

ISSUE	SPECIAL FEATURES and SURVEYS	MANUFACTURERS' SHOWCASE	BONUS CIRCULATION	SPACE CLOSE	MATERIALS DUE
<b>JANUARY</b>	Detail Survey Self-Serve Feature Lube: Fleet Business	Vacuum System Showcase and Editorial Feature		November 10	November 17
<b>FEBRUARY</b>	Education/Training Tunnel Operator Forum In Bay Automatic Feature	Detail Product Showcase and Editorial Feature		December 10	December 17
<b>MARCH</b>	Marketing Equipment Update <i>Spring Catalogs Etc. Guide</i>	Water Treatment System Showcase and Editorial Feature	Southwest Car Wash Assn.	January 10	January 17
<b>APRIL</b>	ICA Preview In Bay Automatic Operator Forum Profit Center	Dryer System Showcase and Editorial Feature		February 10	February 17
<b>ANNUAL DIRECTORY</b>	Buyers' Guide Six User-Friendly Categories Alphabetical Website Listing Geographic and Toll-Free Listings Association Listing		Annual Directories will be distributed at all major trade shows	February 21	February 28
<b>MAY</b>	ICA Expo/Exhibitors Self-Serve Survey Peer Power <i>webservice.guide</i>	Impulse Product Showcase and Editorial Feature	ICA's Car Care World Expo	March 10	March 17
<b>JUNE</b>	Preventative Maintenance Site Selection Detailing — Operator Forum	Self-Serve Equipment Showcase and Editorial Feature		April 11	April 18
<b>JULY</b>	Conveyor Survey ICA Wrap Water Treatment AOCA Preview	Winterization Showcase and Editorial Feature	Southeastern Car Wash Assn.	May 10	May 17
<b>AUGUST</b>	Lube Survey Profit Center Tunnel Equipment Lineup	Tunnel Wash Systems Showcase and Editorial Feature	AOCA Convention and Fast Lube Expo	June 10	June 17
<b>SEPTEMBER</b>	Promotion/Advertising/Marketing Self-Serve Operator Forum NRCC Preview <i>Fall Catalogs Etc. Guide</i>	Lube Program Showcase and Editorial Feature		July 11	July 18
<b>OCTOBER</b>	In-Bay Automatic Survey Detailing Feature WCA Expo Preview	Cleaning Products/Systems Showcase and Editorial Feature	Northeast Regional Carwash Convention	August 10	August 17
<b>NOVEMBER</b>	Water Issues Design and Construction Dryers — Operator Forum <i>webservice.guide</i>	In-Bay Automatic Showcase and Editorial Feature	Western Carwash Assn.	September 9	September 16
<b>DECEMBER</b>	Executive Forecast State of the Industry Survey St. Nick's Picks NRCC Wrap	Computer Systems Showcase and Editorial Feature		October 10	October 17

(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.