

2021 DIGITAL RATES

Website Ads	IMPRESSIONS PER MONTH	RECTANGLES & LEADERBOARDS Net rate per month	BILLBOARDS Net rate per month	High Impact Ads	Net rate per week
				Dominant presence	75,000
Competitive presence	40,000	\$2,100	\$2,625	Sneaker	\$1,200
Essential presence	20,000	\$1,100	\$1,375	Top Scroller w/Video	\$1,800
				Slide In	\$1,000
				Sticky Note	\$960

eNewsletter	TITLE SPONSOR	FEATURED VIDEO/PARTNER	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E
Carwash eNews	\$400	\$300	\$250	\$250	\$200	\$200	\$200
Frequency: 2 issues per week				All rates above are per week			

Questions: Kelly McMahon - kmcmahon@babcox.com • 330.670.1234 x208

Advertising Terms and Conditions:

INVOICES, CREDIT, & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US Dollars. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order. In the case of any Agency listed on the insertion order, Babcox Media, Inc. will hold Agency and Advertiser jointly and severally liable for payments. Should sums not been cleared to the Agency, Agency agrees to make every reasonable effort to collect and clear payment from the Advertiser on a timely basis. Upon Babcox Media's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgment that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE PC&D BRAND PAGE AT
→ Babcox.com/brand/professional-carwashing-detailing/

→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
→ CLOSING DATE
→ MATERIALS DUE DATE

