



**INTERNATIONAL  
CARWASH  
ASSOCIATION®**

# ICA 2024 Media Opportunities

# CAR WASH MAGAZINE

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

## ICA Media Offerings:

💧 **CAR WASH Magazine**

💧 **CAR WASH Magazine Show Guide**

### **We're With You**

We've seen the ups and downs of this business and the amazing transformation of the car wash industry. Our perspective and coverage are shaped by this journey. We provide trusted, relevant, forward-thinking and thought-provoking content ranging from innovation to entrepreneurship, empowering you to become a confident, connected industry leader.



The association's members represent more than **15,000** car wash locations across the globe.



ICA members make purchasing decisions for equipment and supplies, subscription services, marketing, building, design and more.



ICA media reaches car wash owners and operators as well as those involved in marketing, finance, human resources and maintenance.



INTERNATIONAL  
CARWASH  
ASSOCIATION®

**CAR WASH Magazine**

### ADVERTISING RATES and SIZES

Full Color	1x	2x	3x-4x
Double-page Spread	\$5,123.50	\$4,869.50	\$4,609.50
Outside Back Cover	\$4,305.50	\$4,093.50	\$3,799.50
Inside Front Cover	\$4,093.50	\$3,789.50	\$3,629.50
Inside Back Cover	\$3,844.50	\$3,579.50	\$3,419.50
Full Page	\$3,487.50	\$3,309.50	\$3,129.50
1/2 Page	\$2,199.50	\$2,089.50	\$1,984.50
1/3 Page	\$1,679.50	\$1,594.50	\$1,509.50
1/4 Page	\$1,269.50	\$1,209.50	\$1,139.50

\* ICA Champions Partners receive a 20% discount.

### SPECS

**Full Page no Bleed**  
7" x 9.5"

**Full Page w/Bleed**  
8.625" x 11.125"

**Double-page Spread w/Bleed**  
17" x 11.125"

**1/2 Page Horizontal**  
7" x 4.583"

**1/3 Page Vertical**  
2.166" x 9.5"

**1/4 Page Vertical**  
3.333" x 4.583"

# CAR WASH MAGAZINE

The flagship ICA publication is printed quarterly and distributed to ICA members and targeted audiences.

CAR WASH Magazine reaches 2,500 key operator contacts and decision makers — the **most engaged of the engaged when it comes to the car wash industry.**

The publication provides best-in-class content and design that informs and educates car wash operators around the globe, empowering them to be confident, connected industry leaders.







INTERNATIONAL  
CARWASH  
ASSOCIATION®

## 2024 CAR WASH Magazine Print Schedule

Issue	Theme	Artwork Due	2024 Ship Date
Q1 2024 – Spring	Technology	1-19-24	March
Show Guide 2024	The Car Wash Show	3-4-24	May
Q2 2024 – Summer	Business Strategy	4-24-24	July
Q3 2024 – Fall	Marketing	7-24-24	October
Special Edition 2024	ROADMAP 2024	8-22-24	November
Q4 2024 – Winter	Talent Management	9-25-24	December





INTERNATIONAL  
CARWASH  
ASSOCIATION®

## CAR WASH Magazine Special Edition

### ADVERTISING RATES and SIZES

Full Color	Price
Double-page Spread	\$3,500
Outside Back Cover	\$2,805
Inside Front Cover	\$2,655
Inside Back Cover	\$2,500
Full Page	\$2,425
1/2 Page	\$1,525
1/4 Page	\$895

\* 20% discount for ICA Champions Partners and companies displaying and presenting at the ROADMAP Solutions Centers.

### SPECS

**Full Page no Bleed**  
7" x 9.5"

**Full Page w/Bleed**  
8.625" x 11.125"

**Double-page Spread w/Bleed**  
17" x 11.125"

**1/2 Page Horizontal**  
7" x 4.583"

**1/4 Page Vertical**  
3.333" x 4.583"

# CAR WASH MAGAZINE

This special edition is centered around the three destinations of ROADMAP: Your guide to a stronger car wash business. ROADMAP features three solution-focused days, with each destination targeting a specific area of discovery and strategic planning.

- **Destination 1: People** - Marketing/HR focused.
- **Destination 2: Products** - Wash Solutions, Customer Experience Solutions and Operation Solutions.
- **Destination 3: Projections** - State of the Industry, Pulse Research and Economic Updates.

The issue will be distributed to ICA members and nonmembers prior to ROADMAP and there will be issues distributed at the event.



## December 11-13, 2024