



General Feature Article Submission Guidelines

- Article should be a generic, even-handed discussion (i.e., not promote specific products or brands) and should be provided exclusively to *Professional Carwashing & Detailing*. Articles published in past issues of *Professional Carwashing & Detailing* or any magazine serving the carwashing and detailing industry cannot be used, nor can articles appear that are scheduled to appear in other carwash industry magazines.
- Article must be written for the information needs of our two principle reader groups: 1) carwash owners and operators, including full-serve, in-bay automatic, self-serve, flex-service and conveyor, and 2) auto detailers. As you are most likely aware, a number of our readers provide both types of services. Articles should contain *industry-specific, practical "how-to" advice and information* that will help readers succeed in their businesses.
- Length: Approximately 1,000 to 2,000 words.
- The author(s) receive(s) a byline and a biographical sketch at the end. The biographical sketch briefly identifies the author and their credentials, describes the company and its main business and, if desired, provides contact information such as an email address or phone number. (Please supply this information with the article.)
- In addition to general editing, copy will be edited for AP style and may be subject to additions or subtractions based on space.
- Visual appeal adds greatly to your article, so please supply any photos, charts or diagrams, etc. that would help illustrate or explain the text. You or your company must own the rights to these photos and graphics. Our publication will not assume responsibility or credit for the published photos you provide. Photos (high-resolution) and graphics should be emailed as separate documents (as in "jpg" format). *Photos delivered to us embedded in text documents cannot be used.*
- A *Professional Carwashing & Detailing* editor and the author or his/her representative will agree on a deadline for submission of the article and all visual materials. Please adhere to this deadline. If the original deadline cannot be met, please inform the editor as soon as you learn about it.
- After the article is edited by *Professional Carwashing & Detailing*, we'll run a final version back by you for approval.

Please email our Editorial Director Rich DiPaolo at rdipaolo@carwash.com if you are interested in writing for *PC&D*.