

2023 Marketing Guide



[Name]@worldwidedrillingresource.com



2023 Editorial Calendar

Make sure to include

WorldWide Drilling Resource®
**Editorial Opportunities in Your
 2023 Marketing Campaign!**

<u>Issue</u>	<u>Editorial Focus</u>	<u>Deadline</u>
January	Water Well, Irrigation, Wastewater Supplies / Tools, and Equipment	11-15-22
February	Blasthole Drilling and Mining Machines	12-15-22
March	Geotechnical / Foundations and Pilings	1-15-23
April	Rigs, Water Tankers, and more Heavy Equipment	2-15-23
May	Down-the-Hole Products - Bits, Hammers, Grout, Fishing Tools, and more	3-15-23
June	Safety - National Safety Month	4-15-23
July	Technological Advances	5-15-23
August	Horizontal Directional Drilling Innovations	6-15-23
September	Infrastructure / Historic Moments	7-15-23
October	Where do you Fit in the World of Drilling?	8-15-23
November	Environmental and Geothermal Drilling Systems	9-15-23
December	It's time to thank customers for another great year and begin making plans for 2024! BUYERS MEET SELLERS ISSUE	10-15-23

C&G

WTR

DIR

ENV

EXB

G&O

GEO

MIN

Along with providing our subscribers with the latest news about drilling products, technology, and events, the *WDR* Editorial Team will highlight a special Editorial Focus topic each month.

We welcome all editorial submissions. Advertiser articles receive first consideration.

Send your article ideas to:

bonnie@worldwidedrillingresource.com

2023 *WorldWide Drilling Resource*® Display Ad Rates

FULL COLOR (No Spot Color Rates) ~ Per Insertion

RUN	Full	Two-Thirds	Half	Third	Fourth	Sixth
12X	\$2209	\$1863	\$1559	\$1265	\$998	\$607
6X	\$2425	\$2079	\$1819	\$1474	\$1083	\$738
3X	\$2685	\$2253	\$2079	\$1689	\$1343	\$953
1X	\$2945	\$2591	\$2339	\$1905	\$1647	\$1127

BLACK & WHITE ~ Per Insertion

RUN	Third	Fourth	Sixth
12X	\$867	\$651	\$435
6X	\$1127	\$738	\$478
3X	\$1343	\$1071	\$607
1X	\$1559	\$1301	\$781

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

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.

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.

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).

All Rates subject to printing and postal rate increases.

WorldWide Buyers' Guide™ 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

The deadline for classified listings is the first of the month prior to the issue month (for example, December 1st is the deadline for the January issue).

Both color and black & white text ads and display classified ads are accepted (with photos, logos, and borders). **All classified ads must be paid in advance.** We gladly accept American Express, Discover, MasterCard, and VISA, as well as checks.



Call 850-547-0102 for more details!



Ad Dimensions:

2.5 x 4.5 address box

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

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



2023 WorldWide Drilling Resource® Menu of Opportunities



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 8000 inboxes the world over. You can too, with TOWER ADVERTISEMENTS . . . \$75 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 \$1200 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). \$212 advertisers / nonadvertisers \$242 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. \$212 current advertiser / \$273 nonadvertiser. BONUS - These are hand-carried in LAMINATED BOOKLETS to events for distribution throughout the year.

ONLINE OPPORTUNITIES

- **ALTERNATING WEB BANNER** - \$182 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 - \$212 current advertiser / \$273 nonadvertiser. **FREE LINK!**

All Rates subject to printing and postal rate increases.

We Cover the Many Facets of Drilling

- C&G Construction & Geotechnical**
- DIR Directional - Horizontal Directional Drilling**
- ENV Environmental**
- EXB Exploration Blasthole**
- G&O Shallow Gas and Oil**
- GEO Geothermal**
- MIN Mining**
- WTR Water Well and Wastewater**

Ronnie & Crew,
 Thanks for your great magazine,
 and all the good things you do for
 our industry.

Your friend,
Jon Newsom
 Newsom, LLC
 Reno, NV

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

Thank you so much, Bonnie. You
 are amazingly accurate and I appreciate that. If you could make the
 changes, please.

Thank you,
Bill MacDonald
 President/CEO
 Heron Instruments, Inc.
 Dundas, ON, Canada

I have greatly enjoyed the magazine
 very much, so keep up the good work.

George VanHoose
 Louisa, KY

Good day,
 I have enjoyed receiving and reading
 your periodical for many years. I could
 always find at least one interesting
 article to enjoy.

Respectfully,
John Brooke
 Hastings, NE

WorldWide Drilling Resource® 2023 Tentative Schedule of Events

2023	Event Listings	LOCATION		2023	Event Listings	LOCATION
January			<p>Billy Bob, Your column in the December issue of <i>WorldWide Drilling Resource</i>® [on page 28] resonated with me. I have made a conscious effort to tell people (every one from convenience store clerks to my accountant) that I appreciate them being at work in difficult circumstances. Actually, I'm appalled that it means so much to them, because that tells me they're not on the receiving end of enough "thanks". Appreciate you pointing it out.</p> <p style="text-align: right;">Best, <i>Jan Loving</i> Loving & Associates, Inc. Albuquerque, NM</p>	April (continued)		
1/4-1/6	Colorado Water Well Contractors Assn	Westminster CO		4/13-4/15	Alberta Water Well Assn Conv.	Red Deer AB CANADA
1/4-1/6	Utah Ground Water Assn Convention	Mesquite NV		4/17-4/19	Society Petroleum Oil and Gas Symp.	Oklahoma City OK
1/10-1/11	Louisiana Ground Water Assn Conv.	Marksville LA		4/17-4/21	Common Ground Alliance Conf/Expo	Orlando FL
1/10-1/12	Assoc. Equip. Dist. (AED) Summit	Chicago IL		4/18-4/19	IADC Health, Safety, Env, Training	Houston TX
1/15-1/18	DFI Int'l Conf. Grouting & Deep Mixing	New Orleans LA		4/18-4/20	Water Quality Assn Convention	Las Vegas NV
1/17-1/18	ESWWDA Annual Meeting	Verona NY		4/19-4/21	Best in the West Drill & Blast Conf.	Spearfish SD
1/17-1/19	World of Concrete	Las Vegas NV		4/24-4/27	EXPOMIN	Santiago CHILE
1/23-1/26	Assn Mineral Expl (AME) Roundup	CANADA		4/30-5/4	No-Dig Show	Portland OR
1/25-1/27	Texas Ground Water Assn Convention	San Marcos TX		May		
1/26-1/27	Iowa Water Well Assn Convention	Altoona IA		5/1-5/4	SEDC (Shallow Exploration Drillers Clinic)	Butte MT
1/26-1/27	North Carolina Ground Water Assn	Greensboro NC		5/2-5/3	Williston Basin Petroleum Conf.	Regina SK CANADA
1/29-2/1	Minnesota Water Well Convention	St. Cloud MN		5/3-5/5	American Water Works Pacific NW	Kennewick WA
1/30-2/2	ADSC Annual Meeting	Colorado Springs CO		5/3-5/7	SaMoTer	Verona ITALY
1/30-2/2	Nevada Water Resources Assn Conf.	Sparks NV		5/9-5/11	Assn of California Water Agencies	Monterey CA
1/31-2/2	Midwest Energy Solutions Conference	Chicago IL	5/18	IADC Drilling Onshore Conf/Exh	Houston TX	
February			5/21-5/24	World Environ & Water Congress	Henderson NV	
2/1-2/3	Montana Water Well Drillers Conv.	Helena MT	5/22-5/25	Soc. Petroleum Western Region Meet	Anchorage AK	
2/4-2/8	ISEE Conference	San Antonio TX	June			
2/6-2/8	Stanford Geothermal Workshop	Stanford CA	6/1-6/3	Florida Ground Water Assn Conv.	Championsgate FL	
2/7-2/8	IADC Drilling Caspian Conf. & Exh.	Baku AZERBAIJAN	6/7-6/9	Deep Foundation Institute SuperPile	Atlanta GA	
2/7-2/9	UCT (Underground Construction Tech)	Orlando FL	6/8-6/9	Elko Mining Expo	Elko NV	
2/8-2/10	Maryland Delaware Water Well Assn	Annapolis MD	6/11-6/14	American Water Works Convention	Toronto ON CANADA	
2/9-2/10	Mountain States Groundwater Expo	Laughlin NV	6/13-6/15	Plantworx Construction Machinery	Peterborough UK	
2/14-2/16	Global Excavation Safety Conference	Tampa FL	6/14-6/15	SOLSCOPE	Lyon FRANCE	
2/14-2/16	Nebraska Well Drillers Assn Conv.	Kearney NE	6/20-6/21	IADC World Drilling Conf/Exh	London UK	
2/14-2/16	The Coal Institute Spring Meeting	New Orleans LA	6/25-6/28	SME Intelligent Mining	Rapid City SD	
2/15-2/16	Virginia Water Well Assn Conf/Exh	Richmond/Midlothian VA	6/26-6/29	World Mining Congress	Brisbane AUSTRALIA	
2/16-2/17	Illinois Assn of Groundwater Prof.	East Peoria IL	July			
2/17-2/18	Tennessee Water Well Assn Conv.	Gatlinburg TN	7/9-7/12	The Coal Institute Summer Trade	Myrtle Beach SC	
2/20-2/23	WWETT Show	Indianapolis IN	7/17-7/20	ADSC (foundation drilling) Summer	Nashville TN	
2/21-2/23	Genera	Madrid SPAIN	7/29-7/31	South Atlantic JUBILEE	Myrtle Beach SC	
2/26-3/1	Society Mining MineExchange	Denver CO	August			
2/27-2/28	Louisiana Oil & Gas Assn Meeting	Lake Charles LA	TBD	World Water Week	Stockholm SWEDEN	
2/27-3/3	Rural Water Assn of Utah Conv.	St. George UT	8/22-8/24	The Energy Expo	Miami FL	
March			8/24-8/26	EverythingAboutWater Expo	New Delhi INDIA	
3/5-3/8	Prospectors & Developers Assn Conv.	Toronto ON CANADA	September			
3/5-3/8	WaterReuse Symposium	Atlanta GA	9/13-9/16	GEOFLUID	Piacenza ITALY	
3/7-3/9	SPE/IADC Int'l Drilling Conference	Stavanger NORWAY	9/18-9/22	Energy Exposition	Jackson Hole WY	
3/9-3/10	Kentucky Ground Water Assn	Louisville KY	9/25-9/26	IADC Health, Safety Europe	Amsterdam NETHERLANDS	
3/10-3/11	NEWWA	Marlborough MA	9/26-9/28	The Utility Expo	Louisville KY	
3/13-3/16	Associated General Contractors	Las Vegas NV	October			
3/14-3/18	CONEXPO-CON/AGG	Las Vegas NV	10/2-10/6	SPE Electric Sub. Pumps Symp.	The Woodlands TX	
3/15-3/16	SPE Canadian Energy Tech. Conf.	Calgary AB CANADA	10/12-10/14	Nat'l Utility Contractors Assn Conv.	Scottsdale AZ	
3/19-3/22	Alabama Rural Water Training Conf.	Montgomery AL	10/17-10/19	Permian Basin Oil Show (PBIOS)	Odessa TX	
3/26-3/29	Geo-Congress	Los Angeles CA	10/17-10/19	<i>WorldWide DownHome DrillFest™</i>	Springfield, MO	
3/28-3/30	SPE Reservoir Simulation Conf.	Galveston TX	November			
April			11/8-11/10	IADC Annual General Meeting	Austin TX	
4/5-4/7	Central Pennsylvania Geotechnical	Hershey PA	December			
4/11-4/13	Society Mining Minnesota Conf.	Virginia MN	12/5-12/7	Groundwater Week	Las Vegas NV	
4/11-4/14	Texas Water	Houston TX				

Thank you Ronnie for your continued support of the water well industry.

Lindell Peters
Lang Well Drilling, Inc.
Enid, OK

My wife and I are both petroleum engineers. She is a third generation oil and gas person. We both read your magazine every single month.

There are so many columnists who are really terrific writers. Last month's [July 2022] article by Tim Connor "Work," was one of the BEST EVER. It expressed exactly the way Ann and I feel about working in the oil and gas business. Despite its many ups and downs, we never want to retire.

Thank you for your great magazine. Best of luck to all of you.

Bill Daily
Santa Fe, NM