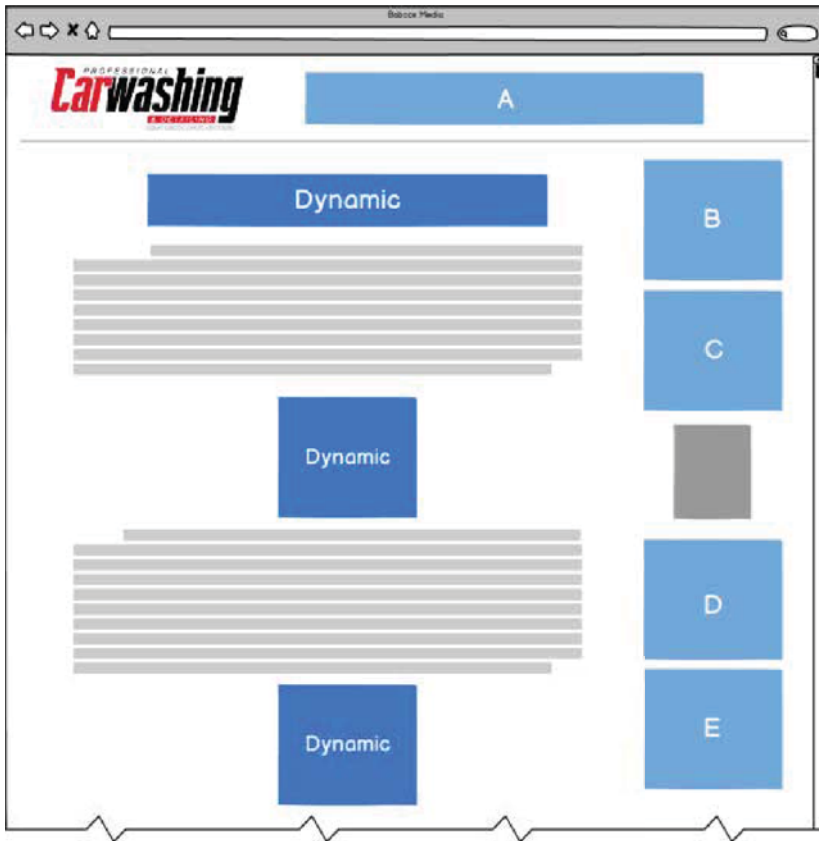


# 2019 WEBSITE ADVERTISING



## CARWASH.COM -

**Carwash.com** has been serving the needs of carwash owners and operators since 1996. The editorial team keeps site users up-to-date on the latest trends impacting the car care industry. **Carwash.com** focuses on information that helps these professionals manage and grow a thriving business.

### TWO WAYS TO BUY

Choose how you want to advertise on the newly redesigned **Professional Carwashing & Detailing** website. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM).

## FIXED ADS

## DYNAMIC ADS

**Benefits:**

- Your ad is seen in the same fixed position on the site throughout an entire month.
- Your ad rotates with one other advertiser in that position, giving you a **50% share of voice**.
- Fixed ads are seen by our site's desktop users, ensuring your ad is seen on large screens.

Placement	Dimensions	Rate/Month
Fixed position <b>A</b>	728x90 leaderboard	\$1,260
Fixed position <b>B</b>	300x250 rectangle	\$945
Fixed position <b>C</b>	300x250 rectangle	\$945
Fixed position <b>D</b>	300x250 rectangle	\$735
Fixed position <b>E</b>	300x250 rectangle	\$735

**Benefits:**

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Sold by impressions per month, so you can customize how many times you want your ad to appear.
- Priced on an efficient CPM basis.
- You receive exposure with both desktop and mobile users.

Placement	Dimensions	CPM
<b>Long ad</b>	728x90 leaderboard on desktop, 320x50 on mobile	\$55
<b>Square ad</b>	300x250 rectangle on both desktop and mobile	\$55

FOR DETAILED AD SPECIFICATIONS, VISIT [HTTP://ADS.BABCOX.COM](http://ads.babcox.com)