



**MEDIA KIT 2025**

**- SMALL ADS -**

FROM **59 €**  
**MONTHLY NETO PRICE**

Advertising products for washing, parts, additional equipment, and car washes, in the form of small ads:

- Advertising in all categories (\*)
- Online access to editing
- Publishing logo on ALL ADDS of dealers
- The self-web page of the dealer [www.carwash.shop\ name of the dealer](http://www.carwash.shop\name of the dealer)
- **WITHOUT ADDITIONAL COST** for the first activation
- Additional benefits for business offices

\* The price does not include VAT  
\* Limited number of posts included  
\* Limited tempo post included



# 1€

## CALCULATED DAILY NET PRICE

### FEATURED advertisement view ABOVE SEARCH result

- THE TOP offer is always displayed at the top of the search result
- Display in TOP OFFER is additionally stressed with a bigger photo
- The prize is related to the display of an individual advert in the TOP OFFER
- Display in TOP OFFER always meets the search criteria: category, brand, model, price, design...
- In the case of several competing ads, TOP OFFERS is shown consecutively, one below the other
- Dealer may exchange replacement at any time during the order period
- The ad which wants to point out in THE TOP OFFER

- \* The price does not include VAT
- \* The minimal order period is in 30 days
- \* Available only for legal entities as an upgrade to the existing pre – payment

FROM **145 €**  
**MONTHLY NET PRICE**

**IN A VISIT TO SELLER** presents advertising the dealer's office, in the selection section or on the homepage and includes:

- Displaying the last 5 advertisements of the dealer, in rotation
- Advertisements are shown with photography and basic info
- Advertisements are sorted by the date of editing
- The name and logo of the dealer are displayed

The price depends on the selected position:

- The beginning page: 390 €
- Subcategory search: 145 €

The choice of sub-category

**PRODUCTION FOR WASHING – ADDITIONAL EQUIPMENT – SELF-SERVICE CAR WASH – COMMERCIAL VEHICLES**

- \* The price does not include VAT.
- \* The position is equally divided among more dealers, where according to the CWS system (rotational) the visitor the offer of one dealer.
- \* Available only for legal entities as an upgrade to the existing pre – payment

# 1€

## CALCULATED INFORMATIVE DAILY NETO PRICE

**ADVERT COMMENT** means the possibility of posting any additional text that was already posted with your ad among the search results.

With short comment (up to 100 characters) can further attract customers and draw to the advantages of your offer.

- \* The price does not include VAT
- \* The option is available to legal entities only
- \* It is available just as upgrading existing subscription
- \* When it is activated, the option is available in all positions
- \* The option is available in all dealer`s adverts
- \* The minimum order period is 30 days



# 1€

## CALCULATED INFORMATIVE DAILY NET PRICE

Option RTE – Rich Text Editor represents an upgrade of an ad form.

When editing ads instead of the normal field for the input notes is available an advanced editor similar to e.g. WORD, allows text design.

The following functions are available:

- Only shaping of text: bold, underlined, italics, cross-out
- Formatting text size
- Text color design
- Insert additional photographs

- \* The price does not include VAT
- \* Once activated, the option is available in all feeds and all ads
- \* The option is available to legal entities only
- \* The minimum order period is 30 days
- \* It is available just as upgrading existing subscription



# 1€

## CALCULATED INFORMATIVE DAILY NET PRICE

The Option allows you to post a **TRANSFER** in addition to the regular **PRICE** for your offer.  
THE **PROMOTIONAL PRICE** has already been posted in the search result, so it may attract additional attention.

- **SELLING PRICE**
- **REDUCED PRICE**
- **REASONABLE PRICE**
- **FAIR PRICE**
- **INTERNET PRICE**
- **PRICE WITH FINANCING**
- **PRICE -EK**

- \* The price does not include VAT
- \* Once activated, the option is available in all feeds and all dealer's ads
- \* It is available just as upgrading existing subscription



# 1€

## CALCULATED INFORMATIVE DAILY NET PRICE

The STATISTICS option provides you with detailed statistics that allow for a daily statistical overview at the individual ad level.

A statistical overview is possible:

- Visit per day, whether in the last 7, 14, 30, or 90 days.
- Historical overview of published prices for 7, 14, 30, or 90 days.
- The possibility of printing graphics on a printer

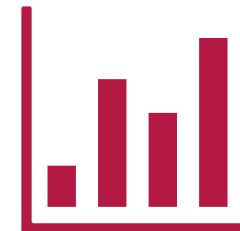
An additional option in categories: Overview PRICE COMPARISON that offers:

- The overview of comparisons of prices of the competitive products,
- Display of the lowest, the highest, and the average prices of competing products
- Button with a fast link for an overview of competing products

\* The price does not include VAT

\* The minimum order period is 30 days

\* It is available just as upgrading existing subscription





# 1€

## CALCULATED INFORMATIVE DAILY NET PRICE

The HD PHOTO option allows you to publish a larger number and better or higher quality photos for your ads. The advertisement with such works better, and your offer is more professional.

Instead of 800 x 600 pixel photos, you can use the option of HD photo, publish larger photos in HD quality, or even up to the maximum size of 1920 x 1440 pixels. It is possible to add to adverts and even a larger number of photos: 20.

In addition, there is also the possibility of setting all photos simultaneously, in one ptez instead of 1 per 1.

- \* The price does not include VAT
- \* The minimum order period is 30 days
- \* It is available just as upgrading existing subscription
- \* Once activated, the option is available in all feeds and all dealer's ads



# 1€

## CALCULATED INFORMATIVE DAILY NET PRICE

The Virtual 360° option allows you to add your ads in publishing a virtual overview of 360° or you tube videos.

The option offers an application for preparing and creating virtual 360° or videos, but above all the ability to post ads with a ready-made virtual 360° or you tube recording, via external IFRAME codes.

The option is a special suitable for traders who already have their technical support for the preparation of VIDEO or VIRTUAL 360 shots.

- \* The price does not include VAT
- \* The minimum order period is 30 days
- \* It is available just as upgrading existing subscription
- \* Once activated, the option is available in all feeds and all dealer`s ads



# 1€

## CALCULATED INFORMATIVE DAILY NET PRICE

The option **ONLINE SERVICES** give you possibility to add, additional contents to your ads and to highlight **REMOTE SERVICES**.

- Video call or virtual visit
- Online reservations
- Online Financing
- Online shopping + Download

**ONLINE SERVICES** are additionally highlighted in search results, along with additional filters for search for **VIDEO CALL** and **ONLINE SHOPPING**.

They are also displayed when reviewing a single advertisement, which is located next to the service legend, which was also added to the announcement below the ad.

- \* The price does not include VAT
- \* The minimum order period is 30 days
- \* It is available just as upgrading existing subscription
- \* Once activated, the option is available in all feeds and all dealer's ads
- \* We keep the right to additional verification or deactivation of the service if the dealer does not provide advertised services remotely

# 1€

## CALCULATED INFORMATIVE DAILY NET PRICE

Option Contact Package 10 allow you to upgrade your contact numbers, i.e. higher contact phone numbers, also the option to choose the selected contact display in the ad.

**MORE Contact Information:**

- The option allows you to enter up to 10 contact phone numbers with comments (in regular offer phone number are limited to 5)

**SELECT contact to display in the ad:**

- The dealer can choose if in the case of an individual advert in the upper right corner could show all contact information, or just selected /individuals or direct contact with the person - the seller.

\* The price does not include VAT

\* The minimum order period is 30 days

# Offer review – users



This page shows the advertising and service summary that we offer to users for advertising in the form of small ads.

SERVICE	The short description	Net prize /EUR
<b>Free advertising</b>	<ul style="list-style-type: none"><li>• For private users – physical persons, with successful message validation contact telephone number</li><li>• Up to a limit of 2 ads at the same time or a total of no more than 10 ads per month</li></ul>	<b>0 €</b>
<b>Paid advertising</b>	<ul style="list-style-type: none"><li>• For legal users or</li><li>• Publishing after exceeding the restriction to SET FREE advert, or</li><li>• Publication in the case of users – physical person, where the contact phone is not verified</li></ul>	<b>10 €</b>
<b>Top offer</b>	<ul style="list-style-type: none"><li>• Publication of an individual ad in the form of TOP DEAL</li><li>• Minimum order period: 10 days</li></ul>	<b>2 € / daily</b>
<b>DELETE ad from posting</b>	<ul style="list-style-type: none"><li>• Deleting a controversial post for violation of Legal notice</li></ul>	<b>10 €</b>

# Review of offers – dealers



This page shows a summary of advertising and the services offered to dealers and advertisers. There have been shown services that have not presented yet or described in details on the previous pages MEDIA KIT.

SERVICE	The short description	Net prize /EUR
<b>The basic package</b>	<ul style="list-style-type: none"> <li>• Advertising through special password based on system 24 /7</li> <li>• The number of posts is limited on 100 active ads</li> <li>• Included limiting ad delivery rate (100 / daily)</li> </ul>	<b>59€ /month</b>
<b>The package Plus 100</b>	<ul style="list-style-type: none"> <li>• The amount of the premium for each additional 100 active advertisement for each additional 100 active advertisements (ads that are simultaneously displayed on carwash.shop are considered active)</li> </ul>	<b>39 € /month</b>
<b>The package Tempo 100</b>	<ul style="list-style-type: none"> <li>• To repaid the possibility of registration of additional 100 the newest published ads (dealer can enter up to 100 new ads with this package)</li> </ul>	<b>39€ /month</b>
<b>Offices / branches</b>	<ul style="list-style-type: none"> <li>• If dealer has got a separate business /branch; It could be allowed the lower prize for new password to office</li> <li>• CONDITION: the same or VAT ID as well as parent company</li> </ul>	<b>39€ /month</b>
<b>Hosting (*)</b>	<ul style="list-style-type: none"> <li>• Hosting web page www.thenameofdealer (renting 5Mb on server)</li> </ul>	<b>9 € /month</b>
<b>Data processing</b>	<ul style="list-style-type: none"> <li>• Updating dealer`s stock or</li> <li>• Transfer of dealer's stock on other dealer's ID or</li> <li>• Others method of data processing</li> </ul>	<b>39 € /month</b>
<b>Dealer's activation</b>	<ul style="list-style-type: none"> <li>• The first activation is FREE</li> <li>• The service is paid when (deactivated)dealer activates again</li> <li>• Advertisement management (archiving, DE -archiving...)</li> </ul>	<b>39 € /month</b>
<b>Internet production (*)</b>	<ul style="list-style-type: none"> <li>• Services in the field of website development and maintenance www.page. It is applied exclusively in the field of file format HTML, GIF,JPG...</li> </ul>	<b>89€ /month</b>

Other:

- (\*) The specific services are available for exclusively for already concluded contracts of self-ordered orders, or if the service is available (marked with \*)
- In the case of management for hour, the price refers to an individual service, for each starting hour

Benefits in 2025, when ordering additional options

## Package VIRTUAL 360

GRATIS is available to dealers who purchased the additional option HD PHOTO

## Package of STATISTICS

GRATIS is available to dealers who purchased 3 or more additional paid options

## Package of ONLINE SERVICES

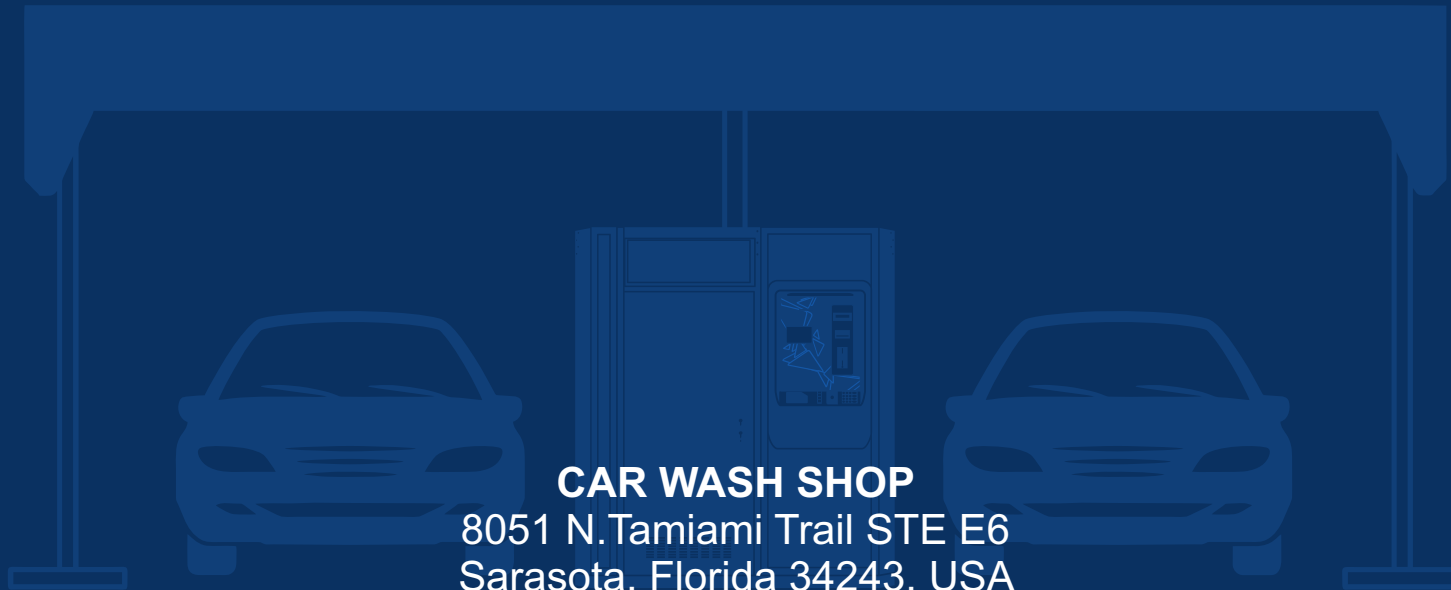
GRATIS is available to dealers who purchased 5 or more additional paid options

Additional options considered for package offer:

- Top offer
- RTE- Content text editor
- Coment
- Promotive offer
- HD photo
- Virtual 360
- Statistics
- Online services
- Contact for package 10



Package offers are valid only for the duration, subscriptions, and paid additional options.



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