

Since 1953

The Voice Of The Car Care Industry

# Auto Laundry News

## 2024 MEDIA KIT

# 70 Years

as the source for  
every aspect of the dynamic  
Car Care Industry

[www.carwashmag.com](http://www.carwashmag.com)



Proudly A BPA audited publication

ISSUE	SPECIAL FEATURES and SURVEYS	MANUFACTURERS' SHOWCASE	BONUS CIRCULATION	SPACE CLOSE	MATERIALS DUE
<b>JANUARY</b>	Detail Survey SCWA Preview Full-Service Trends	Vacuum System Showcase and Editorial Feature		November 20	November 27
<b>FEBRUARY</b>	Education/Training Car Wash Boot Camp Financing Your Build	Detail Product Showcase and Editorial Feature	Southwest Car Wash Assn. Show Feb 28 - March 1, Fort Worth, TX	December 20	December 27
<b>MARCH</b>	Full/Flex-Serve Conveyor Survey Conversions Mom and Pop's Future <b>Spring Catalogs Etc. Guide</b>	Water Treatment System Showcase and Editorial Feature	Southeast Petro-Food Marketing Expo March 6-7, Myrtle Beach, SC	January 22	January 29
<b>APRIL</b>	ICA Preview/Exhibitors SCWA Wrap Employee Engagement	Dryer System Showcase and Editorial Feature		February 20	February 27
<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	March 12	March 19
<b>MAY</b>	Self-Serve Survey ICA Education M&A Update <b>webservice.guide</b>	Membership and Marketing Showcase and Editorial Feature	ICA's The Car Wash Show PAMA's iFLEX May 13-15, Nashville, TN	March 20	March 27
<b>JUNE</b>	Exit Strategy ICA Wrap Community Building	Self-Serve Equipment Showcase and Editorial Feature		April 19	April 26
<b>JULY</b>	Exterior Conveyor Survey Selling Memberships The Eco-Conscious Wash	Winterization Showcase and Editorial Feature		May 20	May 27
<b>AUGUST</b>	Advertisers' Showcases Repair or Replace Promotion/Advertising/Marketing	Tunnel Wash Systems Showcase and Editorial Feature		June 20	June 27
<b>SEPTEMBER</b>	Competing with Mega Chains Car Wash Insurance NRCC & NACS Previews <b>Fall Catalogs Etc. Guide</b>	Security/Safety Products Showcase and Editorial Feature		July 19	July 26
<b>OCTOBER</b>	In-Bay Automatic Survey Water Treatment Conversions	Cleaning Products/Systems Showcase and Editorial Feature	NRCC Show October 6-9, Atlantic City, NJ	August 20	August 29
<b>NOVEMBER</b>	Design and Construction Self Service Trends NRCC Wrap <b>webservice.guide</b>	In-Bay Automatic Showcase and Editorial Feature		September 20	September 27
<b>DECEMBER</b>	Executive Forecast State of the Industry Survey St. Nick's Pick	Computer Systems Showcase and Editorial Feature		October 21	October 28

(Please contact our editor for the above editorial contributions)

**Monthly Editorial Features:**

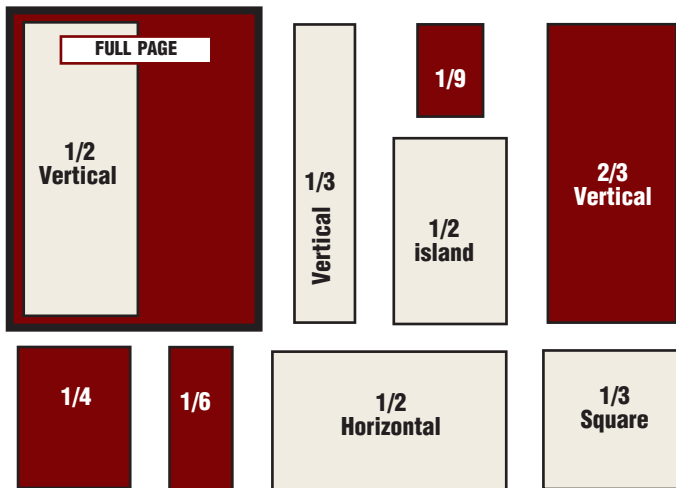
- On the Wash Front • Auto Detailing • Product Showcase • Industry Newsline
- Manufacturers' Showcase • Profile in Success • Finishing Line

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.

**Editorial Contact: Timothy Denman - [timdenman@ewwpi.com](mailto:timdenman@ewwpi.com) • Advertising Contact: Joanne Gambert - [jgambert@ewwpi.com](mailto:jgambert@ewwpi.com)**

2125 Center Avenue • Suite 603 • Fort Lee, NJ 07024 • Phone: (201) 592-7007 Fax: (201) 592-7171

[www.carwashmag.com](http://www.carwashmag.com)



## DISPLAY ADVERTISING RATES

### Black & White Rates: 1X 3X 6X 13X\*

Full Page	\$3325	3145	3000	2865
2/3 Page	\$2465	2310	2225	2110
1/2 Island	\$1970	1885	1820	1735
1/2 Page	\$1910	1765	1695	1655
1/3 Page	\$1440	1310	1240	1110
1/4 Page	\$1065	985	925	825
1/6 Page	\$ 850	670	635	565

### Premium Positions (Rates include four-color charge)

Cover II & III	\$4700	4415	4295	4120
Cover IV	\$5300	5030	4785	4650

\* Includes 12 monthly issues and the Annual Buyers Guide.

### Color Charges: CMYK only

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

4-color per page or fraction	\$.750
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## AD MATERIAL REQUIREMENTS

Ad materials can be sent by email or uploaded to our ftp site in a high resolution format (a minimum of 300dpi.) Other acceptable formats of artwork are Quark Express, Indesign, Photoshop and Illustrator. The publisher accepts no responsibility for ads submitted without color proofs. Photo files should be saved as **CMYK** (not RGB), and can be a TIFF, EPS or PDF. Photo scans should be HIGH RESOLUTION scanned at 300dpi. They should be close to the size used in the ad. Files should not be locked or embedded.

Artwork prepared by publisher, will be billed to advertiser.

## 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"

## BLEED OR OVERSIZE ADS

Bleed page plate size	.8.375" X 11.125"
Bleed page trim size	.8.125" X 10.875"
Bleed double-page spread plate size	.16.50" X 11.125"
Bleed double-page trim size	.16.25" X 10.875"

### Live area: must be .375" inside the trim

**Note:** It is important that any photo, word or anything that should not be trimmed from your artwork stays **inside** the .375" safety margin.

**Bleed charge:** 15% additional.

## Commission

Agency commission: 15% to recognized agencies.  
No cash discount. Terms: NET 30 days.

## CANCELLATIONS

Cancellations must be made in writing or via email, with confirmation of receipt from the Publisher. No cancellation will be accepted after the issue's published closing date.

## 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**

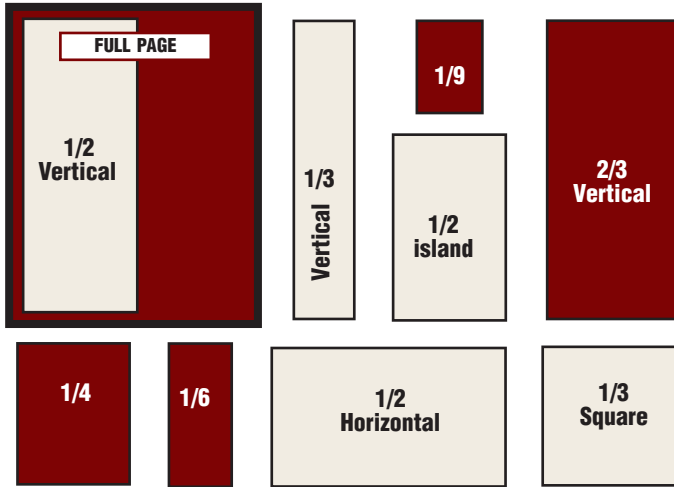
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4-color per page or fraction ..... \$750

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**ALN Leader Board  
728x90**

Max Initial File Load Size: 40 KB  
 Max Additional Initial File Load Size for OBA Self-Reg Compliance: 15 KB  
 Max Video & Animation Frame Rate: 24 fps  
 Maximum Animation Length: 15-sec (i.e. Flash™)  
 Z-Index Range: 0 - 4,999  
 Max Percentage of CPU Usage: 20%

**Medium  
Rectangle  
300x250**

Max Initial File Load Size: 40 KB  
 Max Additional Initial File Load Size for OBA Self-Reg Compliance: 5 KB  
 Max Video & Animation Frame Rate: 24 fps  
 Maximum Animation Length: (i.e. Flash™) 15-sec  
 Z-Index Range: 0 - 4,999  
 Max Percentage of CPU Usage: 20%

**Video**

**Video recommendations:**  
 Short, high-quality videos  
 Minimum resolution 720p  
 Recommended maximum length of 60 seconds  
 Video File Type: MP4. or link.  
 Ratio: 16:9 (landscape; 1.78)

**1/2 page  
300x600**

Max Initial File Load Size: 40 KB  
 Max Additional Initial File Load Size for OBA Self-Reg Compliance: 5 KB  
 Max Video & Animation Frame Rate: 24 fps  
 Maximum Animation Length:(i.e. Flash™) 15-sec  
 Z-Index Range: 0 - 4,999  
 Max Percentage of CPU Usage: 5%

**Text ad** with a link to your URL

**Channel Sponsorship** maximum of 350 Characters

**ROS (Run of Site)**

**Leaderboard  
728x90**

**Medium Rectangle  
300x250**

**Channel Sponsorship**

**Leaderboard  
728x90**

**Medium Rectangle  
300x250**

**Half Page  
300x600**

**Text Ad  
Up to 350 characters**

Labeling Requirements, Font Size, etc.: Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

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**AUTO LAUNDRY NEWS**  
 2125 Center Avenue • Suite 603  
 Fort Lee, NJ 07024-5898  
 Phone: (201) 592-7007  
 Fax: (201) 592-7171  
 E-mail: jgambert@ewwpi.com  
 www.carwashmag.com

Ad Type	Image Dimensions	Max Initial File Load Size	File Types
eNewsletter Leaderboard	728X90 px	40KB	JPG
eNewsletter 1/2 page	300X600 px	40KB	JPG
eBlast Leaderboard	728X90 px	40KB	JPG
eBlast Body	800X1300 px (Recommended)	See Specifications	JPG

\*Linking URL's — must be domain name based.

\*Ad types listed may not be compatible with all brands.

## Submission of eBlast & eNewsletter Advertising Material

Creative material must be submitted a minimum of 5 business days prior to launch

Submit creative material via email:  
jgambert@ewwpi.com

Send creative files attached to,  
not embedded in your email.

Creative should include the following:

- Advertiser name
- Contact name & email address for approval and deployment authorization
- Subject or title of eblast
- Linking URL's (must be domain named based)

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

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**Alliance for Audited Media**  
TRANSACTION WITH TRUST



**B2B Media**

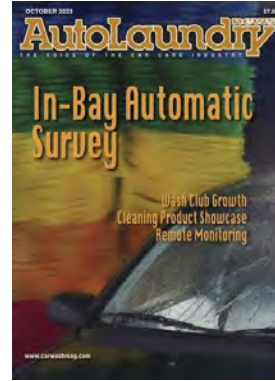
**Publisher's Statement**

6 months ended December 31, 2023

Subject to Audit

**Field Served:**

AUTO LAUNDRY NEWS serves the total car care industry including the full service car wash, exterior car wash only, wand self-service car wash, automatic (drive through rollover), detailing facility, fast lube/oil change facility, gas station, C-store, equipment manufacturer, chemical manufacturer, distributor/wholesaler, oil company, auto dealership, potential investors, as well as advertising agencies & others allied to the field.



**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION** **16,121**

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	8	Qualified Nonpaid Individual - Print	16,113
<b>Total Average Qualified Paid Circulation</b>	<b>8</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>16,113</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	10
Nonqualified Miscellaneous, Including Staff Copies - Print	221
<b>Total Average Nonqualified Circulation</b>	<b>231</b>

**CIRCULATION BY ISSUES**

Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jul	3	16,213	16,216
Aug	6	16,132	16,138
Sep	7	16,112	16,119
Oct	7	16,091	16,098
Nov	12	16,071	16,083
Dec	14	16,059	16,073

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Owner/ Partner/ President	Manager (Other than Operations/ Production)	Operations/ Production Manager	Other Titled	Non-Titled
1.	Full Service Car Wash	5,009	31.1	5,009	2,214	1,756	1,029	10	
2.	Exterior Car Wash Only	1,557	9.7	1,557	734	506	310	7	
3.	Wand Self-Service Car Wash	2,451	15.2	2,451	1,302	748	399	2	
4.	Automatic (Drive through Rollover)	2,120	13.2	2,120	861	866	393		
5.	Detailing	2,776	17.3	2,776	1,668	677	427	4	
6.	Fast Lube/Oil Change	1,927	12.0	1,927	672	848	406	1	
7.	Gas Station	166	1.0	166	58	78	30		
8.	Manufacturer, including Equipment and Chemical	32	0.2	32	14	10	2	6	
9.	C-Store	13	0.1	13	6	5	2		
10.	Distributor/Wholesaler	14	0.1	14	11	2		1	
11.	Oil Company	2	0.0	2				2	
12.	Auto Dealership	1	0.0	1	1				
13.	Potential Investor	5	0.0	5	4		1		
14.	Advertising Agency								
	Others Allied to the Field	10	0.1	10					10
	Other Paid Circulation								
	Subscriptions								
	Single Copy Sales								
	<b>Total Qualified Circulation</b>	<b>16,083</b>	<b>100.0</b>	<b>16,083</b>	<b>7,545</b>	<b>5,496</b>	<b>2,999</b>	<b>33</b>	<b>10</b>
	<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	<b>46.9</b>	<b>34.2</b>	<b>18.6</b>	<b>0.2</b>	<b>0.1</b>



AGE OF SOURCE ANALYSIS						
Source	Qualified Within				Total	Percent
	1 Year	2 Years	3 Years			
<b>Total Direct Request From Recipient</b>	10,402	4,777	875		16,054	99.8
<b>Total Direct Request From Recipient's Company</b>	15	12	2		29	0.2
<b>Total Communication Other Than Request</b>						
Association						
Business Directories						
Lists						
Acquired Circulation						
Other Sources						
<b>Total Qualified Subscriptions</b>	10,417	4,789	877		16,083	100.0
<b>Percent</b>	64.8	29.8	5.5		100.0	
Single Copy Sales						
<b>Total Qualified Circulation</b>					16,083	

<b>GEOGRAPHIC ANALYSIS</b>			
<b>State</b>	<b>Qualified Paid - Print</b>	<b>Qualified Nonpaid - Print</b>	<b>Total</b>
Alabama		206	206
Arizona	1	184	185
Arkansas		146	146
California		1,456	1,456
Colorado		271	271
Connecticut	1	186	187
Delaware	1	55	56
District of Columbia		5	5
Florida	1	732	733
Georgia		405	405
Idaho		118	118
Illinois		659	659
Indiana		325	325
Iowa	1	177	178
Kansas		187	187
Kentucky		223	223
Louisiana	1	185	186
Maine	2	88	90
Maryland		265	265
Massachusetts		337	337
Michigan		667	667
Minnesota		425	425
Mississippi		130	130
Missouri	1	342	343
Montana		109	109
Nebraska		132	132
Nevada		106	106
New Hampshire		56	56
New Jersey		393	393
New Mexico		113	113
New York	1	563	564
North Carolina		416	416
North Dakota		113	113
Ohio		562	562
Oklahoma		172	172
Oregon		190	190
Pennsylvania		603	603
Rhode Island		58	58
South Carolina		208	208
South Dakota		41	41
Tennessee		292	292
Texas	1	1,190	1,191
Utah		147	147
Vermont		45	45
Virginia		329	329
Washington		271	271
West Virginia		69	69
Wisconsin		416	416
Wyoming		39	39
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>11</b>	<b>14,407</b>	<b>14,418</b>
Alaska		26	26
Hawaii		21	21
<b>TOTAL ALASKA &amp; HAWAII</b>		<b>47</b>	<b>47</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>11</b>	<b>14,454</b>	<b>14,465</b>
Poss. & Other Areas			
<b>U.S. &amp; POSS., etc.</b>	<b>11</b>	<b>14,454</b>	<b>14,465</b>
Canada		1,611	1,611
International	1		1
Military or Civilian Personnel Overseas		6	6
<b>Total International</b>	<b>1</b>	<b>1,617</b>	<b>1,618</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>12</b>	<b>16,071</b>	<b>16,083</b>

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr US \$75.00, 1 yr. Canada \$90.00

**Definition of Recipient Qualification:**

Qualified recipients are the owner/partner/president, manager (other than operations and production), operation/production manager, as well as other titled and non-titled personnel in the field served.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Age of Source Reporting :** Includes both paid and nonpaid circulation.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the Nov issue.

**Age of Source Projection:** The figures used are based on percentages established for the May 2023 issue and projected against the totals for the Nov 2023 issue.

**Allocated for Shows and Conventions**

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
NRCC Trade Show & convention	Atlantic City, New Jersey	October 2-4, 2023	Oct 23	60

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

**Frequency:** 13 times per year  
**Format:** Standard

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JOANNE GAMBERT  
Publisher

MARK ROSEN  
Circulation Director

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**An E.W. Williams Publication**

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