

*Serving the Industry
Since 2003*



It's All About Drilling Your *WDDR* Team



President - CEO - Managing Publisher:
Veronica I. "Ronnie" Jones



Vice President:
Troy S. Cunningham



Office Administrator:
Michele Stevens



Special Guest Representative:
Ed Moranski



Editor:
Bonnie Love



Senior Editorial Assistant:
Sophia Henline



Representative/Special Assignment:
Marie Cunningham



Home of Solid Gold Service ~ with a Smile™

WorldWide Drilling Resource® **2027 Marketing Guide**

* Free Editorial Opportunities

Interested in submitting an article for an upcoming issue?

Just send your information or press release to *WWD* and we'll get it ready for publication.

Too busy to create an article?

Not confident in your writing abilities?



DON'T WORRY...

The *WWD* Editorial Team will work with you to create a professional, appealing article for our publication. Just give us a call or send an e-mail.

Due to space availability, submissions may be edited and should be around 400 words with one or two photos.

Hot Off the Press - Newly released info about a product or company.

Breaking News - Company announcements, such as a new location, merger/acquisition, contest, product, celebration, or event.

Who's in the News - Employee promotions, awards, or new hires.

Dealmakers - Celebrates the latest sale of equipment.

Product Spotlight - Focusses on new or improved products.

E-News Flash - Project articles (electronic only - no print). Sent in between printed issues.

Spotlight On - Article about company, person, or project.

Education Connection - Promotes seminars and training events.

Planning Ahead - Highlights trade shows, annual meetings, and other drilling industry events.

Editorial Focus - Submit an article based on our monthly focus.

WorldWide Drilling Resource® 2027 Editorial Calendar

Each month, the *WWD* Editorial Team creates articles about different aspects of the drilling world. In addition to regular content, our Team will also focus on a special area of the drilling industry each month. **We invite you to submit your article ideas.**



Issue	Editorial Focus	Deadline
January	Irrigation, Wastewater, and Dewatering	November 15, 2026
February	Horizontal Directional Drilling	December 15, 2026
March	Geothermal	January 15, 2027
April	Exploration/Blasthole	February 15, 2027
May	Construction/Geotechnical	March 15, 2027
June	Safety - National Safety Month	April 15, 2027
July	Water Well JUBILEE Pinpointer Map	May 15, 2027
August	Shallow Gas and Oil	June 15, 2027
September	History Month	July 15, 2027
October	Environmental	August 15, 2027
November	Mining Groundwater Week Pinpointer Map	September 15, 2027
December	Thank-You Buyers-Meet-Sellers Issue	October 15, 2027

Bonnie Love, Editor

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2027 *WorldWide Drilling Resource*[®] Advertising Menu of Options

DISPLAY ADS - All Sizes, Full Color, and Black and White Located in the Main Body of the Magazine.

CLASSIFIED ADS - All Sizes, Line Ads and Display Ads Located in the Back of the Magazine.

PROMINANT WEBSITE OPPORTUNITIES Out-of-this-World Digital Display Ads Now Featured on the home page of the *WWD* website. **FREE LINKS!**

E-News Flash - Is sent between print issues of *WorldWide Drilling Resource*[®] and features new articles that missed the print issue. Requested by subscribers, it is sent to inboxes the world over. You can too, with TOWER ADVERTISEMENTS. **FREE LINKS!** (1.77 inches wide by 3.7 inches high, 96 dpi).

WorldWide Business Directory[™] - Sensational way to keep your name visible all year long. A full 12 months of ads for only \$1200 total (prepaid). Just send us a business card - we do the rest. Don't have a business card? No Problem! We'll design a business card ad for you to use in this fantastic advertising opportunity. Qualifies you for 12 time rate on any ad - **FREE LINKS!**

PINPOINTER MAP(S) - Special events have special maps. The map actually points to your location on the exhibit floor. The ad is prepared by us - presenting your logo, telephone number, and website. This map appears in the issue prior to the event in print, online (with links), AND distributed at the event(s). Online version features **FREE LINKS!**

BUYERS MEET SELLERS - A special section appearing in our December print issue, with your advertisement(s) (prepared by our professional staff) appearing in a prominent space under your chosen category. It also appears ONLINE for a full 12 months. **BONUS** - These are hand-carried to various events throughout the year. If you missed the print issue - jump in any time online (regular rate applies) - **FREE LINKS!**

MIX 'N MATCH - Spread out your **BRANDING**. Be visible with *WWD*'s various advertising opportunities bringing your content to customers through print, online, and direct Inbox mailing. **Mix 'N Match** any advertising offers with any other offers to reach your desired 3- 6- or 12-time rate. Our public relations professionals will provide suggestions and work with you every step of the way.

Rates

See Page 6-7
for Rates

See Page 6-7
for Rates

\$100

\$1200
(prepaid)

\$200
advertisers
\$225
nonadvertisers

\$300
advertisers
\$325
nonadvertisers

Samples

WorldWide Pinpointer Maps



Heading to JUBILEE or Groundwater Week?

Let customers know exactly where your booth is with our Pinpointer Map.



Includes your logo, phone number, and web address, along with an arrow pointing to your location on the trade show floor.

BONUS - In addition to being handed out at the event, the online version also includes a



WorldWide Business Directory



WorldWide Buyers Meet Sellers

E-News Flash by WorldWide Drilling Resource



2027 WorldWide Drilling Resource® Display Ad Rates

FULL COLOR (No Spot Color Rates) ~ Per Insertion

RUN	Full	Two-Thirds	Half	Third	Fourth	Sixth
12X	\$2319	\$1956	\$1637	\$1328	\$1048	\$637
6X	\$2546	\$2183	\$1910	\$1548	\$1137	\$775
3X	\$2819	\$2366	\$2183	\$1773	\$1410	\$1001
1X	\$3092	\$2721	\$2456	\$2000	\$1729	\$1183

BLACK & WHITE ~ Per Insertion

RUN	Third	Fourth	Sixth
12X	\$910	\$684	\$457
6X	\$1183	\$775	\$502
3X	\$1410	\$1125	\$637
1X	\$1637	\$1366	\$820

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* 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, 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 1st 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.

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

Classifieds with WorldWide 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

Add color to your line ad for \$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

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

Both color and black & white text ads and display classified ads are accepted.

Call 850-547-0102 for more details!

VISA



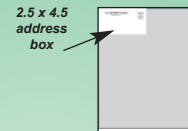
DISCOVER



Ad Dimensions:



Front Cover
8.75" W x 8.25" H



Back Cover
8.75" W x 11.25" H



Full Page Bleed
8.75" W x 11.25" H



Full Page
7" W x 10" H



Two-Thirds
4.75" W x 10" H



One-Half Horizontal
7" W x 4.75" H



One-Half Vertical
3.5" W x 10" H



One-Half Island
4.75" W x 7.25" H



One-Third Square
4.75" W x 4.75" H



One-Third Vertical
2.25" W x 10" H



One-Third Horizontal
7" W x 3.15" H



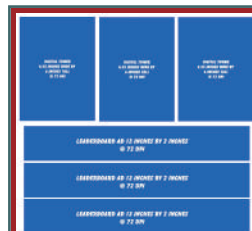
One-Quarter Horizontal
4.75" W x 3.5" H



One-Quarter Vertical
3.5" W x 4.75" H



One-Sixth Vertical
2.25" W x 5.0" H



Online Digital Display Ads

Skyscraper Ads - \$1100 / month
(4.35 inches wide by 6 inches tall @ 72 dpi)

Leaderboard Ads - \$1500 / month
(13 inches wide by 2 inches tall @ 72 dpi)



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

Thank you so much for those [ad] suggestions. Please make those changes if you can. As always "The Home of **Solid Gold Service.**"

Thanks & Best Regards,
Ashish Rath
Associate Director
Shakti Pumps USA LLC
Longwood, FL



Thank you very much Bonnie!

Kind regards,
Lorrie Partridge
President
Blackadar Insurance Agency
Longwood, FL

We cannot thank you all enough for the continued support and helping to get the Bit Brokers name out there! You all have been so helpful with ads and made my transition into marketing a breeze!

Merry Christmas to you and a blessed New Year to you all and your families!

Sara Thomas
Marketing
Bit Brokers International
West Frankfort, IL

Bonnie,
Thank you so much for your attention to detail, we appreciate that.

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

Hi Michele,
Thank you so much for mocking up all these options! We like visual aids!!

Always lovely working with you,
Kate & Belinda
Waterline Envirotech Ltd.
Bellingham, WA

A very nice resource and fun to read.

Thanks,
Ken White
Valley Artesian Well
Ascutney, VT

Hi Ronnie,
Your publication reaches a dedicated and knowledgeable audience, and we appreciate the relationship and opportunities we've had this year.

Best wishes,
Jamie Hutchinson
Marketing Manager
Industrial Test Systems
Rock Hill, SC

Thank You

Dear Ronnie,
It was thoughtful of you to send the picture of me and Bobby from 2023. It was nice to see you in San Marcos. I sure appreciate the job you do in supporting TGWA in the magazine!

Ross Smart
Smart Drilling & Supply Co.
Lampasas, TX



WorldWide Drilling Resource® 2027 Tentative Schedule of Events

January

1/3-1/5 Minnesota Water Well Assoc. Conv. & Trade Show
1/7 AGWT - AHS Arizona Groundwater Policy Conference
1/6-1/7 Wisconsin Water Well Assoc. Annual Conference
1/6-1/8 Utah Ground Water Assoc. Annual Conf. & Expo
1/12-1/13 Louisiana Ground Water Assoc. Conv. & Trade Show
1/12-1/14 World Future Energy Summit
1/19 Underground Construction Assoc. George A Fox Conf.
1/19-1/20 Empire State Water Well Drillers Assoc. Meeting & Trade Show
1/19-1/21 World of Concrete
1/19-1/21 AGWT Florida Groundwater Conference
1/24-1/27 ADSC Annual Meeting
1/25-1/27 Associated Equip. Distributors Summit
1/25-1/28 Assoc. for Mineral Exploration (AME) Roundup
1/25-1/28 Nevada Water Resources Assoc. Conference Week
1/26-1/27 Underground Infrastructure Conference
1/26-1/28 Texas Groundwater Assoc. Annual Convention
1/28-1/29 Iowa Water Well Assoc. Conv. & Trade Show
1/28-1/29 Pennsylvania Ground Water Assoc. Conference

St. Cloud MN
Tempe AZ
Wisconsin Dells WI
Mesquite NV
Marksville LA
Abu Dhabi UAE
New York NY
Verona NY
Las Vegas NV
Orlando FL
Orlando FL
Amelia Island FL
Orlando FL
Vancouver BC CANADA
Reno NV
Grapevine TX
San Marcos TX
Des Moines IA
Grantville PA

February

2/2-2/4 Midwest Energy Solutions Conference
2/2-2/4 The Coal Institute Spring Meeting
2/2-2/4 SPE Hydraulic Fracturing Tech. Conf. and Exhibition
2/2-2/6 ISEE (Int'l Society of Explosives Engineers)
2/3-2/4 IADC Drilling Caspian & Black Sea
2/3-2/5 Montana Water Well Drillers Conv. & Trade Show
2/8-2/10 Stanford Geothermal Workshop
2/8-2/11 Mining Indaba
2/9-2/11 Nebraska Water Industries Convention
2/10-2/12 Maryland Delaware Water Well Assoc. Annual Conv.
2/11-2/12 Arkansas Water Well Contractor's Assoc. Meeting
2/11-2/12 Mountain States Ground Water Association
2/14-2/16 American Rental Assoc. ARA Show
2/15-2/17 Concrete Sawing & Drilling Annual Conference
2/16-2/18 AGWT California Groundwater Conference & Workshop
2/16-2/18 SMAGUA
2/17-2/18 Virginia Water Well Assoc. Winter Conference
2/17-2/19 Groundwater Protection Council UIC Conference
2/22-2/25 Water & Wastewater Equipment (WWETT) Show
2/22-2/26 Rural Water Assoc. of Utah Annual Conference
2/23-2/24 IADC Health, Safety, Environment Training Conf.
2/23-2/25 Assoc. of California Water Agencies Washington Conf.
2/25-2/26 GeoTHERM Expo & Congress
2/25-2/27 EverythingAboutWater Expo
2/26-2/27 Tennessee Water Well Association Annual Meeting & Trade Show
2/28-3/3 SME MINEXCHANGE (Annual Conf.)

Chicago IL
New Orleans LA
The Woodlands TX
Dallas TX
Baku AZERBAIJAN
Helena MT
Stanford CA
Cape Town SOUTH AFRICA
Kearney NE
Annapolis MD
Hot Springs AR
Laughlin NV
New Orleans LA
Fort Worth TX
Ontario CA
Zaragoza SPAIN
Woodford VA
Houston TX
Indianapolis IN
St. George UT
Houston TX
Washington D.C.
Offenburg GERMANY
Chennai INDIA
Gatlinburg TN
Denver CO

March

3/1-3/4 WaterReuse Symposium
3/1-3/5 ASCE's Geo-Congress
3/7-3/10 North Dakota/South Dakota Water Well Industry Convention
3/7-3/10 Prospectors & Developers Assoc. Convention
3/8-3/10 Geothermal Alliance of Illinois Conference
3/9-3/10 AGWA Northwest Groundwater Conference
3/9-3/10 Iowa Geothermal Assoc. Conference
3/9-3/11 SPE/IADC Int'l Drilling Conference and Exhibition
3/9-3/12 National Utilities Contractors Assoc. Conventin
3/11-3/12 CIIT Latam Congress
3/12-3/13 New England Water Well Assoc. Expo
3/15-3/16 Louisiana Oil & Gas Assoc. Annual Meeting
3/15-3/18 Illinois Wastewater Professionals Conference
3/17-3/19 DFI Int'l Conference on Grouting & Deep Mixing
3/19 South Carolina Ground Water Assoc. Spring Meeting
3/21-3/24 Alabama Rural Water Assoc. Annual Conference
3/21-3/25 NASTT No-Dig Show
3/21-3/25 World Water Forum
3/23-3/24 SPE/ICoTA Well Intervention Conference & Exhibition
3/23-3/25 Missouri Rural Water Assoc. Annual Conference
3/23-3/25 Water Systems Council Meeting & Congressional Fly-In

April

4/8-4/10 Alberta Water Well Drilling Assoc. Convention
4/8-4/10 Int'l Conf. on Geotechnical Research and Engineering
4/12-4/13 Texas Alliance of Energy Producers Expo, Trade Show, BBQ
4/12-4/15 Common Ground Alliance Conference & Expo
4/13-4/14 American Assoc. Drilling Engineers Technical Conf. & Exh.
4/13-4/15 SME Minnesota Conference
4/13-4/15 South Central Joint Mine Health & Safety Conf.
4/20-4/21 West Virginia Coal Show
4/21-4/22 West and Central Africa Mining Summit & Expo
4/21-4/23 Best in the West Drill & Blast Conference
4/21-4/24 INTERMAT - Construction Technologies
4/26-4/28 Williston Basin Petroleum Conference
4/26-4/29 Pipeline Technology Conference
4/28-4/30 Water Quality Assoc. Convention & Expo

May

5/3-5/5 Offshore Technology Conference
5/3-5/5 URTec (Unconventional Resources Tech. Conf.)
5/4-5/5 AGWT Oklahoma Groundwater Conference
5/11-5/13 Assoc. of California Water Agencies Spring Conference
5/11-5/14 Int'l Foundations Congress & Equipment Expo (IFCEE)
5/17-5/19 New York Rural Water Assoc. Workshop & Exh.
5/19-5/21 World Concrete Cutting Summit
5/20 IADC Drilling Onshore Conf. & Exh.
5/28-5/30 Alberta Water Well Assoc. Campout

Las Vegas NV
Philadelphia PA
Deadwood SD
Toronto ON CANADA
Bloomington IL
Boise ID
West Des Moines IA
Stavanger NORWAY
Miramar Beach FL
Lima PERU
Marlborough MA
Lake Charles LA
East Peoria IL
Florence ITALY
West Columbia SC
Montgomery AL
Raleigh NC
Riyadh SAUDI ARABIA
The Woodlands TX
Saint Charles MO
Washington D.C.

Red Deer AB CANADA
London UK
Wichita Falls TX
Tampa FL
Midland TX
Virginia MN
Durant OK
Charleston WV
Accra GHANA
Spearfish SD
Paris FRANCE
Regina SK CANADA
Berlin GERMANY
Phoenix AZ

Houston TX
Houston TX
Oklahoma City OK
San Francisco CA
Grapevine TX
Verona NY
Stockholm SWEDEN
Houston TX
Stauffer AB CANADA

June

6/7-6/9 Tennessee Gas Association Annual Meeting
6/9-6/11 Florida Ground Water Assoc. Convention & Trade Show
6/10-6/11 Elko Mining Expo
6/14-6/18 UK Mining Conference
6/15-6/16 IADC World Drilling Conference & Exhibition
6/15-6/17 U.S. Coal Show
6/23-6/24 Independent Petroleum Assoc. of America Meeting
6/23-6/24 No-Dig Down Under
6/27-6/29 Rocky Mountain Mining Institute Annual Conference
6/27-6/30 Rapid Excavation & Tunneling Conference
6/27-7/1 Nigeria Oil & Gas Energy Week
6/29-6/30 Future of Mining Australia

July

7/11-7/13 The Coal Institute Summer Meeting
7/16-7/17 Empire State Water Well Drillers Assoc. Summer Meeting
7/24-7/26 South Atlantic JUBILEE
7/30 Rocky Mountain Mining Friends of Coal Golf Tournament

August

8/10-8/12 Deep Foundations S3: Slopes, Support, & Stabilization Pittsburgh PA

September

9/12-9/14 EFEE World Conference on Explosives and Blasting Copenhagen DENMARK
9/20-9/22 IGSHPA Annual Conference St. Charles MO
9/20-9/24 EXTEMIN/PERUMIN Arequipa PERU

October

10/5-10/7 PBIOS Odessa TX
10/27-10/29 The Utility Expo Louisville KY
WaterReuse California Conference Palm Desert CA

November

11/4-11/5 Pennsylvania Drilling and Blasting Conference State College PA
11/16-11/19 M&T Expo (part of bauma) Sao Paulo BRAZIL

December

TBA Groundwater Week ?

**Be sure to check out our website for updated event schedules.
Have an event you'd like to list? E-mail information to
michele@worldwidedrillingresource.com**

Ronnie,
Thank you for the recent pics you sent of the TGWA show. I appreciate the thoughts and now the memories.
Hope you are well. I read the mag every time. I don't know how you find some of the topics for the stories - some things I would never have heard about.

Joe Dobry
Livingston, TX

Thank you for the great publication, this just adds a little fun to it.
[Regarding the Fun Page puzzle]

Enjoy your day,
John Crowell
Crowell Drilling Company
Louise, TX



This Month's Issue



CLICK TO SUBMIT
AN AD



NEW!

Digital Ad Space Now Available at
www.worldwidedrillingresource.com



Phone: 850-547-0102

Fax: 850-547-0329

Mailing: PO Box 660, Bonifay FL 32425-0660
(Physical: 3089 Northridge Lane, Bonifay FL 32425)

worldwidedrillingresource.com

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