



An Official Publication of the Washington DD, Maryland & Delaware Service Station & Automotive Repair Association

WMDA/CAR
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ADVERTISING REQUIREMENTS

CIRCULATION & DEMOGRAPHICS

The *Nozzle & Wrench* has an authorized circulation of 1,000 and is emailed to service stations, auto repair shops, car washes, convenience stores and other related businesses in Washington D.C., Maryland, and Delaware. For added visibility, the magazine is also distributed to other trade associations across the country, and at WMDA gatherings, including area meetings and expo.

ISSUE

The *Nozzle & Wrench* is published 12 times a year electronically.

ARTWORK REQUIREMENTS

Electronically prepared ads, properly proportioned to the sizes stated on the following page, are preferred. Ads may be submitted on CD or via email. Print quality Adobe pdf files are preferred, but we can work with 300 dpi tif, eps and jpg files as well. All ads should be created in 4-color (CMYK), any ads containing spot colors will be converted to CMYK prior to publication.

Need an ad?

Ad preparation services are available through WMDA/CAR. Additional design charges will apply. Please call for details.

AD CLOSING DATES

Deadline for space reservation is the 1st day of the month preceding the month of issue (i.e. April 1 for May issue). **Copy deadline** is the 10th of the month preceding the month of issue (i.e. April 10 for May issue).

TERMS & CONDITIONS

All advertising is subject to review by WMDA/CAR staff. No advertisement shall be accepted for the **Nozzle & Wrench** if such advertisement is deemed by WMDA/CAR in its sole discretion to be deceptive, misleading, inappropriate, or in conflict with WMDA/CAR Endorsed Programs. No cancellations will be accepted after the closing date.

Advertiser/agency assumes liability for all contents of ads printed. Advertisers shall indemnify publisher against any damages and related expenses arising from publication of advertisement. Advertiser shall be held liable for monies due to publisher for ads published in the *Nozzle & Wrench*.

Advertiser will be presumed to have read the enclosed information and agree to its conditions without further notice. The contract applies to advertising space only, and does not cover the cost of any advertising design services. The contract binds the advertising company to the stated size and rates. Space commitments may be changed by notifying the *Nozzle & Wrench* before the closing date.

ADVERTISING AGREEMENT & RATES

Organization: _____ Contact Person: _____

Address: _____

Date: _____ Phone: _____ E-mail: _____

Advertiser is responsible for payment of any ad placed in WMDA publications. All terms and conditions listed above are essential parts of this agreement:

Authorized by: _____ Signature: _____

Select the editions and size ad and sign agreement. Please note the artwork requirements are above. Remember, you will be required to provide ad copy for each size.

TOTAL AD FEE: \$ _____

	Front cover (inside) 8.5 x 11 \$850	Back cover (inside) 8.5 x 11 \$850	Back cover (outside) 8.5 x 11 \$850	Full page 8.5 x 11 \$575	Half-page vertical 3.25 x 10 \$375	Half-page horizontal 3.25 x 10 \$375	Quarter page 3.25 x 4.75 \$200	Business card 3.5 x 2 \$125
2021								
Jan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
June	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aug	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nov	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

