



Florida Ground Water Association

2021 Media Kit

FGWA is one of the largest associations in the groundwater industry, representing over 700 members. Over half of our readership are owners with powerful influence on products and services needed to maintain their business.

Florida
driller



PRINT

"Cycle Stop Valves has advertised in the Driller Magazine for almost 20 years. Hard earned marketing dollars well spent!

KAREN AUSTIN
CYCLE STOP VALVES, INC.
LUBBOCK, TX



MATERIAL DEADLINES

1st Quarter - Feb. 5
2nd Quarter - May 7
3rd Quarter - August 6
4th Quarter - November 5

Florida Driller is the top publication in the state that keeps Florida's ground water professionals informed about important industry related information. The Florida Driller is printed quarterly and sent to over 700 members of the FGWA, as well as other state and national associations, and government entities all over the country.

FGWA Classified Line Advertising Available. Classified Line Print Ads will run in one issue of the publication and on FGWA's website for 60 days.

FGWA Editorial Opportunities: Florida Driller readers want to know about the latest in technology, research, education and more. Contact FGWA to talk about editorial opportunities.

RATES PER ISSUE

4 color ads

Classified Line Print Ad.....	\$50
Inside Front Cover.....	\$600
Inside Back Cover.....	\$600
Outside Back Cover.....	\$600
Full Page.....	\$500
Half Page.....	\$400
Quarter Page.....	\$300
Poly Bags.....	\$900

Poly bag your catalog, brochure or product sample along with the Florida Driller for less than the cost of direct postage to our readership.

CLASSIFIED LINE ADVERTISING

Ad will include a maximum of 50 words and will run in one issue of the publication and on FGWA's website for 60 days.

AD SIZES FOR DRILLER

Full Page Trim Size 8.5"x11" Live Area 7.5"x9.875" Bleed Size 8.75"x11.25"	1/2 Vertical Live Area 3.625"x 10"	1/2 Horizontal Live Area 7.5"x4.75"	1/4 Vertical Live Area 3.625"x4.875"	1/4 Horizontal Live Area 7.5"x2.5"
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All artwork MUST be received in electronic format with accompanying match print. Ads must be saved as high-resolution PDF files, Tiff files or EPS files. All artwork resolution must be a minimum of 300 dpi at the printed size. EPS files must be accompanied by all graphics and fonts (both screen and printer versions).

Quark Express or Adobe Illustrator files must be converted to EPS or PDF files. All ad materials must be received by the publisher by the deadline date. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of the contracted space not used, and the unused space will be allocated at the discretion of the publisher.

ONLINE



OPPORTUNITY TO INTERACT WITH YOUR KEY AUDIENCE

FGWA has received the Constant Contact All Star Award for the last 5 years. This award is given to customers who consistently have emails with high open rates (greater than 25%), click through rates and low bounce rates.

ONLINE CLASSIFIEDS

FREE for members! Member benefit only.

Online classifieds will be posted to the website for 60 days, unless notified to remove listing.

Note: If you submit a classified for the Florida Driller Magazine, your online ad will be the exact copy of the print classified ad.

EXCLUSIVE SOLO EMAIL BLAST

FREE for members! Member only benefit.

Specs: 700w x (no height limit)

One (1) opportunity available per month.

First-come, first-serve basis. FGWA sends your exclusive email on behalf of the advertiser to FGWA members.

FGWA ELECTRONIC MONTHLY ADS

\$50 per issue or \$500 for the year (12 issues)

Specs: 600w x 100h. Ads must be saved as high resolution PNG or JPG file, optimized for web. Ad must be received within 5 days of the scheduled newsletter.

One (1) opportunity available per issue/month.

The FGWA's monthly newsletter for members, the DROP, includes relevant news updates, regulatory alerts, upcoming meeting information, supplier and product highlights and much more! Feature your company with a linked image or video.

PREMIUM HOMEPAGE ADVERTISING

\$50 per month or \$500 for the year

Specs: Ads must be saved as high-resolution PNG or JPG file, optimized for web.

Include your advertisement on the front page, that is also visible on all pages of the website.

Terms

All payments are due 30 days after the date of invoice. Advertiser agrees to pay all charges and balances that it or its authorized agent incurs to FGWA for the publication of Advertiser's content.

Contact: Justin Mischler, FGWA Driller Advertising Director, at (850) 205-5641 or email jmischler@executiveoffice.org
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