

# 2020 Media Planner



WCA is excited to announce our *latest* publication program for 2020. Your company will be able to **efficiently maximize your marketing dollars** through WCA's uniquely targeted advertising program which offers:

## **Year-round exposure –**

to more than 5,000 Car Wash owners and industry companies via print and digital media

## **Special discount packages –**

for advertisers who participate in multiple WCA publications

## **Frequency, brand recognition or target market –**

Optimize your marketing through - one or many - WCA promotion vehicles:

EXPRESS Newsletter

WCA Website

**New!** Mini-EXPRESS - digital monthly *newsletter*

2021 Calendar & Vendor Directory

**The Western Carwash Association • [www.wcwa.org](http://www.wcwa.org)**

*Now benefiting members in twelve Western states!*

The Western Carwash Association serves as a central exchange of information related to the car wash industry. Our membership consists of conveyer operators; self serve operators, suppliers, manufacturers and distributors in the industry. We are at the forefront of crucial issues such as State and Federal labor law compliance and water-related environmental issues. WCA provides a source of collective action by individual carwash operators and regional organizations; thereby coordinating and unifying our efforts on a state-wide basis in legislative matters and dealings with state agencies directly involved with our members' businesses.

In 1955, the Western Carwash Association began as ACWA, the Automatic Carwash Association, in Southern California. In 1994, the organization became the Western Carwash Association (WCA) encompassing five western states. WCA now represents the twelve states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, Montana, Oregon, Utah, Washington and Wyoming.

**For advertising questions call: (916) 235-4135**

## ADVERTISING OPPORTUNITIES

### WCA EXPRESS Newsletter (print)

WCA produces four newsletters annually. All issues offer full color or black/white ads.

**NEW** • FOUR issues of EXPRESS Newsletter are printed and mailed to approximately 1,000 WCA members—*issuance:*

Winter, Spring, Summer, Fall

*Display ads range in size from Business Card - to - Full page. You decide the impact you want to make!*

### WCA Mini-EXPRESS! (digital news - banner ads)

This new digital monthly newsletter contains timely information, industry news and member PR.

**NEW** • TWELVE issues annually of Mini-EXPRESS! newsletter are digitally emailed to approximately 1500 conveyer operators; self serve operators, suppliers, manufacturers and distributors.

*One banner ad size is available. Your ad links to your website. In addition, members-only can enhance their banner ads with "advertorials" too!*

### 2021 WCA Calendar & Vendor Directory

Our most popular member benefit and used throughout the year as a reference guide. This publication includes a yearly calendar with important dates for the car wash industry and Vendor Directory highlighting car wash suppliers.

*This exclusive publication offers a variety of display ad sizes in the Vendor Directory section. In the Calendar section of the Directory, only one vendor can advertise on a selected month. This special ad option is called a "Own a Month" ad. Reserve your month quickly - first come, first served!*

### WCA Website - www.wcwa.org

Banner ad option. WCA website is information central for our members and those seeking information about carwash business throughout the West and is updated regularly.

*One ad size is available. Your ad links to your website.*

**FOR ALL PUBLICATIONS:**  
 See rate information for value-added options and savings!



## RESERVATION DEADLINES

	<u>PUBLISHED</u>
<b>WCA Express Newsletter</b> -Quarter One (space: 01/22/20; art: 02/03/20)	03/02/20
<b>WCA Express Newsletter</b> -Quarter Two (space: 04/16/20; art: 05/01/20)	06/03/20
<b>WCA Express Newsletter</b> -Quarter Three (space: 07/23/20; art: 08/03/20)	09/03/20
<b>WCA Express Newsletter</b> -Quarter Four (space: 10/08/20; art: 10/22/20)	12/14/20
<b>2020 WCA Calendar &amp; Vendor Directory</b> (space: 9/24/20; art: 10/05/20)	12/07/20

### MINI-EXPRESS - DIGITAL

**Mini-Express** is published the second Tuesday of each month. Space reservations are due, the last day of the preceding month and artwork is due one week before the published date (1st Tuesday of each month).

## GUARANTEED SPECIAL POSITION

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.

## MECHANICAL REQUIREMENTS

### Print Ads

<u>Dimensions</u>	<u>Size (W x L)</u>
Back cover with bleed.....	8.75" x 5.6875"
(back cover crop).....	8.5" x 5.4375"
Full page (no bleed).....	7.5" x 9.825"
Full page (with bleed). ....	8.75" x 11.25"
(full page bleed trim size).....	8.5" x 11"
1/2 page (horizontal).....	7.5" x 4.75"
1/2 page (vertical).....	3.5938" x 9.825"
1/4 page (vertical only) .....	3.5938" x 4.75"
Business Card.....	3.5938" x 2.2188"
"Own a Month" in Calendar.....	7.5" x 1.36"
MAKE SURE ALL TEXT IS .25" FROM ALL EDGES ON THE "TRIM SIZE" OF 8.5" WIDE X 11" TALL)	

### Digital Ads

Mini-Express.....	580px x 100px
WCA Website.....	482px x 150px

## PRODUCTION REQUIREMENTS

- Artwork must match the dimensions shown.
- Print ads should be sent as a PDF file at 300dpi.
- Digital ads should be submitted as JPG files at 72dpi.

**AD RATES** \*Prices reflect per insertion rate**EXPRESS Newsletter (print)**

Ad Size	WCA Member Price		Nonmember Price	
	(1X)	(4x)*	(1X)	(4x)*
Full Page	\$400	\$350	\$550	\$500
1/2 page	\$225	\$200	\$275	\$250
1/4 Page	\$100	\$85	\$145	\$125
Business Card	\$50	\$45	\$70	\$65

**Color Charges** – Add \$100 to the applicable rates above for each insertion.

**New!****Mini -EXPRESS News (digital)****New!**

WCA members who advertise in 4 issues of Express get **75% off regular rates shown below!** (must run 1/2 page or larger) You can include an advertorial too with your banner too!

Ad Size	WCA Member Price			Nonmember Price		
	(1X)	(6x)*	(12x)*	(1X)	(6x)*	(12x)*
Banner	\$325	\$275	\$200	\$425	\$375	\$300

**WCA Website (Screen Ad) 1X = 30 days.**

Ad Size	WCA Member Price		Nonmember Price	
	(1X)	(6x)*	(1X)	(6x)*
Banner	\$300	\$250	\$450	\$400

**2021 Calendar/Vendor Directory**

\*Pricing includes advertisement in both the 2021 Calendar/Vendor Directory and WCA Express.

Ad Size	WCA Member Price		Nonmember Price	
	(1X)	(both)*	(1X)	(both)*
Full Page	\$800	\$720	\$1,000	\$900
1/2 page	\$660	\$594	\$825	\$743
1/4 Page	\$460	\$414	\$575	\$518
Business Card	\$250	\$225	\$313	\$281
Spread	\$1,500	\$1,350	\$1,875	\$1,688

**NEW! - OWN A MONTH IN CALENDAR/VENDOR DIRECTORY**

- see Calendar BONUS section, on the right, for details.

**COLOR CHARGES** – Add \$200 to the applicable rates above for each insertion. NOTE: Color option is not offered for “Own a Month” Calendar ads.

**COVERS: includes color and are non-cancellable**

Ad Size	(1X)	(both)*	(1X)	(both)*
Inside Covers	\$1,400	\$1,260	\$1,750	\$1,575
Back Cover	\$1,550	\$1,395	\$1,938	\$1,744

**VENDOR DIRECTORY:** - Members receive a basic listing that will include company name, contact name, address, phone, fax, email and website. All members also appear in the digital version of the Vendor Directory on the WCA website. Additional category listings (up to 3 total) are available for \$75 each. *Non-advertisers* a 25 word description can be added for \$100.

**VALUE-ADDED ADVERTISER BONUSES!****EXPRESS 4X INSERTION BONUS:**

In addition to the price break for advertising in all printed issues of WCA EXPRESS, advertisers with a 1/2 page or larger display ad will receive a FREE column ad (1x) on the WCA website. 6-time EXPRESS print advertisers whose ads are smaller than 1/2 page in EXPRESS, can receive a 30% discount for screen ads on the website. **New! WCA members who advertise in 4 issues of Express can advertise in the NEW monthly Mini-Express and get 75% off regular rates shown on the left! -- a \$2400 value (12 issues) for only \$600 annually (12 issues - only \$50 per edition!) (must run 1/2 page or larger) You can include an advertorial too with your banner to!**

**CALENDAR/VENDOR DIRECTORY ADVERTISER BONUS:** The

Calendar/Vendor Directory includes a 2021 calendar. Each calendar month is tabbed and covers two pages.

- Listing will include reference to your ad page. (members only)
- 25 word description included in your ad price. (members only)
- **“Own a Month”** of the year in the Calendar section of the Vendor Directory! Advertisers who advertise in the Calendar/Vendor Directory with a 1/2 page or larger ad in the publication, can also select a month to “own” in the Calendar portion of the Vendor Directory for only \$150. Your “Own a Month” ad will be the only ad on the 2-page month spread. In addition an “owner” can select one of the days to make an announcement, for instance; “JBC Corp 40th Anniversary 1986-2016. “ If not advertising in the publication the cost to “Own a Month” is \$600 for members and \$900 for nonmembers. Only one “owner” for each calendar month. Please contact us for availability.

**FULL SCOPE MULTIPLE INSERTION BONUS:**

In addition to any of the above bonuses, an advertiser who agrees to participate in all three WCA publications (one or more ads in each of the following, EXPRESS, Mini-Express and Calendar & Vendor Directory) over a twelve month period will also receive:

- FREE ad in the WCA website for **six months**.

**AD PAYMENTS**

You will be invoiced upon confirmation. Ads can be paid by credit card or check. Payment is due by artwork deadline. (Some exceptions apply.) Multiple insertions can be paid individually. **Payable to Western Carwash Association or WCA.** All payments should be submitted to: WCA, 1800 J Street, Sacramento, CA 95811.

**SUBMISSION METHODS**

Please submit contracts, insertion orders, confirmations and artwork to:

Jenna Bailey  
Publishers advertising representative  
**advertising@wcwa.org**  
(916) 235-4135 • (916) 448-4234 FAX  
1800 J Street, Sacramento, CA 95811



# ADVERTISING CONTRACT INSERTION ORDER

DATE \_\_\_\_\_

THE WESTERN CARWASH ASSOCIATION is authorized to insert advertising for

as specified below and in accordance with the rates and terms of the 2020 RATE CARD. For a frequency discount, specify the number of insertions to be contracted for and placed within one year of the starting issue.

**SPECIFICATIONS:** Number of PRINT AD Insertions \_\_\_\_\_ Starting Issue \_\_\_\_\_  
Number of SCREEN AD Insertions \_\_\_\_\_ Starting Issue \_\_\_\_\_

Comments: \_\_\_\_\_

## PUBLICATIONS PRINT ADS

Check the ad size for each	Cover(s)	Full	1/2*	1/4	Ad Cost
<b>EXPRESS</b> –Winter _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>EXPRESS</b> –Spring _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>EXPRESS</b> –Summer _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>EXPRESS</b> –Fall _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Calendar* &amp; Vendor Directory</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

\*Calendar "Own a Month" (check month below - confirm availability first)

Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

Member of WCA?  Yes  No **PRINT AD TOTAL \$** \_\_\_\_\_

## SCREEN ADS

Digital Ads:  Website  1x  6x  12x \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Starting issue \_\_\_\_\_ QTY cost per insertion

Mini-Express  1x  6x  12x \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Starting issue \_\_\_\_\_ QTY cost per insertion

**PRINT AND SCREEN AD TOTAL \$** \_\_\_\_\_

Agreed to by: Advertiser

Contact \_\_\_\_\_

Authorized Sig: \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_

E-Mail \_\_\_\_\_

Website \_\_\_\_\_

Accepted by \_\_\_\_\_ (for WCA)

## CONTRACT & ARTWORK SUBMISSION

Please submit contracts, insertion orders, confirmations and artwork to:

**Jenna Bailey - Publisher's Advertising Rep**  
**advertising@wcwa.org**  
**(916) 235-4135 • (916) 448-5933 FAX**  
**1800 J Street, Sacramento, CA 95811**

## NOT A WCA MEMBER?

Get member discounts and increased exposure today!  
Contact Jenna Bailey  
(800) 344.9274 or visit  
[www.wcwa.org](http://www.wcwa.org)

## AD DETAILS

### Color or B/W

- 4-Color
- Black & White

### \*1/2 page ad shape

- Vertical
- Horizontal

### Please Specify

- Electronic artwork will be supplied as specified
- Pick up previous artwork

## FREE or discounted BONUS AD

Your contract qualifies for the special bonus(es) marked.

- FREE Website ad \_\_\_\_\_ (qty)
- FREE Directory description
- "Own a Month" Discount
- Mini-Express - 75% discount
- Website ad - 30% discount

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay WCA for all insertions on this contract. Payment is due by artwork deadline - some exceptions may apply; payable to WCA, and sent to 1800 J Street, Sacramento, CA 95811. Multiple insertions can be paid individually with each issue. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harmless from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or nondelivery. All advertisements must be in compliance with WCA's advertising policy, which can be viewed at [www.WCWA.org/AdPolicy](http://www.WCWA.org/AdPolicy). Artwork changes will be accepted until the closing date; thereafter, previous artwork will be inserted—if not available a 75% fee will be charged. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order.