



CAR WASH

MAGAZINE™

2026 Media Opportunities

CAR WASH Magazine

The industry's flagship publication is circulated quarterly to ICA subscribers and targeted audiences. **CAR WASH Magazine reaches key operator contacts and decision-makers.** This award-winning publication provides best-in-class content and design that informs and educates car wash operators, empowering them to be confident industry leaders. The Spring issue will be printed for onsite distribution at The Car Wash Show and will be the ONLY publication available at the event.



CAR WASH Magazine

Special Issue – The Best!

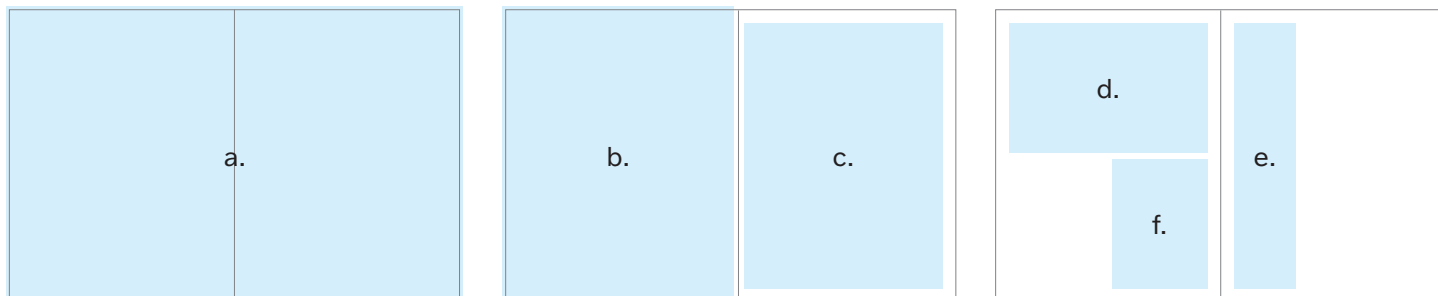
This year's annual special edition featuring our top content from the past year will have a targeted distribution to qualified industry leads. The circulation for this edition is a targeted audience of 6,000.

Special Issue–
The Best!

Ad Placement / Pricing:

Rates are based on number of issues in which you have an ad commitment.

	1 Quarterly Issue	2-3 Quarterly Issues	4 Quarterly Issues	Special Edition
Double Page Spread	\$5,250	\$5,050	\$4,850	\$6,825
Outside Back Cover	\$4,515	\$4,315	\$4,115	\$5,870
Inside Front Cover	\$4,305	\$4,105	\$3,905	\$5,597
Inside Back Cover	\$3,990	\$3,790	\$3,590	\$5,187
Full Page Inside	\$3,675	\$3,525	\$3,375	\$4,778
1/2 Page Horizontal	\$2,310	\$2,210	\$2,110	\$3,003
1/3 Page Vertical	\$1,785	\$1,710	\$1,635	\$2,321
1/4 Page Vertical	\$1,365	\$1,300	\$1,235	\$1,775
ICA Champions Discount	20% Off	20% Off	20% Off	20% Off



Ad Sizes:

	Inches		Picas	
	Width	Height	Width	Height
a. Double Page Spread w/Bleed	17"	11.125"	102p	66p9
b. Full Page w/Bleed	8.625"	11.125"	51p9	66p9
c. Full Page No Bleed	7.375"	9.875"	44p3	59p3
d. 1/2 Page Horizontal	7"	4.8"	44p3	29p
e. 1/3 Page Vertical	2.285"	9.875"	13p9	59p3
f. 1/4 Page Vertical	3.555"	4.8"	21p4	28p9

Ad Artwork Specifications:

- **Magazine Trim Size:** 8.375" x 10.875" (50p3 x 65p3)
- **Bleed:** 0.125"
- **Color:** CMYK Only (ads containing spot-colors or RGB are NOT accepted)
- **Minimum Resolution:** 250 dpi
- **Maximum Ink Density:** 300%
- **Acceptable File Formats:** PDF, TIFF, JPEG, and EPS (all fonts must be outlined)

Important Dates:

Issue	Artwork Due	Ship Date
Spring 2026	February 18, 2026	April 2026
Summer 2026	April 15, 2026	June 2026
Special Issue – The Best	May 6, 2026	July 2026
Fall 2026	June 24, 2026	August 2026
Winter 2026	September 16, 2026	November 2026



RESERVE YOUR SPACE AND SECURE YOUR DISCOUNT!

Contact Jennifer Fitzpatrick (jfitzpatrick@carwash.org) to get started or to become an ICA Champions partner today.

Car Wash.Org



The NEW CarWash.org

We combined the ICA and CAR WASH Magazine websites into one optimized site — the NEW Carwash.org. Advertisers can extend their reach beyond print with digital placements that mirror the prestige of CAR WASH Magazine on the official website of ICA. Our time-based ad model aligns with quarterly magazine issues. Limited ad packages offer unmatched visibility, scarcity, and alignment with the most trusted brand in car washing. Bundle a digital package with your print ad and save while maximizing your exposure across ICA's entire media ecosystem.

Website Ad Placement / Pricing:

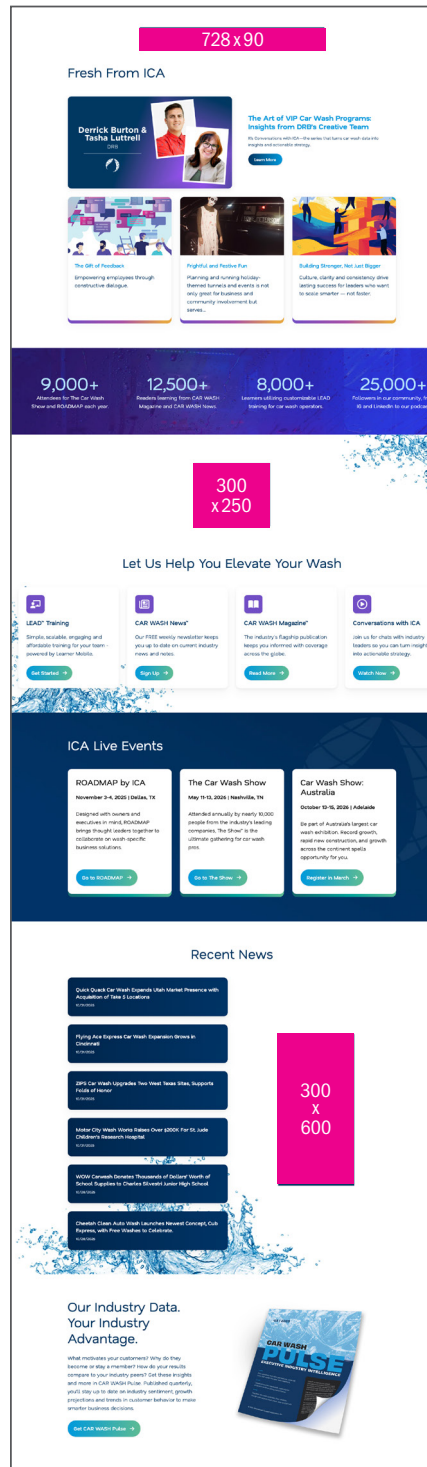
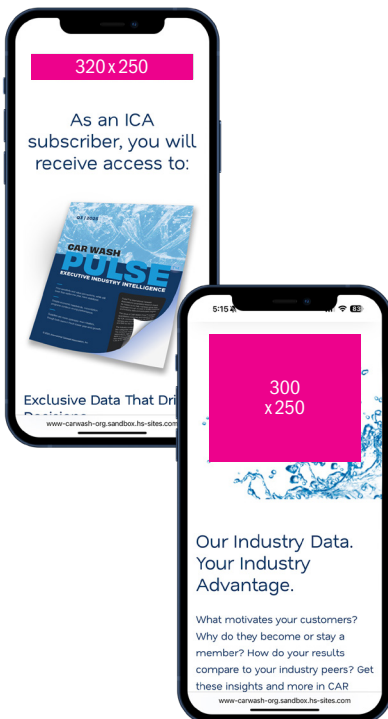
	Quarterly Rate	Print Bundle Rate	Weekly Rate
Run-Of-Site Ad Package	\$3,500	\$3,000	—
Super Leaderboard All-page Placement	—	—	\$2,500



Packages, Placements and Sizes:

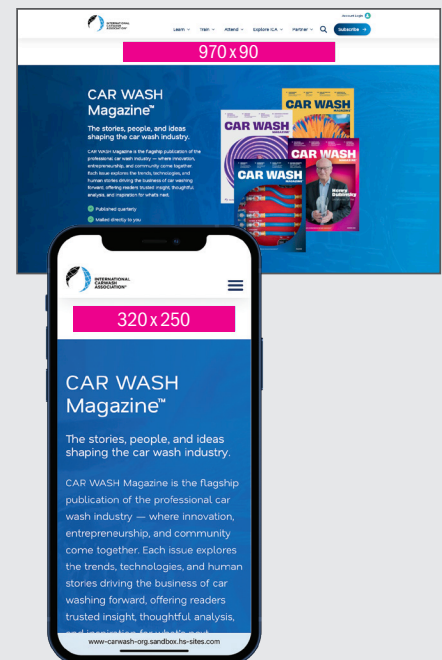
Run-Of-Site (ROS):

- ROS ads appear across all pages of ICA's website, including the home page, landing pages and within articles/blogs across the site.
- All ROS ads run in equal rotation among all advertisers.
- Resolution: 72 ppi
- Creative Sizes:**
 - 728 x 90 pixels (desktop) / 320 x 50 pixels (mobile)
 - 300 x 250 pixels (desktop and mobile)
 - 300 x 600 pixels (desktop) / 300 x 250 pixels (mobile)



SUPER LEADERBOARD AD:

- Our premium ad insertion appears at the TOP of every page on the site (including the home page), just below the navigation.
- The super leaderboard ad offers our highest frequency while guaranteeing the most exposure and exclusivity for your brand.
- Sold on a weekly basis (rather than a quarterly basis), this opportunity is limited to **only one advertiser** at a time.
- Resolution: 72 ppi
- Size:**
 - 970x90 pixels (desktop) / 320x50 pixels (mobile)



RESERVE YOUR SPACE AND SECURE YOUR DISCOUNT!

Contact Jennifer Fitzpatrick (jfitzpatrick@carwash.org) to get started or to become an ICA Champions partner today.