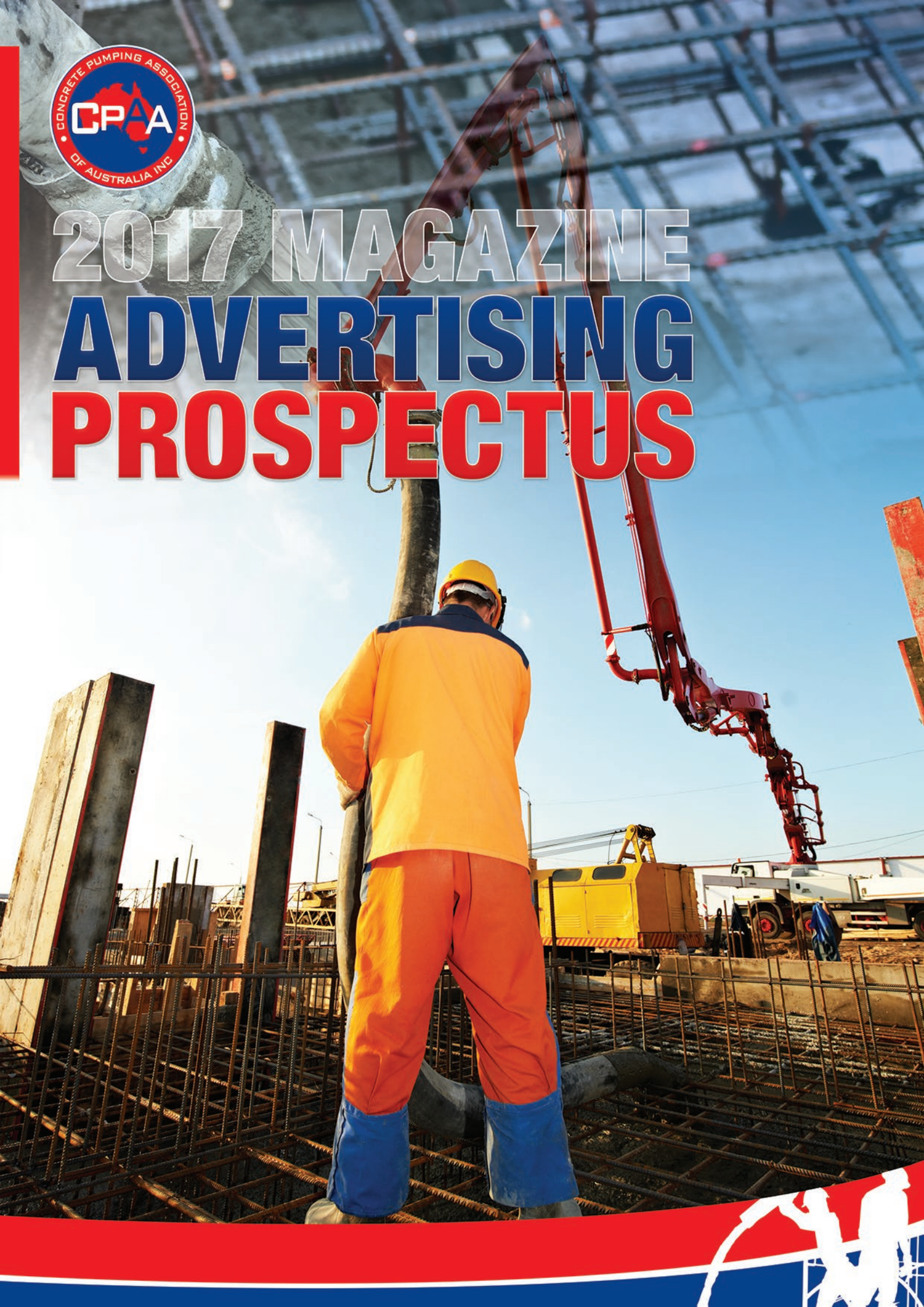




# 2017 MAGAZINE ADVERTISING PROSPECTUS





# 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.

Then, in 2016, the Magazine was sent to approximately 95% of industry related businesses and an estimated 12,000 Pumpers. In 2017 the Magazine will also be published alongside the Concrete 2017 Conference in Adelaide, South Australia. This will increase readership by 40% for this year's publication. The readership profile for the 2017 Magazine includes Concrete Pump; Manufacturers, Distributors, Contractors, Service providers, Suppliers, Repairers, Certifiers and Assessors. As well as Engineers, Scientists, Researchers, Academics, Practitioners and Industry Professionals from Australia and Overseas.

Here is your opportunity to take a few minutes and read the 2017 Concrete Pumper's Annual Magazine advertising proposal. It may be the most profitable thing you do this year.

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](mailto: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
- One page article about your company, recent projects and achievements on the CPAA News Blog
- Quarter page company profile in Magazine
- 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
- Company logo on the magazine cover
- One page article about your company, recent projects and achievements on the CPAA News Blog
- Quarter page company profile in Magazine
- 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
- Quarter page company profile in Magazine
- 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](mailto: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:

Aiden Chilcott | Magazine Editor | 2, Level 1, 336 Keira Street, Wollongong, NSW, Australia, 2500  
Fax: (02) 4258 0169 | Phone: 1300 136 636 | Email: [publications@cpassoc.com.au](mailto:publications@cpassoc.com.au) | Web: [www.cpassoc.com.au](http://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 45 days from the date of the tax invoice.
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.

