



## WHY CARWASH.ORG?

- Carwash.org contains content unlike any other car wash digital site (e.g. only positive and respectable stories and information – without advertorials).
- 5,700 unique visits per month, verifiable by Google Analytics
- Visitors spend an average of 2.5 minutes on the site, hitting nearly 3 pages per visit
- More than 80 new investor leads come through the site each month
- Brand strength by aligning with the largest organization for car wash professionals
- Reporting available showing impressions and clicks on each banner for each advertiser, banner, zone, and day



**Billboard Banner** (296 x 175 pixels) *Exclusive buy-out is NOT available*  
 3 months | \$1,100 per month  
 6 months | \$1,000 per month  
 12 months | \$900 per month

- Homepage only
- Three advertising companies at one time
- Ads served in random order

**Border Banner** (220 x 140 pixels) *Exclusive buy-out available*

<b>Shared Rotation</b>	<b>Exclusive buy-out, single space</b>
3 months   \$600 per month	3 months   \$1,100 per month
6 months   \$500 per month	6 months   \$1,000 per month
12 months   \$400 per month	12 months   \$900 per month

- Run of site ads
- Three advertising companies per space at one time
- Ads served in random order

For more information:

Carrie North | [cnorth@carwash.org](mailto:cnorth@carwash.org) | +1 1312.673.5724



## Requirements

- Website advertising is available only to ICA member companies.
- JPG images only accepted for advertisements
- For six month contracts, advertisers must provide at least two images. For twelve month contracts, advertisers must provide four images. This helps maximize click-thru rates for advertisers while keeping the user experience in mind for site visitors.
- Full payment required in advance for 3 and 6 month contracts. 50% up front for 12 month contracts.
- Available inventory managed on a first-come, first-served basis, with existing advertisers given additional consideration.

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## Online Specifications

Submit all final artwork to [mdewolf@carwash.org](mailto:mdewolf@carwash.org).

### Billboard Banner

296 x 175 pixels  
JPG only

### Border Banner

220 x 140 pixels  
JPG only

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## CONTACT INFORMATION

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Billing E-mail: \_\_\_\_\_

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

Phone: \_\_\_\_\_

## AD SIZE AND DURATION OF CAMPAIGN

Number of months: \_\_\_\_\_

Beginning Month: \_\_\_\_\_

Ending Month: \_\_\_\_\_

Total Cost: \_\_\_\_\_

## PAYMENT METHOD

Please make checks payable to International Carwash Association, Inc.

Mail checks to:  
International Carwash Association  
8311 Solutions Center  
Chicago, IL 60677-8003

## TERMS AND CONDITIONS

- A. The International Carwash Association, Inc. (“We,” “Us,” “Our”) will provide the advertiser (“You”) with traffic reports, including how many readers visit the site and the number of times your ad has been viewed, once a month during your ad campaign.
- B. We reserve the right to refuse or deactivate any ad at any time. We will not accept ads that promote illegal activity, such as pornography, libel or material that infringes on any intellectual property right. In cases of deactivation, no refund will be given for the month in which deactivation occurs.
- C. All sales are final. No cancellations accepted after your ad is accepted.
- D. All ads must be submitted electronically.
- E. Any links in your ad must target a new browser window.
- F. You may substitute a different ad on a monthly basis for free or a more frequent basis for a charge of \$20 per substitution. We will attempt to substitute the new ad for the old one within 48 hours after receiving it electronically.
- G. We will attempt to fix, within 24 hours of being notified via email, any error we commit. We are not responsible for any financial costs you may incur as a result of an error by us or by you.
- H. We reserve the right to edit ads when necessary and will make every reasonable effort to obtain approval from you for changes to your ad.
- I. We are not responsible for the content of ads and do not endorse or support products or services in the ads.
- J. We are not responsible for how individuals may respond to articles or advertising.
- K. Our liability for failure to publish an approved ad in the month specified will be limited to publishing the ad in a subsequent month at the same rate as contracted.
- L. Our liability for any error in publishing your ad or failing to do so shall not exceed the ad fee you paid. We are not liable if we are unable to publish your ad because of acts of God, war, riot, strikes, system or transmission failure or for any other reason beyond our reasonable control.
- M. Each party to this agreement owns its respective website and the material and content on that website. Neither party has any claim to the other’s intellectual property rights.
- N. You agree to defend, indemnify and hold harmless our owners, officers, employees and subcontractors from and against any claims, actions or demands arising from your ad or any errors associated with it.
- O. We want your ad to receive excellent exposure and success. However, results from your ad are not guaranteed.

I agree with the above terms and conditions.

\_\_\_\_\_  
Signature

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