



Kentucky Groundwater Association Advertising Opportunities

Reach customers in **Kentucky** and surrounding states when you advertise in the **KYGWA** newsletter, website, or membership directory.

Website

Kentucky Groundwater Association

YOUR AD HERE

It is the Association's responsibility to assist and support the best interests and welfare of the water well industry by first protecting our groundwater, our most valuable resource. "Water is Life"

[Read more...](#)

Join KYGWA

The KYGWA continues to grow and wants you to be part of it! Be part of the membership of the Kentucky Ground Water Association and raise your industry voice! Membership has its benefits, from industry newsletters to reduced rates at events. Most importantly, membership brings a louder voice on our industry and the professionals that work in it. Join today and be part of something better and focused on the future.

E-Newsletter

Groundwater News

YOUR AD HERE

From the President

Representing You
Many Board members are representing you at the local, state, and federal level.
[\(Read more\)](#)

KYGWA Board Members
Click to see our 2023 Board Members.
[\(Read more\)](#)

From the Executive Director

Be a Groundwater Professional
It's important to present yourself as a professional.
[\(Read more\)](#)

Show Program/ Membership Directory

KYGWA 2023 ANNUAL CONFERENCE AND TRADE SHOW
March 9-10, 2023 • Louisville

2023 MCELHINEY LECTURER
Fred Rothauge, C.W.D. will present the 2023 McElhiney Lecture titled "Are We Creating Long-Term Groundwater Assets or Just Installing Wells?"

Rothauge has been in the drilling and drilling fluids engineering business for 40 years. He is a licensed water well driller in eight western states, past president of the Colorado Water Well Contractors Association, and current NAGWA and The Groundwater Foundation board member. He has authored papers on drilling fluid products and is a member for Johnson Science third edition of *Groundwater & Wells*. Rothauge also serves on the board for the Mountain State Groundwater Association and is chairman of the American Ground Water Trust. He oversees drilling fluids and well rehabilitation along with serving as technical advisor for Hydro Resources.

His lecture will pose a question when drilling a well, the industry has historically focused on the installation price (as cheap as possible) since consumers are often concerned only about the bottom line of what is purchased in a one-time purchase.

However, Rothauge will note the contractor must clarify the true nature of the water supply and produce a change in the customer's mindset. The contractor must actively educate the customer that they will be purchasing a long-term groundwater supply asset.

The educational process includes sharing the well construction measures and materials that will extend the life of the well asset and suggest the groundwater resource drawn from it. A well, like any other asset, is evaluated within a long-term life cycle that includes the initial planning and extends to the initial well construction vs. daily operation and maintenance, as well as replacement costs.

Such planning and execution also require outlining of well development and rehabilitation needs and costs. This change in perspective requires scientists/engineers, suppliers, manufacturers, and other stakeholders to adjust their perspectives from "well" to "asset."

YOUR AD HERE

www.kygwa.org

Bonus Opportunity:

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KYGWA Electronic Newsletter Advertising

Spring Issue	Ads due: March 2	Mails: Last week of March
Summer Issue	Ads due: May 7	Mails: Last week of May
Fall Issue	Ads due: August 6	Mails: Last week of August
Winter Issue	Ads due: November 5	Mails: Last week of November

<u>Size</u>	<u>Yearly Rate (4 issues)</u>	<u>3 issues</u>	<u>2 issues</u>	<u>Single Issue Rate</u>
<input type="checkbox"/> Top Leaderboard (725 x 90 px)	<input type="checkbox"/> \$1,360	<input type="checkbox"/> \$1,080	<input type="checkbox"/> \$760	<input type="checkbox"/> \$400
<input type="checkbox"/> Middle Banner (468 x 60 px)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$675	<input type="checkbox"/> \$475	<input type="checkbox"/> \$250
<input type="checkbox"/> Bottom Leaderboard (728 x 90 px)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$675	<input type="checkbox"/> \$475	<input type="checkbox"/> \$250

Show Program/Membership Directory (Ads due January 30)

<input type="checkbox"/> Full Page (8.375 x 11.125 in)	<input type="checkbox"/> \$500
<input type="checkbox"/> Half Page (7.125 x 4.875 in)	<input type="checkbox"/> \$375
<input type="checkbox"/> Third Page (4.694 x 4.75 in)	<input type="checkbox"/> \$250
<input type="checkbox"/> Quarter Page (3.475 x 4.75 in)	<input type="checkbox"/> \$125

KYGWA.org Website Advertising

<u>Size</u>	<u>Dimensions</u>	<u>12 months</u>	<u>6 months</u>	<u>3 months</u>
<input type="checkbox"/> Top Leaderboard Ad	728 x 90 pixels	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$625	<input type="checkbox"/> \$375
<input type="checkbox"/> Middle Banner Ad	468 x 60 pixels	<input type="checkbox"/> \$750	<input type="checkbox"/> \$375	<input type="checkbox"/> \$225
<input type="checkbox"/> Bottom Leaderboard	728 x 90 pixels	<input type="checkbox"/> \$750	<input type="checkbox"/> \$375	<input type="checkbox"/> \$225

Advertising Agreement

Please check your desired advertising options above. You will be contacted to determine the desired issues/months.

Contact name _____

Company name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Payment

Payment must be included to begin advertising unless prior arrangements have been made, and must be made by check, VISA, or MasterCard.

Amount: \$ _____

Credit Card: VISA MasterCard **Check:** Enclosed

Card # _____

Expiration date _____ CVV _____

Name on card _____

Signature _____

Email high-resolution (300 dpi) ad copy in a pdf, png, or jpg format to devener@ngwa.org.

Return this contract with payment to:
Kentucky Groundwater Association Advertising
601 Dempsey Road, Westerville, OH 43081
 or by fax to (614) 898-7786
 or by email to dschulenberg@ngwa.org.