AutoLaundry news EDITORIAL CALENDAR 2014

ISSUE	SPECIAL FEATURES and SURVEYS	MANUFACTURERS' SHOWCASE	BONUS CIRCULATION	SPACE CLOSE	MATERIALS DUE
JANUARY	Detail Survey Signage Success Profit Center	Vacuum System Showcase and Editorial Feature		November 22	December 2
FEBRUARY	Education/Training Ready to Expand? Facing the Competition	Detail Product Showcase and Editorial Feature	Southwest Car Wash Assn.	December 20	December 30
ANNUAL BUYERS GUIDE	Buyers Guide Six User-Friendly Categories Alphabetical Website Listing Geographic and Toll-Free Listings Association Listing		Distributed at All Major Trade Shows	January 24	January 31
MARCH	Full-Serve Conveyor Survey ICA Preview ***Spring Catalogs Etc. Guide***	Water Treatment System Showcase and Editorial Feature		January 20	January 27
APRIL	ICA Expo/Exhibitors Financing Options Team Building Wash Clubs	Impulse Product Showcase and Editorial Feature	ICA's The Car Wash Show	February 20	February 27
MAY	Self-Serve Survey Fleet Accounts ICA Wrap ***websource.guide***	Dryer System Showcase and Editorial Feature		March 20	March 27
JUNE	Nozzle Tips Repair or Replace Online: The "New Yellow Pages"	Self-Serve Equipment Showcase and Editorial Feature		April 21	April 28
JULY	Exterior Conveyor Survey Employee Turnover Succession	Winterization Showcase and Editorial Feature	Southeastern Car Wash Assn.	May 20	May 27
AUGUST	Upgrade on a Budget Advertisers' Showcases Buying a Wash — 10 Tips NRCC Preview	Tunnel Wash Systems Showcase and Editorial Feature		June 20	June 27
SEPTEMBER	Promotion/Advertising/Marketing Up Your Ticket Average Troubleshooting Pumps ***Fall Catalogs Etc. Guide***	Security/Safety Products Showcase and Editorial Feature	Northeast Regional Carwash Convention	July 21	July 28
OCTOBER	In-Bay Automatic Survey WCA Preview Waiting Room Feng Shui	Cleaning Products/Systems Showcase and Editorial Feature		August 20	August 27
NOVEMBER	M&A — Analysis Design: Renovation NRCC Wrap ***websource.guide***	In-Bay Automatic Showcase and Editorial Feature	The Western Car Wash Show	September 19	September 26
DECEMBER	Executive Forecast State of the Industry Survey St. Nick's Picks WCA Wrap	Computer Systems Showcase and Editorial Feature		October 20	October 27

(Please contact our editors for the above editorial contributions)

Monthly Editorial Features:
• On the Wash Front • Auto Detailing • Detail Management • Product Showcase
• Industry Newsline • Manufacturers' Showcase • Profile in Success • Finishing Line

Editorial copy and artwork are due on the 1st of the month, two months prior to the issue cover date. If the 1st falls on a Saturday, Sunday, or holiday, materials are due the following business day.

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