

WashTrends sets the pace for carwash industry publications!

WashTrends is the industry publication you've been waiting for. It gives you the information you need to be ahead of the pack. WashTrends will help you be able to make informed decisions to improve your bottom line, regardless of whether you own a carwash or are a supplier.

Non-Member Insertion Rates

AD DESCRIPTION	SIZE (inches)	1X	2X	3X	4X
Back Cover	8.625w x 11.25h (full-bleed)	\$1795	\$1615	\$1436	\$1256
Inside Front Cover	7.5w x 10h	\$1695	\$1525	\$1356	\$1186
Inside Back Cover	7.5w x 10h	\$1595	\$1435	\$1276	\$1116
Center Spread	16w x 10h	\$2395	\$2155	\$1916	\$1676
Full Page	7.5w x 10h	\$1195	\$1075	\$ 956	\$ 836
Half Horizontal	7.5w x 4.75h	\$ 895	\$ 805	\$ 716	\$ 626
Half Vertical	4.75w x 7.5h	\$ 895	\$ 805	\$ 716	\$ 626
Third Square	4.75h x 4.75h	\$ 595	\$ 535	\$ 476	\$ 416
Third Vertical	2.25w x 10h	\$ 595	\$ 535	\$ 476	\$ 416
Sixth Vertical	2.25w x 4.75h	\$ 450	\$ 405	\$ 360	\$ 315
Sixth Horizontal	4.75w x 2.25h	\$ 450	\$ 405	\$ 360	\$ 315

**Join MCA and get a 20% discount ▪ Ad Agencies: 15% discount applies.
(Cannot receive both membership and agency discount)**

Please see web site for ad sales deadlines at: www.mccarwash.org

DESIGN RATES (If digital copy is not submitted)

Color ad up to 1/2 page..... \$85 Color ad full page \$150

This includes scanning logo (if applicable) and scanning any photos needed, layout/design and typesetting. Bay Media, Inc. will fax advertiser a proof for approval. Advertiser is also entitled to use the ad for other purposes and will be supplied with a digital copy.

IMPORTANT

If ads are missing fonts or artwork, Bay Media, Inc. will notify the advertiser immediately. If fonts or artwork are not supplied in a satisfactory way by the advertiser or supplied less than 5 business days from ad dead line, Bay Media, Inc. has the right to pull the ad or substitute fonts and charge the advertiser at a rate of \$65 per hour for required work that is needed for ad usage.

All ads must have a proof included. If a proof is NOT included, Bay Media, Inc. is not responsible for the outcome and placement of the ad.

WILL ACCEPT

Digital files only—faxed copy or ad slicks will not be accepted. Please submit ad as either:

- PDF saved for print optimized (high resolution).
- In Design for PC
- Illustrator 10 EPS file saved for PC (all text converted to outlines)
- Pagemaker 7 file for PC with all fonts and artwork included.
- Photoshop TIFF file. However, type may rasterize.
- Can accept Quark or MAC based files; be sure to include fonts and artwork along with a proof.

Make sure files are saved at a resolution suited for printing. 72 dpi is NOT acceptable and will be returned to the advertiser.

CONTACT INFORMATION

E-mail for Sales: ckinney@baymed.com, Ph: 1-888-378-9209

Ads can be submitted two ways. Either email to: Betsy@baymed.com or send disk to:

Betsy Earley ▪ 1512 Riverdale Drive ▪ Annapolis, MD 21409 (Any questions, please call Betsy at 410-279-7382 to help guide you through the process).

PAYMENT

Checks should be made payable to: Bay Media, Inc. AMEX, VISA, MASTERCARD, DISCOVER accepted. Payment in full is due at ad copy deadline. Rates subject to change.