

PO Box 660 • 3089 Northride Lane Bonifay FL 32425

Home of Solid Gold Service ~ with a smileTM! worldwidedrillingresource.com

850-547-0102 850-547-0329 (fax)

of Bride Marie

September 2016

Dear Valued Associate,

I land Breve

Another day ~ another dollar spent. If you are like so many today, you feel the pain of a presidential election year. Feel like there is no tomorrow?

Well Snap Out of It! The **WWDR** Team is here to save the day! We cherish our relationship with you and our great drilling industry. There is always a tomorrow, always another chance, we just need to step up to the plate and "go for the gold"!

So reach out for the gold -- Solid Gold Service ~ with a smile^{TM!} with the **WWDR** Team of professionals to guide you through the maze of uncertainty.

Media Kits, Marketing Guides, Rates and Specs, whatever you choose to call them, can be very daunting to say the least. Our professionals understand your frustration and help you through the decision-making process.

We will not send you on a wild goose chase. For instance, think about this: You have \$100.00 to spend a month to get to potential customers; the rate with X company is \$100.00 per month, and they promise to reach 20 potential customers for you, that costs you \$5.00 per potential customer. BUT, if you go to A company, and that company promises to reach double the number of contacts or 40 potential customers - your rate per contact just went in half to only \$2.50 per potential customer. Be a wise consumer - don't just look at a rate as \$100 -vs-\$100 and choose without doing the research. IT IS YOUR MONEY!

Auditing of mailing lists is a thing of the past, very expensive for publications, and those extra expenses are added to your rates. A certification from the actual printing company who mails the publications for the company is a surefire way to verify the numbers. Those Readers Service Cards are also a thing of the past - they actually delay your contacts, not increase the efficiency.

One last tidbit - Which publication works with International, National, State, and Local Associations for your benefit? I'd say you can answer this one - **WorldWide Drilling Resource**®. We are on your side.

So, please give the wwdR Team an opportunity to get through the maze with you, and assist you in placing your dollars where and when they will do the very best for you.

The **WWDR** Team wishes you a bright and successful future.

Stay in the black with **ww**D**R**!



Don't Wait for a Rate Increase

Great NEWS!

The **WWDR** Team Gives YOU the Power

to control your rates!

2017 Rates and Sizes

850-547-0102

MAKE YOUR OWN DEAL ~

- * START WHEN YOU WANT your marketing dollars to bring in the bucks for you
- * MIX 'N MATCH * FREE editorial
- * FREE double exposure online and in print
- * Friendly monthly reminders * FREE links

Stay in the black with **wwo**:

The $ww \mathfrak{DR}$ Team works WITH YOU, not against you.

So, what does all this mean to you? How does it work?

All YOU have to do is **set up** your marketing **plan for 2017** on or **before Tuesday**, **November 15**, **2016**. Don't worry if you have a few months left in this year, you can include it in the plan - we'll handle it for you! You will receive a 2016 RETAIN YOUR RATE Order Confirmation verifying the rate you have, or would have had in 2016.

Mix and Match the types of ads you would like to run - choose which months those particular types of ads will appear. Say for instance, you want to run 6 display ads (size your choice), and you want 3 classified ads (size your choice), and you want to add a Buyers Meet Sellers ad or more, and you want a JUBILEE Pinpointer Map ad, and also throw in a couple of Tower ads in the E-News Flash - ADD them up = The rate = the combined number of ads to equal your monthly rate. EASY Savings!

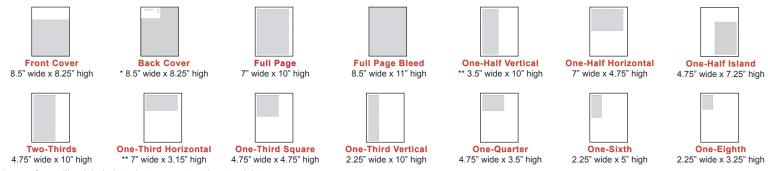
See Rates and Sizes inside - Call your wwdx Team Member.

Solid Gold Service ~ with a SmileTM!



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 for clearer advertisement copy.



^{*} room for mailing label - but photo may extend to top right

All advertising material must be in <u>PC FORMAT</u> and will be accepted in the following venues:

JPEG • PDF • PSD • TIFF, in high resolution with a **minimum** of 300 dpi. **Grayscale or CMYK color only** as 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. **www** not responsible if not sent properly.

Material may be e-mailed directly to us; or a private FTP DropBox will be prepared at our website for you.

Classified Advertising Information

Both color and black & white text ads and display classified ads are accepted (with photos, logos, and borders). Only one-column-wide ads are permitted in the Classified Section (WorldWide SUPER MART™) to ensure "section clarity." A column is 2.295" wide by 10" high. All ads appear at www.worldwidedrillingresource.com, FREE! No gimmicks or extra fees!

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



Too Late to Publish Classified Ads - Available Online.

Missed the deadline? Need to sell it? Place it online - it's easy! Call for details.

^{**} size adjusted to better serve you

To support our industry, these rates include "Round-It-Up-For-Education". The change left over from rates, has been placed in a scholarship fund.



FULL COLOR (No Spot Color Rates)

RUN	Full	Two-Thirds	Half	Third	Fourth	Sixth	Eighth
12X	\$1829	\$1542	\$1291	\$1047	\$826	\$502	\$395
6X	\$2008	\$1721	\$1506	\$1220	\$897	\$611	\$431
3X	\$2223	\$1865	\$1721	\$1399	\$1112	\$789	\$502
1X	\$2439	\$2145	\$1937	\$1578	\$1363	\$933	\$575

BLACK AND WHITE

RUN	Full	Two-Thirds	Half	Third	Fourth	Sixth	Eighth
12X	\$1542	\$1255	\$1004	\$718	\$539	\$360	\$290
6X	\$1721	\$1435	\$1220	\$933	\$611	\$396	\$288
3X	\$1937	\$1578	\$1435	\$1112	\$886	\$502	\$360
1X	\$2152	\$1858	\$1650	\$1291	\$1077	\$646	\$395

CLASSIFIED

Ask for your special rates!

	3 = 10 3 11 1 = 2
TEXT ADS (No 12X discount)	\$9 per line (4-line minimum)
Classified Display (photo, logo, box)	1X = \$72 per column inch
	3X = \$70 per column inch
	6X = \$68 per column inch
	12X = \$62 per column inch
COLOR (add)	1X = \$3012X = \$20











(Column is 2.295 inches wide - NO two/three column-wide ads.)

SPECIAL OPPORTUNITIES

*MIX 'N MATCH

You've read about it ~ now try it! No other publication offers you this opportunity!

*Buyers Meet Sellers

(\$175 advertisers / nonadvertisers \$225 per insertion)
(December issue - Online one full year with a link to your website!)

*Pinpointer Map

(\$150 advertisers / nonadvertisers \$175 per insertion on map) (\$50 nonattendees - reverse side of map) (Let them know you will be there and how to find you ~ plus this map is included in attendees' bags, as well as in the physical magazine and Online!)

WorldWide Service Center™

(Prepay \$900 Annually = 12 Ads in Service Center plus gives you the 12x rate on any other ad anywhere in WWDR)

Online Choices (with a link to your website)

Alternating Web Banner - 70 pixels high, up to 350 pixels wide, 96 dpi.

(\$150 per insertion)

E-News Flash Banners - Delivered to inboxes in the middle of each month. 170 pixels wide, up to 400 pixels high, 96 dpi.

(\$50 per insertion)

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). Advertising material, when **WorldWide Drilling Resource**® provides ad preparation **FREE**, is due no later than the 27th of the month prior to the preceding month of the issue. Advertising material prepared by ad agencies must be received by the 1st of the month prior to the issue month.

*Ads prepared FREE by wwdx are for use in any wwdx advertising opportunity \sim or pay for the service and use it anywhere.

Secret Special Offer!

Just for you -

Introducing WorldWide Business Directory™

For just \$1020 a year, your Business Card can be seen on this special page, in every issue, plus online with a direct link to your website.

Call us today so you don't miss the Secret Special Offer!

850-547-0102



or e-mail: brenda@worldwidedrillingresource.com jan@worldwidedrillingresource.com

Below Sample Only!

WorldWide Business DirectoryTM

~The SKY is the limit!~













Ashish Rathi

C: 602-327-4306

T: 407-574-4001

407-574-2797

National Sales Manage







SHAKTI PUMPS USA LLC



















WWDR REWARD POINTS

How to make spending your advertising dollars a success!

Turn this over to find out
What they are
How they work . . .

WWDR REWARD POINTS

Www wants you to know how much we appreciate every dollar you spend, so - to give you the very most, we are offering what everyone likes - **REWARD POINTS**. Yes, it's new to the industry - another first from your **www** Team.

What? These points may be used at the end of any run for any advertising opportunity with **WorldWide Drilling Resource**, **Inc.**

How? First, when you sign up for 2017 before November 25, 2016 - we will give you 100 bonus **REWARD POINTS** to get you started. It's our way of letting you know we really care and want to give you a head start.

Then, with each advertisement placed, you receive 1 point for each dollar you spend. These accumulate on any advertising opportunity with wwx.

Okay, what are you waiting for? Start receiving your rewards. Call 850-547-0102 NOW to get all the details and begin your successful marketing campaign.

REMEMBER - The **wwo**x Team wants to **KEEP** you in business ~ Not put you out of business.

2017 Editorial Calendar

Each month, the **WWDR** Editorial Team works hard to provide subscribers with the latest information about the industry. Since there are so many different aspects of the drilling world, our Team will focus on one area of the drilling industry each month, in addition to our regular content. We invite you to submit your article ideas, but please remember, our valued advertisers get first preference due to our limited editorial space.

Editorial deadlines are the 15th of the month prior to the preceeding month of publication.

For example the deadline for April would be February 15th.

E-News Flash editorial deadline is the first day of the month prior to publication. April's deadline would be March 1st.

January 2017 Cold weather is here, time to focus on **EQUIPMENT MAINTENANCE** and products.

February 2017 CONSTRUCTION and GEOTECHNICAL drilling supplies and developments take the spotlight.

March 2017 GEOTHERMAL projects and products are on display.

April 2017 EXPLORATION/BLASTHOLE products are blasting off, so they are at the forefront of this month's focus.

May 2017 The GAS and OIL industry has our attention this month highlighting the latest goods and wares for the business.

This is our Pre-JUBILEE issue - Make sure you are listed on our **JUBILEE Pinpointer Map!**

June 2017 Jubilee issue featuring the latest in **WATER** technology, activities, and merchandise.

July 2017 Time to plan for **EDUCATION** and **TRAINING** opportunities.

August 2017 MINING supplies and projects are at the heart of progress.

September 2017 HISTORY is made every day. Include the history of your company, products, or projects in this special issue!

October 2017 SAFETY is vital to our industry. Showcase the safety features included with your equipment. Bring attention to your safety-related items.

November 2017 From gas and oil projects, to utility installation, **DIRECTIONAL DRILLING** is taking off! Make sure you're included in this issue.

December 2017 Our special end-of-the-year issue featuring our Annual Buyers Meet Sellers guide. This is the perfect time to

place a special ad to say **THANK YOU** to your customers, announce new products for 2018, or highlight your attendance at the NGWA show.

WorldWide

Presents a Guide for your 2017 travel planning. 2017 Tentative Trade Show List

10-13 11-13 12-13 14 16-19 17-18 18-19 22-24 23-26 24-26	Kansas Ground Water Assoc. Louisiana Ground Water Assoc. Assoc. Equip. Dist. Summit Utah Ground Water Assoc. Oklahoma Ground Water Assoc. New Mexico Ground Water Assoc. World Future Energy Summit Empire State Water Well Wyoming Water Well Assoc. Minnesota Water Well Assoc. Mineral Exploration Roundup SPE Hydraulic Fracturing Conf. Texas Ground Water Assoc.	2-3 2-3 7-8 7-9 7-11 9-10 13-16 15-16 15-17 16-17 19-22 21-22 22-24 22-25 27-3/2	Coaltrans USA No. Carolina Ground Water Assoc. IADC Health, Safety, Env., Training MiaGreen ADSC-IAFD Annual Meeting Mountain States Ground Water Nebraska Well Drillers GeoTherm Expo & Congress Virginia Water Well Assoc. Alaska Water Well Assoc. SME Conf. & Nat'l Western Mining Coaltrans India Midwest Energy Efficiency Alliance Samoter Nigeria Oil & Gas	12-15 12-15 13-14 14-16 14-17 14-17 14-18 22-23 22-23 22-23 28-29 28-31 31-4/1	Alabama Rural Water Conf. Geotechnical Frontiers Trenchless Middle East CGA Excavation Safety SPE / IADC Drilling Conf. & Exh. IGSHPA Tech. Conf. & Expo Water Quality Assoc. Conv. Concrete Sawing & Drilling Conv. GLOBALCON IADC HSE&T Asia Pacific Conf. Minnesota Geothermal Assoc. IADC / SPE Managed Pressure, etc. No Dig Berlin Tennessee Water Well Assoc.
25-26 25-27 26-27 27 29-2/1 31-2/1	Idaho Ground Water Assoc. Cen. Pennsylvania Geotech. Conf. Iowa Water Well Assoc. So. Carolina Ground Water Assoc. ISEE UCT (Underground Construction) FEBRUARY Great Lakes Trenchless Assoc. Missouri Water Well Assoc. Rural Water Assoc. of Utah	4-6 5-7 5-8 5-9 7-9 7-11 10-11 10-11	MARCH Nat'l Utility & Excav. Contractors National Safety Council TX Conf. No. & So. Dakota Well Drillers Prosp. & Developers Assoc. Assoc.Gen. Contractors Conv. SMAGUA CONEXPO-CON/AGG Michigan Ground Water Assoc. New England Water Well Assoc.	4-7 4-7 9-13 11-13 19-21 23-28 25-26 25-27	APRIL Alaska Mining Conference Women In Mining Gastech Conf. & Exh. SMOPYC NASTT No-Dig Show SEDC Best in the West Drill & Blast INTERMAT Texas Alliance Expo MiningWorld Russia

27-29 30-5/3	3 1		JULY		DECEMBER	
30-5/3	Canadian Institute of Mining		AUGUST		Kentucky Blasting Conference Amer. Expl. & Mining (NWMA)	
	MAY	29-9/1	AIMEX	5-7 N	IGWA	
	Florida Ground Water Assoc.	30-31	The Water Expo			
1-4	GEFCO Training Offshore Technology Conf.		SEPTEMBER		~2018~	
2-4 7-10 14-16	Pipeline Technology Conf. Haulage & Loading Coaltrans Asia	6-10	Georgia Assoc. Ground Water National Drilling Association MATEXPO		Nebraska Well Drillers Virginia Water Well Assoc.	
15-19 18 18-20	EXPONOR IADC Drilling Onshore Conf. & Exh. MIACON (Miami Construction)	10-12 12-13 19-21	European Explosives Conference Oil Sands Trade Show Int'l Tube & Pipe Trade Fair	3/13-3/17 4/23-4/28		
20-27	ALTA (Nickel-Cobalt-Copper-Gold)	20-23	BICES (Beijing Int'l Const. Mach.)			
22-24 22-25	Austmine Conf. & Exh. New York Rural Water Assoc		OCTOBER		~2019~	
31-6/1	Canadian Mining Expo		OCTOBER			
	JUNE	3-5	California Groundwater Assoc. Oklahoma Oil & Gas Expo ICUEE	2/11-2/14 4/8-4/14	Nebraska Well Drillers bauma	
4 7	Elko Mining Expo Florida Water Quality Assoc.	19-20 23-26	ISEE Latin American Symposium Mine Closure			
4-7 10-12 13-15	Rapid Excavation & Tunneling South Atlantic JUBILEE Global Petroleum Show	24-26 24-26	LAGCOE Offshore Technology Brazil	w	orldWide updates this	
13-15 Longwall USA 21-22 Energy Exposition			NOVEMBER		nning Ahead Calendar on a continual basis.	
25-28 28-29	American Water Res. Summer Con. IADC World Drilling Conf. & Exh.		Alaska Miners Assoc. Ohio Water Well Assoc.		Just call 850-547-0102 for updates anytime.	

Good morning Brenda! We just wanted to let you know we received the wwox magazine and we are so happy with our ad! You all did a great job and it really stands out beautifully. Thank you again!

Allison Ross Director of Sales RHR Products

Best Advertisement preparation!

Best Coverage!

I am the Division Sales Manager for Protective Metal Alloys, a division of Broco-Rankin. We manufacture hardfacing rods, spray powders, brazing products, and offer solutions to wearresistance problems. I just discovered this magazine and am so impressed. I work in almost all of these fields and am amazed at the amount of relevant information I found in one place!

Cheryl Richards

Marcel:

Thank you for fixing this for us.

I wish everyone I dealt with was as great as you! Have a great day!

> Thank you, Tina M. Mitchell Keystone Drill Services, Inc. Somerset, PA

Best Service!



Just got my copy of **WWDR** and the article looks nice. Got two inquiries for the ad so far. Hope this is a start of some sales!

Thanks for your help and if you have other ideas, please share them.

Gray Webber

Webber Construction and Fabrication, LLC Ontonagon, Michigan

Best Editorial!

James [Spoon] shared this very flattering article with me [Gateway to the Gulf, wwoR April 2016, page 14]... Thanks and have a lovely day.

Melynda Wasson Madrid Engineering Group, Inc. Bartow, FL

Thank you Michele,

I enjoy the magazine and learn something new from every issue. You guys keep up the good work. Bests,

C.N

Seattle Tunnel Partners Bothell, WA

All e-mails are the person's name @worldwidedrillingresource.com CALL 850-547-0102 without delay! www.worldwidedrillingresource.com

