricing 4-page Call for pricing

Gatefold Call for pricing **Spread** Call for pricing **Belly band** Call for pricing

Heavy stock insert Call for pricing **Sponsored content** \$4,500

Issue(s) Jan Feb March April May June
 July Aug Sept Oct Nov Dec

Guaranteed position

Any guaranteed position is contract space rate + 15%. To guarantee successive pages, space rate + 10%. Please list any guaranteed position here:

Digital advertising

WWJ email Top banner \$350 Skyscraper side \$350 Square side \$175

Digital lead-in Banner \$550 Video \$600

Digital tip-on 1-sided \$250 2-sided \$325

Digital cover \$500 **Digital belly band** \$550

Digital cover tip-on \$400 **Audio** \$250 **Video** \$250

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Please see the 2017 Marketing Kit for ad specs and due dates, or contact your sales rep.

Mail to: NGWA Sales, 305 W. Spring Creek Pkwy., Bldg. C, Ste. 101, Plano, TX 75023 • Fax: (614) 360-2492 • Email: sales@ngwa.org
 Questions? (800) 551-7379, ext. 5, or (614) 898-7791, ext. 5