

AutoLaundry

**DISTRIBUTOR & CLASSIFIED RATES**

#57 • Effective January 2019

If you are a distributor or smaller manufacturer, advertising within the Distributor Guide offers a cost effective way to reach our audience. If you have a car care facility for sale, used equipment or a job offer, the classified section of Auto Laundry News is a proven way to get a response and can be combined with online advertising on our website, [www.carwashmag.com](http://www.carwashmag.com) for immediate results.

**DISTRIBUTOR ADVERTISING RATES**

*These ads will appear in the Distributors' Guide Section.*

Black & White Rates:	1X	13X*
Full Page	.....\$1110	.....1085
1/2 Page (horiz. or vert.)	.....\$ 635	.....580
1/3 Page	.....\$ 415	.....395
1/4 Page	.....\$ 335	.....315
1/6 Page	.....\$ 230	.....210
1/9 Page	.....\$ 155	.....140

(Distributor ads are non-commissionable)

\*Includes 12 monthly issues and the Annual Directory.

**Color Charges: CMYK only**

*These charges are in addition to earned rate for black & white pages.*

4-color per page or fraction	.....\$750
Second page of a two-page spread	.....\$450
Standard (Cyan, yellow, magenta)	.....\$300
Matched color (per color, per page or fraction)	.....\$400
Metallic and fluorescent inks (per color, per page or fraction)	.....\$500

Catalog and Webservice guide ads can be used to get requests for your catalog or drive traffic to your website. These 1/12 page, four-color ads feature your catalog or website plus a fifty word description and we do all the production work for you.

\*\*Catalogs Etc. Guide ..... \$399 NET March and September

\*\*Webservice Guide ..... \$399 NET May and November

\*\* Cannot be included in frequency discounts and are non-commissionable.

**CLASSIFIED DISPLAY RATES****Black & White Rates:**

Full Page	.....\$1365	<i>(All classifieds ads prepaid and non-commissionable)</i>
1/2 Page	.....\$ 685	
1/3 Page	.....\$ 485	
1/4 Page	.....\$ 385	
1/6 Page	.....\$ 270	
1/9 Page	.....\$ 175	

**CLASSIFIED RATES**

**\$125.00** minimum for first 25 words.

**\$2.50** per each additional word.

**\$90.00** per 1 column inch (2.1875"X1")

Ad in **BOLD TYPE \$30.00 extra.**

Black and white photo **\$50.00 extra.**

**Internet Classified Rates**

You can place your ad in the classified section of our website, [www.carwashmag.com](http://www.carwashmag.com), for an additional charge of 50% of the magazine rate. Your ad will appear for 30 days and you can get an immediate response by including your email address.

**MECHANICAL REQUIREMENTS**

Space unit	Width	Depth
Full Page	.....7.0"	.....10.0"
2/3 Page	.....4.5625"	.....10.0"
1/2 Page vertical	.....3.375"	.....10.0"
1/2 Page horizontal	.....7.0"	.....4.875"
1/2 Page island	.....4.5625"	.....7.375"
1/3 Page vertical	.....2.1875"	.....10.0"
1/3 Page square	.....4.5625"	.....4.875"
1/4 Page	.....3.375"	.....4.875"
1/6 Page	.....2.1875"	.....4.875"
1/9 Page	.....2.1875"	.....3.0"
Trim size	.....8.125"	.....10.875"

**CLOSING DATES**

Closing date for space reservations is the 20th, two months prior to the cover date. Advertising material must be received seven days thereafter.

**CANCELLATIONS**

Cancellations must be made in writing and no cancellation will be accepted after the closing date. Orders for covers are non-cancellable.

For ad material requirements,  
Please see the Display Advertising Rate Card.

**GENERAL POLICY**

- Publisher reserves the right to reject any advertisement. The advertiser assumes all liability for any claims and/or expenses resulting from the unauthorized or improper use of any names, photographs, maps, illustrations or other contents used or statements made in connection with his/her advertising.
- Advertisements set to simulate editorial style must be labeled "Advertisement."
- Short Rates and Rebates: Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.
- Rate earned is determined by the number of insertions or different advertisements regardless of size placed in any one or more issues within the contract period. Each page of spread will be counted as one insertion toward earning a frequency rate. Distributor ads are not included in earning frequency discounts for display advertising.

**SHIPPING INSTRUCTIONS**

Send contracts, insertion orders, copy instructions and artwork to:

**Joanne Gambert**

**AUTO LAUNDRY NEWS**

2125 Center Avenue • Suite 305 • Fort Lee, NJ 07024-5898

Direct: (201) 429-9656 Office: (201) 592-7007

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