



California Groundwater Association Advertising Opportunities

Reach customers in California and surrounding states when you advertise in the CGA newsletter, website, or membership directory.

Website

Print Newsletter and Program/Membership Directory

Welcome to the California Groundwater Association

Protecting and Providing Groundwater for All of California

Home About Membership Events Find a Contractor Scholarship Fund Advertise Members Only

YOUR AD HERE

In partnership with the groundwater industry in California, our members include water well drilling and pump contractors, hydrogeologists, engineers, hydrologists, manufacturers and suppliers, government employees and others working in the groundwater field. CGA was founded in 1948 and was known as the Associated Drilling Contractors (ADC) until 1986 when the name was changed to emphasize the organization's involvement with all aspects of the groundwater field.

CGA 2023 Annual Conference and Trade Show set to take place October 17-19 at Lake Tahoe!

The CGA is pleased to announce its 2023 Annual Conference and Trade Show is taking place at Harveys Lake Tahoe in Stateline, Nevada, on October 17, 18, and 19, 2023.

Click on the "Events" menu tab above for the details and to register. We look forward to seeing you there!

Become a member	Insurance corner	Board meetings
Joining CGA shows your commitment to high industry standards, wise use and protection of groundwater, and your support of programs that benefit industry professionals.	CGA members have access to great business and personal insurance products through CGA partners at USI and CNA Insurance Marketing, Inc. Click here to learn more. (Please note this link goes to the members only section of the site; if you have problems accessing this, please contact the CGA office.)	CGA Board Meeting Schedule for 2023 <ul style="list-style-type: none"> July 14, 2023 – Location TBD October 17-19, 2023 – Harveys Lake Tahoe – CGA annual Event Please note that dates and locations are subject to change.

GROUNDWATER reflections Spring 2023

FROM THE EXECUTIVE DIRECTOR

We Can't Stay Idle by Dave Schulenberg

Some time ago, I remember hope for our well as groundwater professionals. We don't know all of the challenges we may face, but I do know one thing: We are not alone. The National Groundwater Administration had a right-year age when it said:

"We need to stand together and continue to do the following—"

- Be the voice of groundwater. Let your customers know that you are professional in your area. Let your customers know that you are not just a contractor, but a professional who can help them solve their problems.
- Be the most effective leader in your industry. You are the one who can offer the best solutions to your customers.
- Share your knowledge. Share your expertise. You can connect with someone else who has the same problem as you. If you need something done, don't do it yourself. Get someone else to do it. You need something done, don't do it yourself. Get someone else to do it. You need something done, don't do it yourself. Get someone else to do it.

Be proactive. Let us work to continue to help you support your association. Our efforts to become a more professional organization are ongoing. Our efforts to become a more professional organization are ongoing. Our efforts to become a more professional organization are ongoing.

DAVE SCHULENBERG
Executive Director, CGA

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UPCOMING EVENTS

- California Groundwater Association 2023 Annual Conference and Trade Show: October 17-19, 2023
- Los Angeles, California
- December 15, 2023
- Los Angeles, California
- December 15, 2023
- Los Angeles, California
- December 15, 2023

YOUR AD HERE

INSURANCE CORNER from page 4

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Bonus Opportunity: If you are interested in advertising opportunities with one of more of the states listed below, please reach out to Dave Schulenberg at dschulenberg@ngwa.org or Mark Jones at mjones@ngwa.org.

California Groundwater Association, Illinois Association of Groundwater Professionals, Kansas Ground Water Association, Kentucky Groundwater Association, Michigan Ground Water Association, Minnesota Water Well Association, Montana Water Well Drillers Association



CGA Newsletter Advertising

Spring Issue	Ads due: March 1	Mails: Last week of March
Summer Issue	Ads due: May 2	Mails: Last week of May
Fall Issue	Ads due: August 2	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"/> Full Page	(8.375 x 11.125 in)	<input type="checkbox"/> \$1,360	<input type="checkbox"/> \$1,080	<input type="checkbox"/> \$760	<input type="checkbox"/> \$400
<input type="checkbox"/> Half Page	(7.125 x 4.875 in)	<input type="checkbox"/> \$1,020	<input type="checkbox"/> \$810	<input type="checkbox"/> \$570	<input type="checkbox"/> \$300
<input type="checkbox"/> Third Page	(4.694 x 4.75 in)	<input type="checkbox"/> \$680	<input type="checkbox"/> \$540	<input type="checkbox"/> \$380	<input type="checkbox"/> \$200
<input type="checkbox"/> Quarter Page	(3.475 x 4.75 in)	<input type="checkbox"/> \$340	<input type="checkbox"/> \$270	<input type="checkbox"/> \$190	<input type="checkbox"/> \$100

Show Program/Membership Directory (Ads due September 8)

<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

GroundH20.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 Ad	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:
 California Groundwater Association Advertising
 601 Dempsey Road, Westerville, OH 43081
 or by fax to (614) 898-7786
 or by email to dschulenberg@ngwa.org.