

ISSUE	SPECIAL FEATURES and SURVEYS	MANUFACTURERS' SHOWCASE	BONUS CIRCULATION	SPACE CLOSE	MATERIALS DUE
<b>JANUARY</b>	Detail Survey Self-Serve Feature Lube: Successful Upselling	Vacuum System Showcase and Editorial Feature		November 25	December 2
<b>FEBRUARY</b>	Education/Training Tunnel Operator Forum In-Bay Automatic Feature	Detail Product Showcase and Editorial Feature		December 23	December 30
<b>ANNUAL BUYERS GUIDE</b>	Buyers Guide Six User-Friendly Categories Alphabetical Website Listing Geographic and Toll-Free Listings Association Listing		Distributed at All Major Trade Shows	January 20	January 27
<b>MARCH</b>	Lube Survey Marketing <i>Spring Catalogs Etc. Guide</i>	Water Treatment System Showcase and Editorial Feature	Southwest Car Wash Assn.	January 25	February 1
<b>APRIL</b>	ICA Preview In-Bay Automatic Operator Forum Profit Center	Dryer System Showcase and Editorial Feature		February 24	March 2
<b>MAY</b>	ICA Expo/Exhibitors Self-Serve Survey Are You Ready to Expand? <i>webservice.guide</i>	Impulse Product Showcase and Editorial Feature	ICA's Car Care World Expo	March 26	April 2
<b>JUNE</b>	Spotting Your Next Manager Preventative Maintenance Detailing — Operator Forum	Self-Serve Equipment Showcase and Editorial Feature		April 25	May 2
<b>JULY</b>	Conveyor Survey ICA Wrap Water Conservation: The Next Level	Winterization Showcase and Editorial Feature	Southeastern Car Wash Assn.	May 25	June 1
<b>AUGUST</b>	Renovation Profit Center WCA Expo Preview	Tunnel Wash Systems Showcase and Editorial Feature		June 25	July 2
<b>SEPTEMBER</b>	Promotion/Advertising/Marketing Self-Serve Operator Forum NRCC Preview <i>Fall Catalogs Etc. Guide</i>	Lube Showcase and Editorial Feature	Western Carwash Assn.	July 25	August 1
<b>OCTOBER</b>	In-Bay Automatic Survey Detailing Feature Demographic Trends	Cleaning Products/Systems Showcase and Editorial Feature	Northeast Regional Carwash Convention	August 24	August 31
<b>NOVEMBER</b>	Water Issues Design and Construction Dryers — Operator Forum WCA Wrap <i>webservice.guide</i>	In-Bay Automatic Showcase and Editorial Feature		September 25	October 2
<b>DECEMBER</b>	Executive Forecast State of the Industry Survey St. Nick's Picks NRCC Wrap	Computer Systems Showcase and Editorial Feature		October 25	November 1

(Please contact our editors for the above editorial contributions)

**Monthly Editorial Features:**

• On the Wash Front • Auto Detailing • Detail Management • 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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