



2022 Marketing Guide



[Name]@worldwidedrillingresource.com



Home of Solid Gold Service ~ with a smile!™

Bonnie,
Thank you!! Version 2 is awesome.
Appreciate all of you at *WorldWide*.
Kevin
Palmer Bit Co.
Williston, ND

Great resource!
Thank you.
New Subscriber in
Exeter, CA

Michele,
That looks great!
Thanks for your time
helping me get the ad
we need.
Jim
Starr Hydro, Inc.
Sterling, MA

Hello there,
It has been a worthwhile resource
for many years now, but I'm retiring
later this year. Thank-you so much for
compiling such an informative and
entertaining magazine!
Take care,
Leslie
Alberta, Canada

Your magazine is
really great. Thank
you, and keep up the
good work.
Paul
Cedar Falls, IA

Ronnie,
I like the new looks on the
WorldWide Business Directory™
across the bottom of the page.
Richard Van Gilder

I just enjoyed reading Ron Peterson's
article "Mud Balance and Pumps"
[May 2021 *WWD*] and was not dis-
appointed. As a person who spent a
lot of time explaining concepts, his
step-by-step approach is great.
These articles will, I am sure, be
used by current staff. Keep them
coming.
Thank you,
Gord Bailey
Retired Professor
Resources Drilling & Blasting
Fleming College, ON, Canada

My rig is headed
to Texas, monies in
my bank. Am I glad
I didn't give up on
your ability to sell
the rig . . .
*classified
advertiser
from Illinois*

Hello,
I use this subscription to help gain
knowledge of the industry and I give
older copies of the subscription to
students to do projects.
Sarah Goodman
Museum Educator
Drake Well Museum and Park
Titusville, PA

It's fantastic, Bonnie! We
love it!! Thank you so much
for the opportunity to share
our story.
Kate & Belinda
Waterline Envirotech Ltd.
Bellingham, WA

Ronnie,
I've enjoyed reading this magazine over the years, but I am no
longer in this field. Thanks again for the insightful magazine.
Tom Boyle

Issue	Editorial Focus	Deadline
January	Foundation / Construction	11-15-21
February	Safety and Protection	12-15-21
March	Hammers / Bits / Tooling	1-15-22
April	Irrigation / Pumps / Water Products	2-15-22
May	HDD Diversity	3-15-22
June	New Technology and Equipment	4-15-22
July	Rock Blasting and Mining Equipment	5-15-22
August	Pump Hoists / Rigs / Heavy Equipment	6-15-22
September	Roads / Bridges / History Month / more	7-15-22
October	All About Drilling / Geothremal	8-15-22
November	Environmental Equipment & Supplies	9-15-22
December	Say THANK-YOU to your Customers. BUYERS MEET SELLERS	10-15-22

WorldWide Drilling Resource® 2022 Tentative Schedule of Events

2022	Event Listings	LOCATION
January		
1/5-1/7	Utah Ground Water Association	Mesquite NV
1/12	Louisiana Ground Water Association	Marksville LA
TBD	Oklahoma Water Well Association	TBD
1/12-1/14	Wyoming Ground Water Association	Casper WY
1/15	New Mexico Ground Water Assn CEU	Albuquerque NM
1/17-1/19	Assoc. Equip. Distributors Summit	Lake Buena Vista FL
1/17-1/19	World Future Energy Summit	Abu Dhabi UAE
1/18	UCA George Fox Conference	New York City NY
1/18-1/19	Empire State Water Well Drillers	Verona NY
1/19-1/21	Wisconsin Water Well Association	Casper WY
1/25-1/27	Idaho Ground Water Association	Boise ID
1/25-1/27	Underground Construction Tech.	Fort Worth TX
1/25-1/28	Texas Ground Water Association	Frisco TX
1/27-1/28	No. Carolina Ground Water Association	Greensboro NC
1/30-2/1	Minnesota Water Well Association	Brooklyn Park MN
1/30-2/2	ISEE Conference	Las Vegas NV
1/31-2/3	Nevada Water Resources Conf.	Las Vegas NV
February		
2/1-2/2	IADC Sustainability Conf. & Exh.	Houston TX
2/1-2/3	Midwest Energy Solutions Conf.	Chicago IL
2/2-2/4	Montana Water Well Drillers Association	Missoula MT
2/7-2/9	Stanford Geothermal Workshop	Stanford CA
2/7-2/10	African Mining Indaba	Cape Town SOUTH AFRICA
2/10-2/11	Mountain States Ground Water Expo	Laughlin NV
2/11	So. Carolina Ground Water Association	Columbia SC
2/13-2/16	Int'l Conf. on Grouting & Deep Mixing	New Orleans LA
2/14-2/16	Egypt Petroleum Show	Cairo EGYPT
2/16-2/17	Virginia Water Well Assn Conf. & Exh.	Richmond VA
2/16-2/18	Michigan Ground Water Association	Frankenmuth MI
2/17-2/18	GeoTHERM Expo & Congress	Offenburg GERMANY
2/21-2/24	WWETT Show	Indianapolis IN
2/22-2/23	IADC Drilling Africa Conf. & Exh.	Accra GHANA
2/22-2/23	International Mining Geology	Brisbane AUSTRALIA
2/23-2/25	Missouri Water Well Association	Springfield MO
2/23-2/25	Piling & Ground Improvement Conf.	Sydney AUSTRALIA
2/28-3/4	Rural Water Assn of Utah Conf.	St. George UT
March		
3/2-3/5	National Utility Contractors Association	San Antonio TX
3/8-3/10	IADC/SPE Int'l Drilling Conf. & Exh.	Galveston TX
3/8-3/11	No-Dig Down Under	Sydney AUSTRALIA
3/11-3/12	NEWWA	Marlborough MA
3/18-3/19	Pacific NW Ground Water Expo	Portland OR
3/22-3/25	OTC (Offshore Tech. Conf. Asia)	Kuala Lumpur MALAYSIA
3/23-3/24	NY-GEO Conference	Albany NY
3/29-3/30	The Water Show	AFRICA
3/29-4/2	Concrete Sawing & Drilling Convention	Hamilton BERMUDA
April		
4/12-4/14	SEDC (Shallow Exp. Drillers Clinic)	Golden CO
4/20-4/22	Best in the West Drill & Blast Conf.	Spearfish SD
4/22-4/28	World Tunnel Congress	Copenhagen DENMARK
4/27-4/28	Deep Foundations Helical Piles, etc.	Bonner Springs KS
4/27-4/29	EXPOMINA	Lima PERU
May		
5/2-5/5	Alaska Water Wastewater Conf.	Anchorage AK
5/2-5/5	Geological Society of Nevada Symp.	Sparks NV
5/4-5/6	MINEXPO Rwanda	Kigali RWANDA
5/10-5/12	Canada Gas & LNG Exh & Conf.	Vancouver BC CANADA
5/15-5/17	World Conf. on Explosives (EFEE)	Maastricht NETHERLANDS
5/23-5/25	NY Rural Water Training & Exh.	Verona NY
5/30-6/1	Operational Excellence in Energy, etc.	Calgary AB CANADA
June		
6/2-6/4	Florida Ground Water Association	Orlando FL
6/6-6/10	Elko Mining Expo	Elko NV
6/7-6/10	UGOL ROSSII & MINING	Novokuznetsk RUSSIA
6/12-6/17	Int'l Conf on Ground Pen. Radar	Golden CO
6/14-6/22	Euro Mine Expo	VIRTUAL EVENT
6/20-6/23	EXPONOR	Antofagasta CHILE
6/21-6/23	Hillhead (quarry & construction)	Buxton UK
6/27-6/30	World Mining Congress	Brisbane AUSTRALIA
July		
7/19-7/21	Queensland Mining Exhibition	Mackay AUSTRALIA
7/27-7/28	Trenchless Asia	Kuala Lumpur MALAYSIA
August		
8/30-9/2	M&T Expo	Sao Paulo BRAZIL
September		
9/5-9/9	Electra Mining Africa	Johannesburg SO AFRICA
9/26-9/28	National Drilling Association	Pittsburgh PA
9/26-9/30	PERUMIN	Arequipa PERU
9/27-9/29	International Pipeline Expo	Calgary AB CANADA
October		
October	Kuwait Oil & Gas Conference	Kuwait City KUWAIT
10/15	Fragblast 13	Hangzhou CHINA
10/19-10/21	WorldWide DownHome DrillFest™	Branson MO
10/24-10/30	bauma	Munich GERMANY
10/25-10/26	Soc. Petroleum Middle East Lift Conf.	Manama BAHRAIN
November		
December		
December	Groundwater Week	TBD

2022 WorldWide Drilling Resource® Display Ad Rates

FULL COLOR (No Spot Color Rates)

RUN	Full	Two-Thirds	Half	Third	Fourth	Sixth
12X	\$1921	\$1620	\$1356	\$1100	\$868	\$528
NEW OFFERING! Opportunity to have flyer included between WWD R and DBGD mailings. Call for pricing.						
6X	\$2109	\$1808	\$1582	\$1282	\$942	\$642
3X	\$2335	\$1959	\$1808	\$1469	\$1168	\$829
1X	\$2561	\$2253	\$2034	\$1657	\$1432	\$980

Attention 6X & 12X advertisers! Use a check to prepay for your entire run of ads, and receive a 10% discount!

BLACK AND WHITE

RUN	Full	Two-Thirds	Half	Third	Fourth	Sixth
12X	\$1620	\$1318	\$1055	\$754	\$566	\$378
NEW OFFERING! Opportunity to have flyer included between WWD R and DBGD mailings. Call for pricing.						
6X	\$1808	\$1507	\$1282	\$980	\$642	\$416
3X	\$2034	\$1657	\$1507	\$1168	\$931	\$528
1X	\$2260	\$1951	\$1733	\$1356	\$1131	\$679

Special Position? (Particular page in magazine.) Call for availability. Price \$200 additional per page, per insertion. Advertisements prepared FREE as a courtesy to our customers become the property of WorldWide Drilling Resource® and **may not be reproduced** or used in any other magazine, website, or venue of a competitive nature with WorldWide Drilling Resource® without explicit written permission. ~ Contact the management for permission to use the advertisement elsewhere.

NOTE: All Display Ad Rates include Round Up for Education.

Front Cover 8.75" wide x 8.25" high
Back Cover 8.75" wide x 11.25" high
Full Page 7" wide x 10" high
Full Page Bleed 8.75" wide x 11.25" high
Two-Thirds 4.75" wide x 10" high
One-Half Vertical 3.5" wide x 10" high
One-Half Island 4.75" wide x 7.25" high
One-Half Horizontal 7" wide x 4.75" high
One-Third Horizontal 7" wide x 3.15" high
One-Third Square 4.75" wide x 4.75" high
One-Third Vertical 2.25" wide x 10" high
One-Quarter Horizontal 4.75" wide x 3.5" high
One-Quarter Vertical 3.5" wide x 4.75" high
One-Sixth Vertical 2.25" wide x 5.0" high

Doc's Buyers' Guide for Drillers™ Classified Ad Rates

Text Line Ads - 4-line minimum:

1X = \$12.50 per line - \$50.00 minimum
 3X = \$12.00 per line - \$48.00 minimum
 6X = \$11.50 per line - \$46.00 minimum
 12X = \$11.00 per line - \$44.00 minimum
 Color? Add \$5.00 per insertion.

Classified Display (photo, logo, box / border) - per column inch:

1X = \$80.00 per column inch
 3X = \$78.00 per column inch
 6X = \$76.00 per column inch
 12X = \$74.00 per column inch

Add Color to 1x, 3x, or 6x ads for \$26.25; 12X ads = \$15.75

Both color and black & white text ads and display classified ads are accepted (with photos, logos, and borders).

Special Pricing for 2, 3, 4 column wide ads. Call 850-388-0030 for more details!

All classified ads must be paid in advance. We gladly accept American Express, Discover, MasterCard, and VISA, as well as checks.



DocsBuyersGuideforDrillers.com



ATTENTION ADVERTISING AGENCY Please add your fees to these rates as no agency commission is possible at these low rates. Thanks for your understanding.

WWD R

Size Choices and Mechanical Specifications

This magazine is true "magazine size" with trimmed size of 8.25" x 10.75" being produced on bright glossy paper with terrific articles, news, and information to make your job easier.

This comfy, newsprint tabloid is enjoyable for both you and your customers to hold while sitting in the office, or easy chair at home to easily find the classified ad that has exactly what you are looking for.

DBGD

All advertising material must be in PC FORMAT and will be accepted in the following formats: JPEG • PDF • PSD • TIFF, in high resolution with a **minimum** of 300 dpi.

Reverse type is acceptable, but should not be less than ten point and then only be reversed in areas having at least 70% black, magenta, or cyan value.

Grayscale or CMYK color only. RGB color formats do not print correctly and may modify your intended image.

Black type MUST BE 100% black for clarity in printing; deviations will put hazes around the words and make them illegible. WWD R not responsible if not sent properly. Material may be e-mailed directly to us or sent via DropBox.

Display advertisers use: ronnie@worldwidedrillingresource.com

Doc's Buyers' Guide for Drillers™ Classified advertisers use: advertisers@docsbuyersguidefordrillers.com

NOTE: Photographs, logos, or any other illustrations to be used in preparation of ads by our production department must be clear, high resolution with a **minimum** of 300 dpi, saved as JPEG, TIFF, EPS, PSD, or PDF files. **PC FORMAT ONLY.** Any deviations from these specifications must be agreed upon by the management of WorldWide Drilling Resource®.

Deadline Dates: Space reservation by the 25th day of the month prior to the preceding month of the issue (for example, November 25th for the January issue). When WorldWide Drilling Resource® provides ad preparation **FREE** it is due no later than the 27th of the month prior to the preceding month of the issue to allow sufficient time to prepare the ad to your specifications and receive your approval. Advertising material prepared by ad agencies must be received by the first of the month prior to the issue month. (If these dates fall on a weekend or during holiday schedule the dates will revert to an earlier time).

Deadline Date for classified listings in Doc's Buyers' Guide for Drillers™ is the first of the month prior to the issue month (for example, December 1st is the deadline for the January issue).

WorldWide Drilling Resource® and Doc's Buyers' Guide for Drillers™ is sent to the printer by the 10th.



850-547-0102

NEW OFFERING!
Opportunity to have flyer included between WWD R and DBGD mailings.
Call for Pricing.



850-388-0030

E-News Flash

INBOX Distribution: In between print issues of WorldWide Drilling Resource®, E-NewsFlash by WorldWide Drilling Resource® (newsletter) with new articles that missed the print issue, hits approximately 8900 inboxes the world over. You can too, with TOWER ADVERTISEMENTS . . . \$53 per advertisement. **FREE LINK!** (170 pixels wide up to 354 pixels high, 96 dpi)

WorldWide Business Directory™

• Sensational way to keep your name visible all year long. A full 12 months' worth of ads for only \$1098 prepay. Just send us a business card - we do the rest. **FREE LINKS!**

PINPOINTER MAP(S):

• Special events have special maps - check out samples attached. The map actually points to your location on the exhibit floor - from your own advertisement on the outside circumference of the map. The ad is prepared by us in a certain format - presenting your logo, website, and telephone number. This map appears in the issue prior to the event. AND, it is distributed at the event(s). \$184 advertisers / nonadvertisers \$210 per insertion.

ON-SITE COVERAGE - Events, Your Facility, and More. Call for rates - "Have Camera ~ Will Travel!" 850-547-0102

BUYERS MEET SELLERS

• A special section appearing in our December print issue, has your advertisement(s) (prepared by our professional staff) appearing in a prominent space under your chosen category. AND remember - it appears ONLINE as well for 12 full months. \$200 current advertiser / \$250 nonadvertiser. **BONUS** - These are hand-carried in LAMINATED BOOKLETS to events for distribution throughout the year.

ONLINE OPPORTUNITIES:

- **ALTERNATING WEB BANNER** - \$158 per advertisement. (70 pixels high up to 350 pixels wide, 96 dpi) - **FREE LINK!**
- **SPECIAL ADVERTISEMENT SPACE** - call for quote. **FREE LINK!**
- **BUYERS MEET SELLERS - FREE** - A mirror of our December print issue special section appears online for a full 12 months - December through November. AND if you missed the print issue - jump in now! Regular rate applies - \$200 current advertiser / \$250 nonadvertiser. **FREE LINK!**

WorldWideDrillingResource.com

All Rates subject to printing and postal rate increases.

