

2018 EDITORIAL CALENDAR

2018	Lead Feature	Technical	How-to	Investors	Product Focus	Spotlight On	Special Section	eNews Special Report
Jan. Materials due 12/12/17	Marketing your wash	Modern menu	Upgrade lighting	Develop a business plan	Signage	Pay stations	Tools of the Trade	Doors
Feb. Materials due 1/12/18	Increase car counts	Radio-frequency identification (RFID)	Create loyalty with RFID and POS	Buying vs. building	Arches	Express exterior	Case Studies	SCWA Special Report
Materials due 1/16/18	SCWA Convention & EXPO Exhibit Product Guide — Feb. 25-27 Arlington, TX // Includes new product information, booth listings and more, and will be distributed to a targeted audience.							
Mar. Materials due 2/13/18	Equipment maintenance	Sonar technologies/ vehicle profiling	Design and arrange arches	SBA loans/lending	Wax, soaps and more	Replacement parts	Post-show: SCWA 2018	Arches
April Materials due 3/13/18	The Car Wash Show™	New innovations	Make memorable experiences (LEDs, soap, signage, menu, etc.)	Site selection	Brushes	Wrap-around, top and side washers	Most Valuable Carwasher Award	The Car Wash Show Special Report
Materials due 3/13/18	The Car Wash Show™ Exhibit Product Guide — April 26-28 Las Vegas, NV // Includes new product information, booth listings and more, and will be distributed to a targeted audience.							
May Materials due 4/10/18	Cost control measures	Variable frequency drives (VFDs)	Manage utilities (water, energy, etc.)	Site design	Dryers	Insurance	Post-show: The Car Wash Show™ 2018	Water
Materials due 5/1/18	Carwash Chemicals: Special Supplement // Coverage includes chemical innovation, trends and science, and will be distributed to a targeted audience.							
June Materials due 5/11/18	Market update	Financing options	Doors	Equipment selection	Towels	Touch-free	Literature Showcase/ Promote Your Catalogue	Equipment
Materials due 6/1/18	Carwash Equipment: Special Supplement // Coverage includes maintenance, new technologies, waste reduction strategies and much more, and will be distributed to a targeted audience.							
July Materials due 6/5/18	Loyalty programs	Point-of-sale (POS)	Safeguard your carwash	Chemical procurement	Water	Friction	C-store	Chemicals
Aug. Materials due 7/10/18	Modernizing, updating and expanding	LEDs: evolving market	Permits and zoning	Build a winning team	Paint restoration and protection	Noise suppression	Oil and Gas	Vacuums
Sep. Materials due 8/14/18	Escalate average price per ticket	Chemical applications and delivery	Improve wash quality	Free vs. paid vacuums	Pet washing	IBA	Websites Worth Seeing	Lighting
Materials due 8/21/18	NRCC Exhibit Product Guide — Oct. 1-3 Atlantic City, NJ // Includes new product information, booth listings and more, and will be distributed to a targeted audience.							
Oct. Materials due 9/11/18	Employee management and training	Security and surveillance	Winterize equipment	Water management	Lighting	Flex-serve	Post-show: NRCC 2018	NRCC Special Report
Nov. Materials due 10/16/18	Capitalize on winter weather	Preventive equipment maintenance	Create a maintenance checklist	Setting prices	Winter door prep	Detailing	Top 50 U.S. Conveyor Carwash Chains	Dryers
Materials due 11/6/18	2019 Buyers Guide // Year-long Reference Source: Directory of Manufacturers, Distributors, Products and more.							
Dec. Materials due 11/9/18	Profit center winners	Vacuums	Determine a carwash's value	Grand opening and special events	Tire cleaning	Self-serve	New Product Roundup	Top 10 eNews from 2018