



Reach carwash operators in nine states by advertising in the ONLY publication targeted to carwash operators in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.

# SPLASH

## HCA SPLASH ADVERTISING AGREEMENT

### COMPANY INFORMATION

Name of Advertiser \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Primary Contact \_\_\_\_\_ Email \_\_\_\_\_

### ADVERTISING CONTRACT

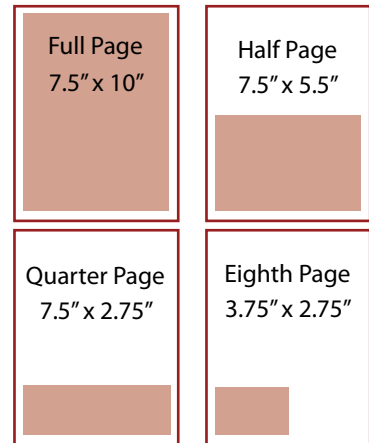
Check issues of HCA Splash you wish to advertise in.

- Quarter 1 - Spring (materials due Jan 31)
- Quarter 2 - Summer (materials due Apr 30)
- Quarter 3 - Fall (materials due July 31)
- Quarter 4 - Winter (materials due Oct 31)

We hereby contract for \_\_\_\_\_ (size) advertisement in the HCA Splash Newsletter (quarterly) for a total of \_\_\_\_\_ issues at \$ \_\_\_\_\_ per issue. All advertising will be billed after publication and paid upon receipt of invoice. HCA will provide a printed copy of the advertisement as proof of insertion.

\_\_\_\_\_  
Name and Title Date

### ADVERTISEMENT DIMENSIONS



	Per Ad Insertion Rate		Disc Rate - 4 Insertions	
	Color	BW	Color	BW
Full Page	\$720	\$480	\$612	\$408
Half Page	\$390	\$260	\$331	\$221
Quarter Page	\$210	\$140	\$178	\$119
Eighth Page	N/A	\$90	N/A	\$76

Prices Above are for Each Ad Insertion

### MECHANICAL SPECS

JPGs TIFFs, PDFs with minimum DPI of 300 and Adobe PhotoShop, Illustrator or InDesign are considered acceptable file formats. Adobe InDesign files must be packaged with all images and fonts. Adobe Illustrator or PhotoShop files must have all placed images provided and create outlines of text.

Please no submission of ads using Quark Express, Painter, MicroSoft Office products or any web publishing tool. However, you may create high quality or print quality pdfs using these programs or export into an acceptable JPG or TIFF format.

**Any submissions not in final format or requiring additional set-up will be charged a creative fee.**

**All rates listed are net to the HCA**

Submit contracts and artwork to [info@heartlandcarwash.org](mailto:info@heartlandcarwash.org) or mail to the following:

**Heartland Carwash Association, P.O. Box 42035, Des Moines, IA 50323**

Questions e-mail [info@heartlandcarwash.org](mailto:info@heartlandcarwash.org) | Phone/Fax (515) 224.6845 | [www.heartlandcarwash.org](http://www.heartlandcarwash.org)