



Michigan Ground Water Association Advertising Opportunities

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

Website

**MICHIGAN GROUND WATER ASSOCIATION**

YOUR AD HERE

Membership

Now, more than ever, it is important to support MGWA as it works to protect your right to drill water wells in Michigan.

[Join us now!](#)

[Renew your membership!](#)

Upcoming conferences & courses

Check back soon!

Board Meetings

MGWA Board Meeting Schedule for 2023
May 20th, 2023 - Duck Lake Country Club
August 12th, 2023 - TBD
November 11th, 2023 - TBD

Please note, all dates and locations are subject to change.

Latest News

Plan now to join MGWA for our annual education event and membership meeting in 2023
July 28, 2022 1:39 PM | Pat Lersch

The call for nominations for MGWA awards is now open!
July 28, 2022 1:39 PM | Pat Lersch

Scholarship Application Available

The MGWA is working on updating the dates and information for the MGWA scholarship. In the interim, we are accepting applications for the 2023 year, and they are due February 1, 2023. All applications should be sent to dschulenberg@mgwa.org. If you have any questions, please contact the MGWA office at (734) 627-7171 or send an email to dschulenberg@mgwa.org.

Print Newsletter and Program/Membership Directory



FROM THE EXECUTIVE DIRECTOR
We Can't Wait!

As you know, we are in a difficult time. As I have already mentioned, we are in a recession. The MGWA Executive Committee is working hard to ensure that we can continue to provide the best possible service to our members. We are also working to ensure that we can continue to provide the best possible service to our members. We are also working to ensure that we can continue to provide the best possible service to our members.

UPCOMING EVENTS

July 28, 2022 1:39 PM | Pat Lersch

BUSINESS BASICS

Five Small Business Tips for Preparing for a Recession
While a recession impacts organizations of all sizes, small businesses often have limited resources and face a unique set of challenges when hard times arrive.

1. Reevaluate Compensation Strategies
Many organizations increased salaries, bonuses, and benefits during the pandemic. However, small businesses may need to re-evaluate their compensation strategies. Finding ways to reduce or eliminate unnecessary costs while still providing employees with a fair wage is a small business owner's responsibility.

2. Prioritize Employee Retention
Prioritizing employee retention during a recession can help small businesses save money since the cost of recruiting and training new employees is extremely high. One strategy employees can use to improve retention is to strengthen employee engagement. According to industry experts, highly engaged employees are more likely to accept negative work changes that may occur during a recession, while disengaged employees are not.


3. Establish Communication Channels
Establishing effective employee communication channels is essential when preparing for a recession. The possibility of a recession can bring uncertainty, and employees will want to be informed about their careers and the long-term success of their employer.

4. Automate Internal Processes
The more efficient organizations are, the more resilient they will likely be during a recession. This is especially important for small businesses. By streamlining their processes and automating where possible, small businesses can stay one step ahead.

YOUR AD HERE

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MGWA Newsletter Advertising

Program/Directory	Ads due: Jan 4	Mails: Last week of November
Spring Issue	Ads due: March 15	Mails: First week of April
Summer Issue	Ads due: May 17	Mails: First week of June
Fall Issue	Ads due: September 13	Mails: First week of October
Winter Issue	Ads due: November 2	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 January 5)

<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

Michigangroundwater.com 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:
Michigan Ground Water Association Advertising
601 Dempsey Road, Westerville, OH 43081
or by fax to (614) 898-7786
or by email to dschulenberg@ngwa.org.