

| ISSUE | SPECIAL FEATURES and SURVEYS | MANUFACTURERS' SHOWCASE | BONUS CIRCULATION | SPACE CLOSE | MATERIALS DUE |
|----------------------------|--|---|---|--------------|---------------|
| JANUARY | Detail Survey Building Your Community Car Wash Development | Vacuum System Showcase and Editorial Feature | | November 20 | November 30 |
| FEBRUARY | Education/Training Self-Serve Reboot SCWA Preview | Detail Product Showcase and Editorial Feature | Southwest Car Wash Association | December 20 | December 28 |
| 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 23 | January 30 |
| MARCH | Full-Serve Conveyor Survey Dealership Wash ICA Preview <i>Spring Catalogs Etc. Guide</i> | Water Treatment System Showcase and Editorial Feature | Southeast Petro-Food Marketing Expo | January 19 | January 26 |
| APRIL | ICA Expo/Exhibitors Safety First Lender Credit Check A Car Wash Bubble? | Impulse Product Showcase and Editorial Feature | ICA's The Car Wash Show AOCA's iFLEX | February 20 | February 27 |
| MAY | Self-Serve Survey Chemicals and Reclaim Cut the Red Tape <i>webservice.guide</i> | Dryer System Showcase and Editorial Feature | | March 20 | March 27 |
| JUNE | Equipment Maintenance ICA Wrap Money-Making Tips | Self-Serve Equipment Showcase and Editorial Feature | | April 20 | April 27 |
| JULY | Exterior Conveyor Survey Profit from Express Detailing Marketing on a Budget | Winterization Showcase and Editorial Feature | | May 21 | May 28 |
| AUGUST | Advertisers' Showcases The Value of Customer Data Wash on Demand | Tunnel Wash Systems Showcase and Editorial Feature | | June 20 | June 27 |
| SEPTEMBER | Promotion/Advertising/Marketing Car Wash Insurance NRCC Preview <i>Fall Catalogs Etc. Guide</i> | Security/Safety Products Showcase and Editorial Feature | Southeastern Car Wash Association | July 20 | July 27 |
| OCTOBER | In-Bay Automatic Survey Water Treatment Express Exterior Defined | Cleaning Products/Systems Showcase and Editorial Feature | NRCC Show | August 20 | August 27 |
| NOVEMBER | Design and Construction Pay Stations as Sales Force <i>webservice.guide</i> | In-Bay Automatic Showcase and Editorial Feature | | September 20 | September 27 |
| DECEMBER | Executive Forecast State of the Industry Survey St. Nick's Picks | Computer Systems Showcase and Editorial Feature | | October 19 | October 26 |

(Please contact our editor for the above editorial contributions)

Monthly Editorial Features:

- On the Wash Front • Auto Detailing • Product Showcase • Industry Newslines
- 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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