

2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	<ul style="list-style-type: none"> » PRIVATE EQUITY IMPACT » FINANCING » CONSULTANTS <p>Spotlight On: Dryers</p> <p>Carwash Connection Video: Self-serve booms</p> <p>Unscripted Video: Marketing</p> <p>Wash Talk Podcast: SCWA Expo</p>	<ul style="list-style-type: none"> » DESIGNING A MENU » CONTROLLERS » RISK ASSESSMENT <p>Spotlight On: Chemicals</p> <p>Carwash Connection Video: Interior detailing</p> <p>Unscripted Video: Loyalty programs</p> <p>Wash Talk Podcast: 2020 Top 50 list recap</p>	<ul style="list-style-type: none"> » SELF-SERVES » POS SYSTEMS » IN-BAY AUTOMATIC UPDATE <p>Spotlight On: Water</p> <p>Carwash Connection Video: Brushes</p> <p>Unscripted Video: Maintenance</p> <p>Wash Talk Podcast: Site selection and design</p>	<ul style="list-style-type: none"> » DETAILING BEST PRACTICES » CERAMIC PROTECTANTS » DOORS <p>Spotlight On: Insurance</p> <p>Carwash Connection Video: Doors</p> <p>Unscripted Video: Chemicals</p> <p>Wash Talk Podcast: Private equity</p>	<ul style="list-style-type: none"> » INDUSTRY DIVERSITY » CHEMICAL PH » INSECT REMOVAL <p>Spotlight On: Arches</p> <p>Carwash Connection Video: Vacuum booms</p> <p>Unscripted Video: Detailing</p> <p>Wash Talk Podcast: Menu design</p>	<ul style="list-style-type: none"> » EMPLOYEE MANAGEMENT » BRUSHES » TIRE CARE <p>Spotlight On: Equipment</p> <p>Carwash Connection Video: Blowers</p> <p>Unscripted Video: Water</p> <p>Wash Talk Podcast: Self-serves</p>
	*SPECIAL OPPORTUNITIES THIS YEAR	<ul style="list-style-type: none"> ■ SCWA EPG: JUNE 9-11, FORT WORTH, TX - MAY ISSUE ■ NRCC EPG: OCT. 4-6, ATLANTIC CITY, NJ - SEPTEMBER ISSUE ■ THE CAR WASH SHOW EPG: NOV. 15-17, LAS VEGAS, NV - NOVEMBER ISSUE 		<ul style="list-style-type: none"> ■ 2021 BUYERS GUIDE - DECEMBER ISSUE 		

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→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
→ CLOSING DATE
→ MATERIALS DUE DATE



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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	<ul style="list-style-type: none"> » STATE OF THE CARWASH INDUSTRY » M&A UPDATE » WASH CLUBS <p>Spotlight On: Financing</p> <p>Carwash Connection Video: Chemicals</p> <p>Unscripted Video: Interviews from The Car Wash Show™</p> <p>Wash Talk Podcast: Detailing best practices</p>	<ul style="list-style-type: none"> » STATE OF THE DETAILING INDUSTRY » PADS » MARKETING <p>Spotlight On: Loyalty programs</p> <p>Carwash Connection Video: In-bay automatics</p> <p>Unscripted Video: Vacuums</p> <p>Wash Talk Podcast: Industry diversity</p>	<ul style="list-style-type: none"> » WATER RECLAIM » SEASONAL OPPORTUNITIES » VACUUMS <p>Spotlight On: Belt conveyors</p> <p>Carwash Connection Video: Exterior detailing</p> <p>Unscripted Video: Doors</p> <p>Wash Talk Podcast: State of the carwash industry</p>	<ul style="list-style-type: none"> » DRYER UPDATE » EMERGING AUTO TECH » SURFACE REPAIR <p>Spotlight On: Replacement parts</p> <p>Carwash Connection Video: Water</p> <p>Unscripted Video: Dryers</p> <p>Wash Talk Podcast: State of the detailing industry</p>	<ul style="list-style-type: none"> » THE CAR WASH SHOW™ » BELT CONVEYORS » SIGNAGE <p>Spotlight On: Training programs</p> <p>Carwash Connection Video: Express exterior</p> <p>Unscripted Video: Arches</p> <p>Wash Talk Podcast: The Car Wash Show™</p>	<ul style="list-style-type: none"> » TOP 50 LIST » BOOMS » SITE SELECTION AND DESIGN <p>Spotlight On: Signage</p> <p>Carwash Connection Video: Self-serves</p> <p>Unscripted Video: Brushes</p> <p>Wash Talk Podcast: Water reclaim</p>
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