

# 2018 EDITORIAL CALENDAR

	<b>JANUARY</b> Ad Close: 12.01.17 Materials Due: 12.08.17	<b>FEBRUARY</b> Ad Close: 01.02.18 Materials Due: 01.09.18	<b>MARCH</b> Ad Close: 02.01.18 Materials Due: 02.08.18	<b>APRIL</b> Ad Close: 02.27.18 Materials Due: 03.12.18	<b>MAY</b> Ad Close: 04.02.18 Materials Due: 04.09.18	<b>JUNE</b> Ad Close: 05.01.18 Materials Due: 05.08.18
<b>EDITORIAL COVERAGE</b>	HDD, Utility Drilling	Direct Push Drilling, Drilled Piles	Geothermal, Drilling Fluids Management	Water Well Design, Building a Lasting Drilling Business	Environmental Monitoring, Well Development	High-Cap Water Wells, Troubleshooting Water Wells
<b>PRODUCT SHOWCASE</b>		Hammers & Bits	Foundation Drilling Products	Water Delivery Products (or Water Well Accessories)		Geothermal Products
<b>SPECIAL OPPORTUNITIES</b>	Best of 2017	Virtual Showcase	Product & Literature Library	SourceBook 2018, Virtual Showcase		Virtual Showcase
<b>BONUS DISTRIBUTION</b>	Texas Ground Water, UCT	Michigan Ground Water	IFCEE, IGSHPA, NEWWA, Geotechnical Frontiers		Florida Ground Water	
<b>VALUE ADD</b> *1/2 Page Advertisers or larger	<b>Discounted Best of 2017</b> for Advertisers	<b>Post Your Company</b> Video Online	Foundation Drilling Solutions: <b>TWO Pages for the Price of ONE</b>	<b>Bold Listing</b> in 2018 Driller SourceBook	<b>Industry Spotlight</b> for Full Page Advertisers	<b>Jubilee Booth Strip-in</b>
<b>PLUS: Driller Confidential every month!</b>						

## SPECIAL ISSUES/ADVERTISING BONUSES



### PRODUCT & LITERATURE LIBRARY (March and October)

Showcase your product or literature in a 1/9-page, 4-color ad or catalog item, which will appear in the issue and on NationalDriller.com. Add a QR code that will link your ad to your website, video, webinar, podcast or other online content for an additional cost.



### FOUNDATION DRILLING SOLUTIONS (March)

This special section in the March issue entitles all full-page advertisers to the adjacent page FREE to tell their foundation drilling story. You get up to three 4-color photos and up to 800 words to detail your product applications to *National Driller* subscribers. Just send us your materials and we do the production work



### DRILLER SOURCEBOOK (April)

The industry's most comprehensive directory, with complete listings of products, equipment, supplies, materials, manufacturers, distributors, associations, trade names, consultants and more. If it's needed in the drilling industry, it can be found in the SourceBook. For added convenience, all the listings are available online at NationalDriller.com/sourcebook.

	<b>JULY</b> Ad Close: 06.01.18 Materials Due: 06.08.18	<b>AUGUST</b> Ad Close: 07.02.18 Materials Due: 07.09.18	<b>SEPTEMBER</b> Ad Close: 08.01.18 Materials Due: 08.08.18	<b>OCTOBER</b> Ad Close: 09.03.18 Materials Due: 09.10.18	<b>NOVEMBER</b> Ad Close: 10.01.18 Materials Due: 10.08.18	<b>DECEMBER</b> Ad Close: 11.01.18 Materials Due: 11.08.18
<b>EDITORIAL COVERAGE</b>	Sonic Drilling, Reverse Circulation	Rig Maintenance, Mud Pumps	Geotechnical Drilling, Exploration Drilling	Oil & Gas Drilling, Cathode Drilling	Job Safety, Training & Education	Latest Drilling Technologies, Irrigation
<b>PRODUCT SHOWCASE</b>	South Atlantic Jubilee Exhibitor Preview	Water Treatment Products	Geotechnical Drilling Rigs		Rotary Drill Rigs	What's New for 2019
<b>SPECIAL OPPORTUNITIES</b>		Virtual Showcase		Product & Literature Library, Virtual Showcase	Ad Score Readership Study	Virtual Showcase
<b>BONUS DISTRIBUTION</b>	South Atlantic Jubilee		NDA			Groundwater Week
<b>VALUE ADD</b> *1/2 Page Advertisers or larger	<b>Ad Readership Study</b>	<b>Online Product Posting</b>	<b>Industry Spotlight</b> for Full Page Advertisers	<b>Discounted P&amp;LL</b> for Advertisers	Post <b>Your Company</b> Video Online	<b>Ground Water Week Booth Strip-in</b>
<b>PLUS: Driller Confidential every month!</b>						



### INDUSTRY SPOTLIGHT ISSUE

(May and September)

Full-page advertisers receive a FREE full-page advertorial to run adjacent to their ad. You get three 4-color photos and up to 800 words to detail your product applications to *National Driller* subscribers. Just send us your materials and we do the production work. **\*Materials must be received by April 2 and August 1, respectfully.**



### MUST SEE: VIRTUAL SHOWCASE

(Bi-Monthly)

Virtual Showcase is produced six times a year, which highlights industry products, and links to the participating companies' websites. The Virtual Showcase is then eBlasted to *National Driller* industry professionals. Leads are generated and shared with participating companies.



### DRILLER CONFIDENTIAL

(Monthly)

This electronic publication is a lead-generating service for *National Driller* advertisers that is eBlasted monthly, with highlights from the current issue and links to advertisers.