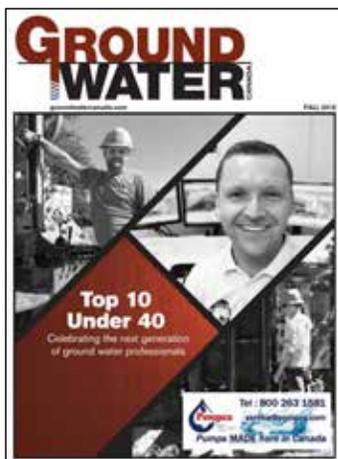


GROUND WATER CANADA

2019 Media Kit





WE REACH YOUR MARKET

Ground Water Canada is published quarterly (Winter issue – January, Spring issue – May, Summer issue – July, Fall issue – September) and is written specifically for Canada’s ground water and geothermal professionals. Our readership of 3,507 includes well drillers, pump installers, hydrogeologists, consulting engineers and water treatment specialists across Canada.

AUDIENCE REACH: 3,507

- Well drillers
- Hydrogeologists
- Water treatment specialists
- Pump installers
- Consulting engineers
- Geothermal contractors

REGULAR DEPARTMENTS & FEATURES

Ground Water Canada readers will find the following regular features throughout the year:

- Contractor profiles
- Technical articles
- Convention reports
- Research updates
- Provincial roundup
- Product news
- Industry news
- Association news



Our readership is 7,986 including pass along copies

GROWING YOUR BUSINESS

Ground Water Canada is owned by Annex Business Media, an independent company publishing 60 business-to-business titles using its own state-of-the-art Komori press and distribution centre. One phone call, and we’ll handle all of your marketing needs.

- Display advertising
- Online advertising
- Buyers guide, print and online
- Calendar of events in the industry
- Custom publishing
- Inserts and outserts
- Custom printing: Product catalogues, brochures, direct mail pieces, brochures, posters, flyers and much more!
- Design services

ASSOCIATIONS

COLLABORATIN' CONVENTION

OGWA members came together to lead

A The Ontario Ground Water Association (OGWA) members gathered for their annual convention at the Nottawasaga Inn, Resort and Spa.

by COLLEEN CROSS

This year the event was held immediately following a regional training meeting on best practices. Friday was training day, with more than 80 members attending to get up to date on best practices.

A silent auction run by OGWA staff Anne Gannage and Debbie Sylvester that began at the Friday night meet-and-greet had members vying with unidentified bidders for everything from maple syrup to water-level meters to a day's excavator rental. The auction featured donations from Canadian Pipe, Franklin Electric, Wellstream Pipe & Supply, Pumpco, Atlas Copco, the Bidart Group, and many others.

Saturday morning was given over to division meetings and the annual general meeting, with president Darren Janson presiding for the last

Hydrogeologist Bill Clarke presents the Earth, Wind and Fire award to Prof. Peter Russell, a key member of the University of Waterloo's department of earth and environmental sciences, founder of the Earth Sciences Museum in 1987 and author of children's books about ground water.



Summer 2017
Vol. 41, No. 1

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Subscription Rates
Canada: \$15.00
USA: \$25.00
UK: \$35.00

Occasionally, Ground Water Canada will send information to third parties for product and service offers. If you do not wish to receive such information, please contact the circulation department at any of the four telephone numbers.

Sending the Canadian Ground Water Magazine to the USA

Magazine Canada
www.groundwatercanada.com

GROUND WATER

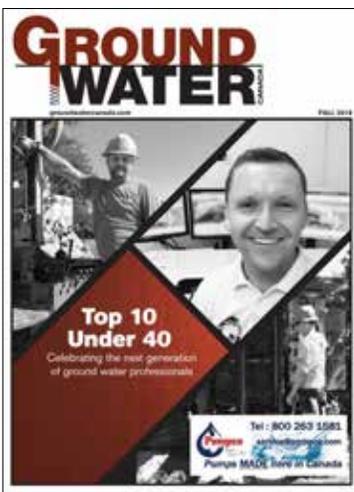
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OGWA members come together to learn, network and collaborate
28 GIBSONS ACQUIFER UPDATE
BC's new approach to natural gas management is catching on

ON THE WEB:
Winnipeg to install monitoring wells over old landfills
Winnipeg plans to conduct more environmental testing on its old landfills through new monitoring wells to get a better handle on the problem
Residents updated on TCE contamination in Ontario city
Residents living in Cambridge, ON, were updated at a meeting in May about a portion of the city's Thames area contaminated by Trichloroethylene.

ISSUES and | GROUND WATER CANADA 9

GROUND WATER CANADA



2019 Advertising Rates

Size of Ad	Ad Rate
Full page	\$1,900
2/3 page	\$1,650
1/2 island	\$1,550
1/2 page	\$1,350
1/3 page	\$950
1/4 page	\$800
1/6 page	\$475

*All ads are in full colour

Issue Date

Winter - January
Spring - May
Summer - July
Fall - September

Ad Booking Deadline

December 14
April 5
May 24
August 2

For more information or to book a space please contact:

Sharon Kauk, Sales Manager

Phone: 519-429-5189 • email: skauk@annexbusinessmedia.com

www.groundwatercanada.com

2019 EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	BOOKING DEADLINE	SPECIAL PROMOTION
Winter – January	Pumps	December 8	Pull-Out Calendar
Spring – May	Drilling	April 6	
Summer – July	Water Quality	May 25	2-for-1 Ad Special
Fall – September	Business Operations	August 3	Polybag Issue

GROUND WATER CANADA
www.groundwatercanada.com WINTER 2018

The apprenticeship route

Can these programs help protect the ground water industry and secure its future?

Inside: B.C.'s Central Interior Pumps & D pump review and more!

PROFILE

ENDURING INFLUENCE

Fleming prof Gord Bailey gears down but stays involved

Gord Bailey was born to teach, but he didn't always know it. The young water well driller was working on site for Carl Hume's business, well drilling in the early 1980s when Tim Cullen was professor and coordinator for the Resource Drilling and Boring program at the University of British Columbia's Forest Centre in Lumby, B.C. Bailey brought his students by to observe some of the industry at work.

While he continues to teach the Resource Centre students, Bailey's career with the University of British Columbia has been a long one. He has worked in the industry for 30 years, and has been a professor for 20 years. He has also been a member of the Resource Centre for 20 years. Bailey has been a member of the Resource Centre since 1988. He has been a member of the Resource Centre since 1988. He has been a member of the Resource Centre since 1988.

Photo: Chris Pothier for GWC

Chris Pothier is a writer for Ground Water Canada. He has been a member of the Resource Centre since 1988. He has been a member of the Resource Centre since 1988. He has been a member of the Resource Centre since 1988.

WELL DESIGN

SLOTTED WELLS OVER BEDROCK

Tips for making screens that will not impede good flow

Scientific studies and literature from various manufacturers provide numerous discussions and procedures for installing slotted wells over unconsolidated sands and gravels. These calculations usually are concerned with preventing the migration of fine sediments in the water during pumping.

DESIGN OF SCREENS

From	4"	6"	8"	10"	12"
100%	100%	100%	100%	100%	100%
95%	95%	95%	95%	95%	95%
90%	90%	90%	90%	90%	90%
85%	85%	85%	85%	85%	85%
80%	80%	80%	80%	80%	80%
75%	75%	75%	75%	75%	75%
70%	70%	70%	70%	70%	70%
65%	65%	65%	65%	65%	65%
60%	60%	60%	60%	60%	60%
55%	55%	55%	55%	55%	55%
50%	50%	50%	50%	50%	50%

DESIGN OF SCREENS

Use one slot per inch of diameter for the upper portion of the screen and two slots per inch for the lower portion. The screen should be made of a material that is resistant to corrosion and has a high tensile strength. The screen should be made of a material that is resistant to corrosion and has a high tensile strength. The screen should be made of a material that is resistant to corrosion and has a high tensile strength.

DESIGN OF WELL

The diameter of the well should be at least 4 inches for a higher pumping rate from the well. The diameter of the well should be at least 4 inches for a higher pumping rate from the well. The diameter of the well should be at least 4 inches for a higher pumping rate from the well.

In-Situ Because Blue Red is the New Red

Wellmaster Plus & Supply Inc.

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Your marketing dollars are more precious than ever and positioning your message where your customers are seeing it daily is key to advertising success.

Our digital advertising options will put your message in front of an engaged audience that consists of your prime target market. Our digital offerings allow our advertisers to reach all sectors of the ground water industry. Or, you can specifically target each of these to reach your marketing goals. Interactive, engaged, qualified!

WEBSITE DISPLAY ADVERTISING

- Wallpaper, leaderboards, big box, button ads on specific, topical pages
- Online Buyers Guide, Digital Version Sponsorship
- Daily Video Sponsorship

ONLINE VIDEO & VIDEO PRODUCTION

- Let our professional production team create your video promotion
- Post your video on our home page or “Supplier Video and Promotions” page, reaching and engaging your prime target market

LEAD GENERATION WITH E-CONNECTS

- Capture lead-generating data with sponsorship of our weekly e-newsletter or e-blasts and reach over 1,500 e-mail subscribers!

CUSTOM-BUILT MICROSITES

- Custom content focusing on relevant and specific topics

DIGITAL INSERTS

- Showcase your product brochure or promotional piece on our Supplier Video and Promotions page

WEBSITE DISPLAY/BANNER RATES

ONLINE ADVERTISING

	1X	3X	6X	9X	12X
Wallpaper	\$ 2,500				
Leaderboard	\$ 945	\$ 898	\$ 851	\$ 803	\$ 756
Big Box	\$ 735	\$ 698	\$ 662	\$ 625	\$ 588

DIGITAL ADVERTISING

	up to 4X	5-9X	10-14X	15-19X	over 20X
Video Advertising	\$ 700				
E-News	\$ 525	\$ 499	\$ 473	\$ 446	\$ 420
E-Blast	\$ 575	\$ 496	\$ 418	\$ 339	\$ 300
Digital Ad-Vantage	\$ 1,050	\$ 1,050	\$ 1,050	\$ 1,050	\$ 1,050

* Web rates are per month/per delivery



WEEKLY E-NEWS SPONSORSHIP (Per Delivery)
Banner/Mobile Banner \$400
Sponsored Content \$600

* E-Connect data capture included

E-BLAST

Exclusive \$575

* E-Connect data capture included



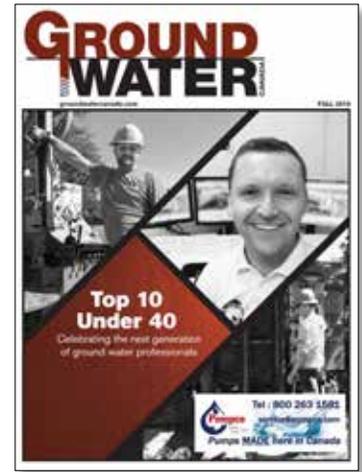
DIGITAL INSERTS – \$1,000 (Per Year)

- PDF version on Supplier Videos and Promotions page

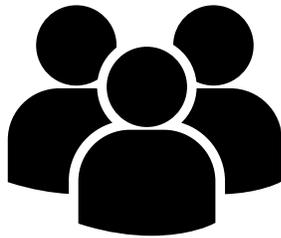
CUSTOM-BUILT MICROSITES – \$3,500

Sole Sponsorship includes:

- Leaderboard and big box
- Advertorial content/sponsored content
- Video hosting



WE SURVEYED OUR READERSHIP IN 2016: HERE ARE SOME KEY RESULTS



7,986

*is the average
readership of
each issue,
including pass
along!*

45.5%

of our readers have contacted advertisers directly from Ground Water Canada!

69.6%

of our readers indicate they have direct purchasing influence within their organization; your message will be reaching your target audience!

100%

of our readers rated Ground Water Canada from Excellent to Good overall!

92.9%

indicate Ground Water Canada meets the needs of their industry!

Statistics are based on responses to our May 2016 readership knowledge survey.

To learn more about data from our readership insights program, contact

Sharon Kauk | Sales Manager | 519.429.5189 | skauk@annexbusinessmedia.com