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**
- **Mini-EXPRESS - digital monthly newsletter**
- **2021 Calendar & Vendor Directory**

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**The Western Carwash Association ● 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 conveyor 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 statewide 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**
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

WCA Express Newsletter-Quarter One
(space: 01/22/20; art: 02/03/20)
03/02/20

WCA Express Newsletter-Quarter Two
(space: 04/16/20; art: 05/01/20)
06/03/20

WCA Express Newsletter-Quarter Three
(space: 07/23/20; art: 08/03/20)
09/03/20

WCA Express Newsletter-Quarter Four
(space: 10/08/20; art: 10/22/20)
12/14/20

2020 WCA Calendar & Vendor Directory
(space: 09/24/20; art: 10/05/20)
12/07/20

GUA RAN TED 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

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Size (W x L)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover with bleed...</td>
<td>8.75” x 5.6875”</td>
</tr>
<tr>
<td>(back cover crop)</td>
<td>8.5” x 5.4375”</td>
</tr>
<tr>
<td>Full page (no bleed)</td>
<td>7.5” x 9.825”</td>
</tr>
<tr>
<td>Full page (with bleed)</td>
<td>8.75” x 11.25”</td>
</tr>
<tr>
<td>(full page bleed trim size)</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>7.5” x 4.75”</td>
</tr>
<tr>
<td>1/2 page (vertical)</td>
<td>3.5938” x 9.825”</td>
</tr>
<tr>
<td>1/4 page (vertical only)</td>
<td>3.5938” x 4.75”</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.5938” x 2.2188”</td>
</tr>
<tr>
<td>“Own a Month” in Calendar</td>
<td>7.5” x 1.36”</td>
</tr>
</tbody>
</table>

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) |  |  |
|---------------------------|----------------|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
|                           | WCA Member Price | Nonmember Price | Ad Size | (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)**

<table>
<thead>
<tr>
<th>WCA Member Price</th>
<th>Nonmember Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Size</td>
<td>(1X)</td>
</tr>
<tr>
<td>Banner</td>
<td>$325</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>WCA Member Price</th>
<th>Nonmember Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Size</td>
<td>(1X)</td>
</tr>
<tr>
<td>Banner</td>
<td>$300</td>
</tr>
</tbody>
</table>

**2021 Calendar/Vendor Directory**

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

<table>
<thead>
<tr>
<th>WCA Member Price</th>
<th>Nonmember Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Size</td>
<td>(1X)</td>
</tr>
<tr>
<td>Full Page</td>
<td>$800</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$660</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$460</td>
</tr>
<tr>
<td>Business Card</td>
<td>$250</td>
</tr>
<tr>
<td>Spread</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

**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 too!

**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

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

EXPRESS–Winter

EXPRESS–Spring

EXPRESS–Summer

EXPRESS–Fall

Calendar* & Vendor Directory

*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

Starting issue

Mini-Express 1x 6x 12x

Starting issue

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)

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 cash refunds 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.

NOT A WCA MEMBER?

Get member discounts and increased exposure today!

Contact Jenna Bailey

(800) 344.9274 or visit www.wcwa.org

WEBER CAR WASH ASSOCIATION

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