



**INTERNATIONAL
CARWASH
ASSOCIATION®**
GROWING. SMARTER. TOGETHER.

2019 MEDIA PLANNER

CAR WASH
MAGAZINE

print and digital editions



CAR WASH
NEWS

eNewsletter

www.carwashmagazine.com

website

CONTACT:

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**INTERNATIONAL
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ICA – The Voice of the Professional Car Wash Industry

The International Car Wash Association (ICA) provides key information to business and consumer media, investors, governmental agencies, allied associations, and related industries. ICA produces the industry's leading research in the areas of consumers habits and preferences, the environmental attributes of professional car washing, and industry equipment sales.

Why We're Leading the Industry. Our Members:



- spend more than **\$700 million** per year on products and services, **\$540 million** on annual operating supplies, and **\$140 million** on new developments.



- represent more than **15,000** car wash locations in nearly two dozen countries.



- are part of a growing car wash industry that is expected to generate **\$9.7 billion** per year by 2019.



- are the owners, business leaders and decision-makers of the world's largest and most successful car wash organizations.



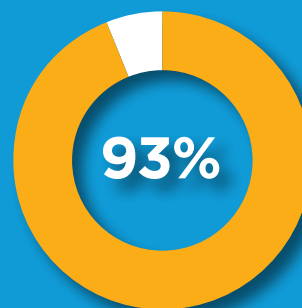
Car Wash Magazine
Print and Digital Editions



Car Wash News
eNewsletter



carwashmagazine.com
Website



93% of members who responded to our survey indicated that they are involved in the purchasing process for their company!

CAR WASH MAGAZINE



4 out of 5 respondents rate CAR WASH Magazine as important to them.



87% of respondents spend up to **20 minutes** reading the digital edition.



**Statistics based on 2012 ICA media survey.*

What Our Readers Say

"CAR WASH Magazine effectively delivers quality content in a very clean and professional format."

**Travis Gainsley, Mountain View Car Wash,
Steamboat Springs, CO**

"A must-read to stay on top of our industry."

Frank Rockhill

"In all sincerity – our company has nearly doubled in size and sales since we started advertising through CAR WASH Magazine."

David Mobley, Wonder Wafers International, North Richland Hills, TX

"If you're not a member of the ICA and not reading CAR WASH Magazine, there is no way you can stay competitive in your marketplace. It's like having the right tool in your toolbox!"

Todd Ossenfort, Super Clean Tunnel Wash, Rapid City, SD



CAR WASH

MAGAZINE DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media.

CAR WASH is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats available to readers:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1- or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views) | \$1,199

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$900

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$1,099

4 2nd TOC Mobile Banner | \$800

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$300

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$600
- Medium Insert | \$500
- Large Outsert | \$400

For the latest online specs, please visit:
www.naylor.com/onlinespecs



2019 Editorial Calendar

Issue	Features	Space Reservation	Materials Deadline
Spring 2019 Ship Date March 2019	BUSINESS STRATEGY <i>THE CAR WASH SHOW ISSUE!</i>	January 21, 2019	January 23, 2019
Summer 2019 Ship Date June 2019	MARKETING	April 23, 2019	April 25, 2019
Fall 2019 Ship Date September 2019	TALENT MANAGEMENT	July 22, 2019	July 24, 2019
Winter 2019 Ship Date December 2019	TECHNOLOGY	October 22, 2019	October 24, 2019

*Editorial calendar is tentative and subject to change without notice.

Each issue of **CAR WASH Magazine** contains these recurring departments:

COMMENTARY

Letter from the ICA
Ask Champ

HISTORY

Blast from the Past

PROFILES

Take a Tour
Focus on a Member/Supplier
Discovery Photo

RESOURCES

By the Numbers
Wash Ideas
Safety Tip
5 Things
Marketing Minute
Advertiser Index

TECH

Overheard Online
Top Tweets
Download It!

CAR WASH MAGAZINE

Net Advertising Rates

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

All rates include an Ad Link in the digital edition of the magazine.

Members receive a 20% discount on rates.

Full-Color Rates	1x	2x	3-4x
Double Page Spread	\$4,739.50	\$4,499.50	\$4,269.50
Inside Front & Inside Back Cover	\$3,849.50	\$3,689.50	\$3,529.50
1/2-Page Double Page Spread	\$3,219.50	\$3,059.50	\$2,899.50
Full Page	\$3,219.50	\$3,059.50	\$2,899.50
2/3 Page	\$2,759.50	\$2,619.50	\$2,479.50
1/2-Page Island	\$2,389.50	\$2,269.50	\$2,149.50
1/2 Page	\$2,039.50	\$1,939.50	\$1,839.50
1/3 Page	\$1,519.50	\$1,439.50	\$1,369.50
1/4 Page	\$1,179.50	\$1,119.50	\$1,059.50
1/6 Page	\$949.50	\$899.50	\$849.50
1/8 Page	\$729.50	\$689.50	\$659.50

Digital Edition Rates

Leaderboard	HTML5 Ad
\$1,199.50	\$1,000

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Black-and-White Rates	1x	2x	3-4x
Full Page	\$2,039.50	\$1,939.50	\$1,839.50
2/3 Page	\$1,749.50	\$1,659.50	\$1,569.50
1/2-Page Island	\$1,509.50	\$1,429.50	\$1,359.50
1/2 Page	\$1,309.50	\$1,239.50	\$1,179.50
1/3 Page	\$969.50	\$919.50	\$869.50
1/4 Page	\$759.50	\$719.50	\$679.50
1/6 Page	\$579.50	\$549.50	\$519.50
1/8 Page	\$449.50	\$429.50	\$399.50

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of 09/2018)



CAR WASH NEWS



Why a targeted eNewsletter benefits you:

- Delivers your message directly to over 21,000 inboxes on a regular basis.
- Opt-in subscription means that professionals in the market for your products and services see your message.
- Cross-promoted in other ICA publications and communications pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.

- 1 Leaderboard One (650 x 90 pixels)**
12 Months | \$13,305 6 Months | \$7,340
• Only one spot available
- 2 Leaderboard Two (650 x 90 pixels)**
12 Months | \$11,575 6 Months | \$6,375
• Only one spot available
- 3 Leaderboard Three (650 x 90 pixels)**
12 Months | \$10,475 6 Months | \$5,765
• Only one spot available
- 4 Rectangles Row One (300 x 250 pixels)**
12 Months | \$10,475 6 Months | \$5,765
• Two spots available
- 5 Rectangles Row Two (300 x 250 pixels)**
12 Months | \$9,370 6 Months | \$5,155
• Two spots available
- 6 Rectangles Row Three (300 x 250 pixels)**
12 Months | \$9,370 6 Months | \$5,155
• Two spots available
- 7 Rectangles Row Four (300 x 250 pixels)**
12 Months | \$9,370 6 Months | \$5,155
• Two spots available

Members receive a 20% discount on rates.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



On average, ads receive over **33,300** impressions per month!

Traffic numbers from September 2017 to March 2018



91% agree that **CAR WASH News'** content is relevant to their jobs.

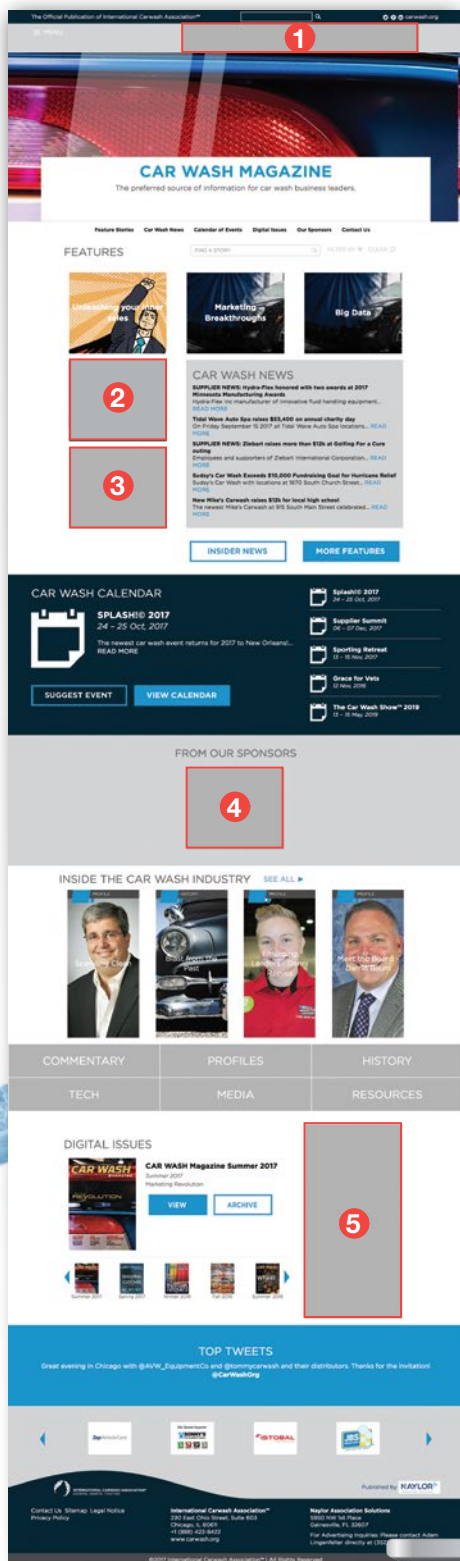


91% agree that **CAR WASH News** keeps them in touch with the association and association-related issues.



Read CAR WASH News on your phone or tablet!

Benefits of advertising on carwashmagazine.com



- Exclusive online content – visitors can view past articles and archives as well as up-to-the minute information on the industry, events, news, etc.
- Cross-promoted in other ICW publications and communication pieces.
- Place your message in front of an audience that visits this website for one publication – and stays to read more.
- Advertise to decision-makers in a time when they are already interested in industry news, trends and vendor information.

1 Leaderboard (728 x 90 pixels)

12 Months | \$2,480 6 Months | \$1,380

- Run-of-site position with 3 rotations

2 4 Home Page Rectangle (300 x 250 pixels)

12 Months | \$1,930 6 Months | \$1,080

- 5 advertisers rotate between both positions.
- The top rectangle is home page only, while the bottom rectangle is run-of-site on the subpages.

3 Home Page Rectangle (300 x 250 pixels)

12 Months | \$1,840 6 Months | \$1,080

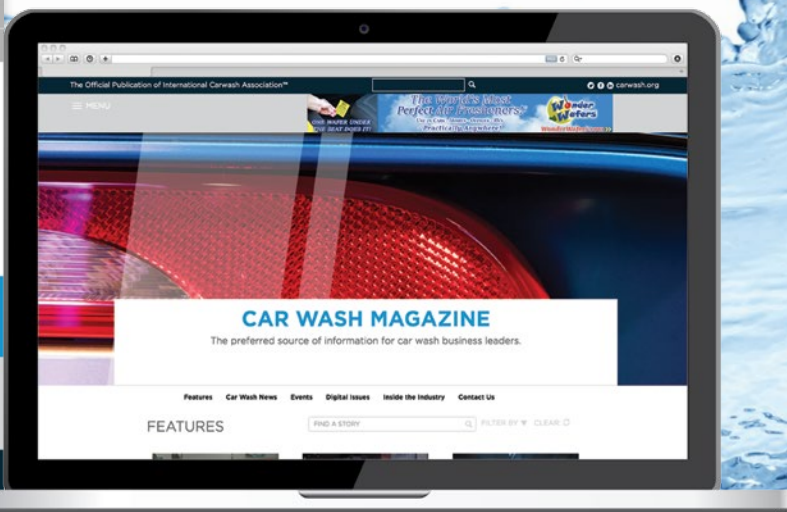
- Home page only with 5 rotations.

5 Wide Skyscraper (300 x 600 pixels)

12 Months | \$2,150 6 Months | \$1,190

- Home page only with 3 rotations

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



THE CAR WASH SHOW™

MAY 13-15, 2019 • MUSIC CITY CENTER • NASHVILLE, TN

Show Guide and Show Daily eNewsletter

The Car Wash Show is the largest gathering of owners, managers and decision-makers from the car wash, quick lube and detailing segments. Everyone who wants to drive traffic, increase profits, and build and maintain their business from the inside out will be here. Our Show Daily eNewsletter and Show Guide are must-read resources for all attendees and exhibitors.

Published May 12-16, the Show Daily includes exhibitor highlights from the show floor, conference news and updates, keynote speaker and panel discussion recaps, photo galleries, an at-a-glance agenda and more. 21,000 recipients will start their day reading this eNewsletter.

The robust Show Guide extends your reach to the show floor, where thousands of printed copies will be handed to attendees and exhibitors as they navigate the exhibit space, plan their day, and attend world-class sessions hosted by our industry's experts.

RESERVE YOUR SPACE IN THESE SHOW ESSENTIALS TODAY

Show Guide

Rates	Cost
Outside Back Cover	\$3,189.50
Inside Front Cover	\$2,879.50
Inside Back Cover	\$2,879.50
Opposite Inside Front Cover	\$2,586.93
Opposite Table of Contents	\$2,586.93
Full Page (Full Color)	\$2,249.50
Half Page (Full Color)	\$1,429.50
Quarter Page (Full Color)	\$829.50



Show Daily eNewsletter

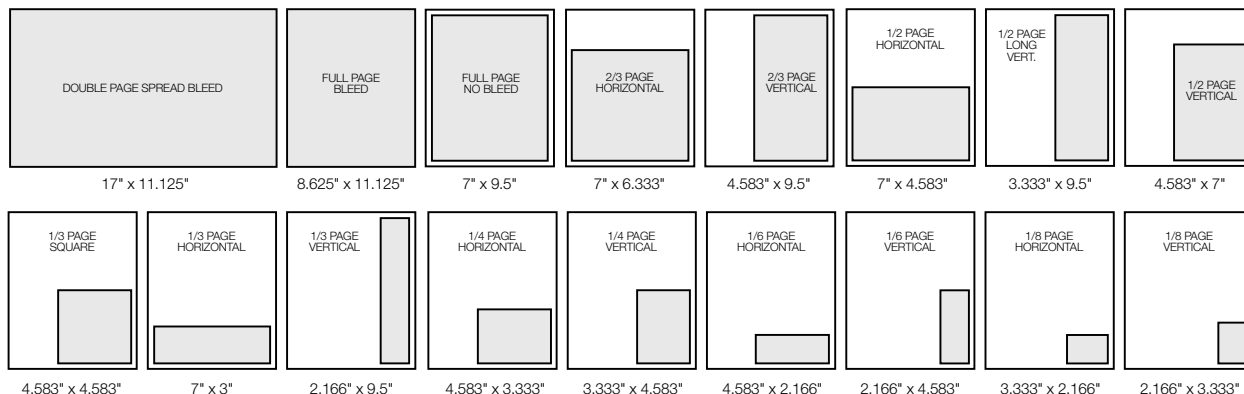
Rates (per day)	Cost	Specs
Horizontal Banner - only 2 available!	\$3,150	650 x 90 pixels
Rectangle Ad - only 6 available!	\$3,150	300 x 250 pixels

To advertise, contact Jason Ruppert at jruppert@naylor.com or (352) 333-3428.

ADVERTISING SPECS

Print Specifications

Magazine Trim Size: 8.375" x 10.875"

**DPS Live Area:** 15.417" x 9.5"**Full-Page Live Area:** 7" x 9.5"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Online Specifications

CAR WASH MAGAZINE DIGITAL EDITION

For the latest digital edition specifications, visit:

www.naylor.com/onlinespecs

CAR WASH MAGAZINE MICROSITE

Leaderboard

- 728 x 90 pixels
- JPG or GIF
- Max file size 100 KB

Rectangle

- 300 x 250 pixels
- JPG or GIF
- Max file size 100 KB

Wide Skyscraper

- 300 x 600 pixels
- JPG or GIF
- Max file size 100 KB



Leaderboard 1,2 & 3

- 650 x 90 pixels
- JPG only
- Max file size 100 KB

Rectangle 1, 2 & 3

- 300 x 250 pixels
- JPG only
- Max file size 100 KB



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