



EDITORIAL CALENDAR 2019

ISSUE	SPECIAL FEATURES and SURVEYS	MANUFACTURERS' SHOWCASE	BONUS CIRCULATION	SPACE CLOSE	MATERIALS DUE
JANUARY	Detail Survey Menu Design Small-Site Success	Vacuum System Showcase and Editorial Feature		November 20	November 30
FEBRUARY	Education/Training Renovation Checklist 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 Fleet Accounts Employee Turnover <i>Spring Catalogs Etc. Guide</i>	Water Treatment System Showcase and Editorial Feature	Southeast Petro-Food Marketing Expo	January 21	January 28
APRIL	ICA Preview Repair or Replace Buying a Wash – 10 Tips	Dryer System Showcase and Editorial Feature		February 20	February 27
MAY	ICA Expo/Exhibitors Self-Serve Survey Top Tips for Car Wash Rookies <i>webservice.guide</i>	Impulse Product Showcase and Editorial Feature	ICA's The Car Wash Show AOCA's iFLEX	March 20	March 27
JUNE	Troubleshooting Pumps ICA Wrap Standing out in the Express Crowd	Self-Serve Equipment Showcase and Editorial Feature		April 19	April 26
JULY	Exterior Conveyor Survey How to Break into High-End Detailing Conversions	Winterization Showcase and Editorial Feature		May 20	May 27
AUGUST	Advertisers' Showcases Keep it Green NRCC Preview Expansion Decision	Tunnel Wash Systems Showcase and Editorial Feature	Southeastern Car Wash Association	June 20	June 27
SEPTEMBER	Promotion/Advertising/Marketing Car Wash Insurance Site Selection <i>Fall Catalogs Etc. Guide</i>	Security/Safety Products Showcase and Editorial Feature	NRCC Show	July 19	July 26
OCTOBER	In-Bay Automatic Survey Charity Wash Self-Serve Add-Ons	Cleaning Products/Systems Showcase and Editorial Feature		August 20	August 27
NOVEMBER	Design and Construction Financing Options <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 21	October 28

(Please contact our editor for the above editorial contributions)

Monthly Editorial Features:

- On the Wash Front • Auto Detailing • 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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