



2016 MAGAZINE ADVERTISING PROSPECTUS

2015 CONCRETE PUMPER'S
ANNUAL MAGAZINE
ISSUE NUMBER 12

- AN ISSUE WITH NO CONCRETE SOLUTION - KINGDOM TOWER
- NEW PRODUCTS TO THE CONCRETE PUMPING MARKET
- CPAA IN MELBOURNE FOR CONCRETE 2015
- THE FUTURE OF CONCRETE PUMPING
- SHOTCRETE TRAINING AND CERTIFICATION
- INDUSTRY STRATEGIC PLAN

CPE Machinery
equipcon concrete pumping equipment
Holcim
sn@p
SCHWING AUSTRALIA
POWERCRETE
CPAA CONCRETE PUMPING ASSOCIATION OF AUSTRALIA INC.
finlease
SUPER ROAD
WVWIN ENGINEERING
G Arthur J. Gallagher BUSINESS WITHOUT BARRIERS
cp



CONCRETE PUMPER'S ANNUAL MAGAZINE

ADVERTISING PROSPECTUS

2015 marked the successful transformation of the Concrete Pumper's Annual Magazine to a more widely read and respected publication covering safety, education, certification, industry news and pumping projects that matter to members and readers.

The Magazine has a readership covering approximately 95% of the 1,300 concrete pumping industry related businesses. The Concrete Pumping Association of Australia (CPAA) Magazine represents an excellent publication to everyone in the industry to Concrete Pump; Manufacturers, Distributors, Contractors, Service providers, Suppliers, Repairers, Certifiers and Assessors promote their businesses, products and/or services Australia wide.

Here is your opportunity to take a few minutes and read the 2016 Concrete Pumper's Annual Magazine advertising proposal. It may be the most profitable thing you do in 2016.

Ready to lock in your space and discuss options and requirements, without obligation? Please contact Aiden at the CPAA office on 1300 136 636, or alternatively email him at publications@cpassoc.com.au



STAND OUT FROM THE PACK

Marketing your business in the Concrete Pumper's Annual Magazine allows you the opportunity to engage the pumping industry, which consists of approximately 1,300 businesses operating some 7,000 concrete placing units with 12,000 employees across the sector. The multiple advertising options offer your business a great pathway to become an industry leader through the Associations reach and only concrete pumping related magazine in Australia.



ADVERTISING IS A LAW OF AVERAGES

The beauty about advertising is that it is purely a law of averages. This means, the more people that view your advertisement, the more leads you will receive.



READERSHIP PROFILE

The readers of the CPAA magazine represent a large variety of groups in the concrete pumping industry, including:

- Builders and contractors
- Pump Manufacturers & Distributors
- Industry service providers
- Other Pump Contractors & employees
- Concrete Suppliers and repairers
- Pump Certifiers and Assessors
- Registered Training Organisations (RTO's).

Other readers outside the direct industry include builders, construction contractors, Federal and State Government departments, relevant regulators, key influencers and decision-makers, e.g. national bodies such as Master Builders Association.

GETTING INVOLVED

You can get involved in this year's Magazine in a number of ways, based on your business and budget. Below are some suggested packages and advertising costs.... there is something for everyone!

Premium Advertising Packages

These are for industry leaders! You have the benefit of promoting your business, long before the final publication is sent out, including other additional benefits as shown below.



GOLD PACKAGE **\$3,100 Excl GST (Member only)**

- Double page advertisement in the Concrete Pumper's Annual Magazine
- Half page article about your company, recent projects and achievements
- Company logo on the magazine front cover
- Link to your Company website in the e-blast
- Your Company links on the CPAA website.



SILVER PACKAGE **\$2,100 Excl GST (Member only)**

- Single page advertisement in the Magazine
- Half page article about your company, recent projects and achievements
- Company logo on the magazine cover
- Your Company links on the CPAA website.



BRONZE **\$1,600 Excl GST (Member only)**

- Single page advertisement in the Magazine
- Company logo on the magazine cover
- Your Company links on the CPAA website.

Standard Advertising

Standard advertising offers you the chance to place your advertisement in the Concrete Pumper's Annual Magazine. Please note additional extras are for premium advertising only. (Please refer to the booking form showing all advertising options).

HOW TO BOOK

Please complete and sign the booking form, and return to publications@cpassoc.com.au



PURCHASE FORM

This Booking Form, together with the Advertising Terms and Conditions, covers the whole agreement between your Company and CPAA. Please fill in all fields below.

| Please tick your selection | ITEM | MEMBER | NON-MEMBER |
|-----------------------------|---------|---------|------------|
| Premium Advertising | | | |
| <input type="checkbox"/> | Gold | \$3,100 | \$4,000 |
| <input type="checkbox"/> | Silver | \$2,100 | \$3,000 |
| <input type="checkbox"/> | Bronze | \$1,600 | \$2,500 |
| Standard Advertising | | | |
| <input type="checkbox"/> | 3 Pages | \$3,100 | \$4,600 |
| <input type="checkbox"/> | 2 Pages | \$2,500 | \$3,500 |
| <input type="checkbox"/> | 1 Page | \$1,500 | \$2,500 |
| <input type="checkbox"/> | ½ Page | \$800 | \$1,000 |

COMPANY DETAILS

Name: _____

Company: _____

Address: _____

Phone: _____

Mobile: _____

Email: _____

CPAA Member: Yes No

I have read and agree with all the advertising terms and conditions.

Signature: _____

Date: _____

Please return this completed form by email, facsimile or post and return to:

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Fax: (02) 4258 0169 | Phone: 1300 136 636 | Email: publications@cpassoc.com.au | Web: www.cpassoc.com.au

ADVERTISING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the CPAA and all prices in this document are exclusive of the GST. GST is calculated at the date of publication of this document. The CPAA reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. The deposit is payable 7 days from the date of the tax invoice. The balance is due and payable by 1st September 2016.
3. All monies are payable in Australian dollars. Cheques should be made payable to Concrete Pumping Association of Australia and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the CPAA prior to the publication of the Magazine.
5. Advertising monies will facilitate towards the successful planning and promotion of the publication.
6. Advertising entitlements including organisation logo on the Magazine and other marketing material will be delivered upon receipt of the required deposit/full payment.
7. Terms of Payment: Payment on Invoice Only. A Tax Invoice will be issued upon acceptance of your Booking Form