



# FACEBOOK ADVERTISING

facebook

Welcome to Facebook

ect with friends and the  
round you on Facebook  
and updates



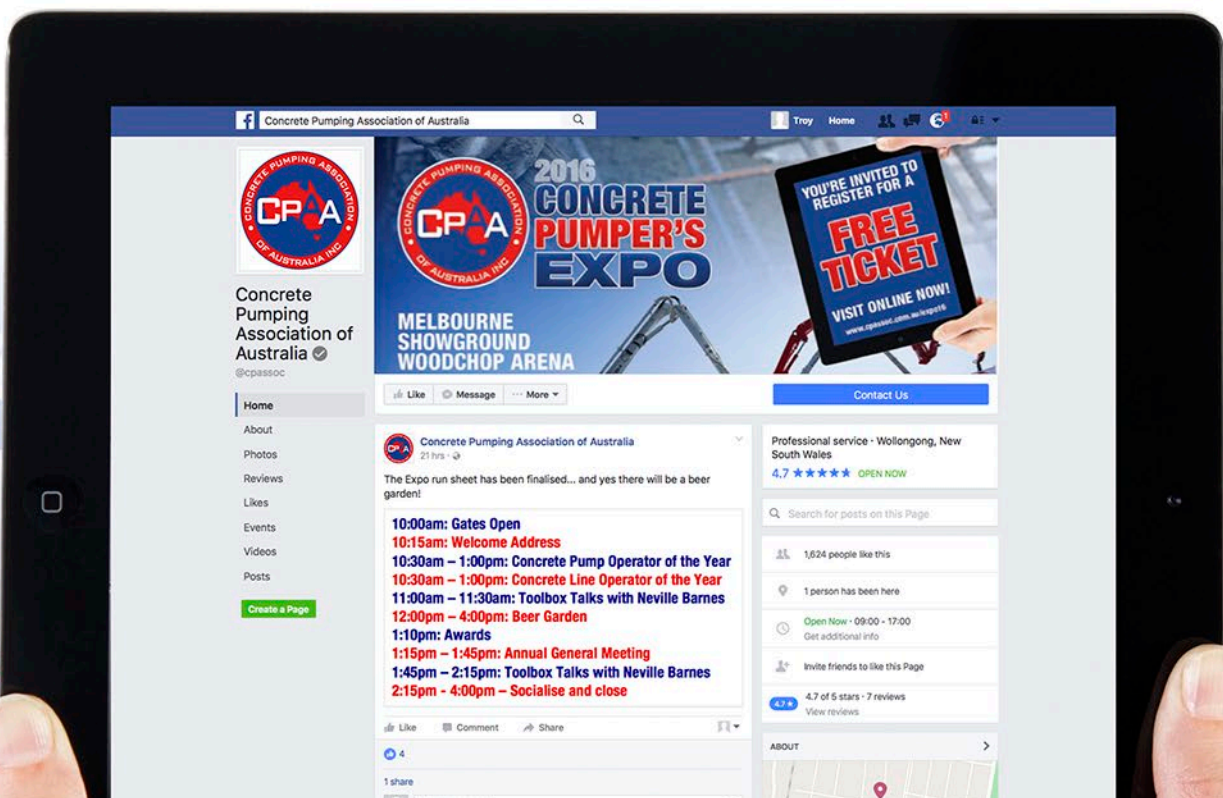
# SUMMARY

A valued activity of the Concrete Pumping Association of Australia (CPAA) is ensuring that as many industry contacts are kept up-to-date of innovation, technical developments, training, education, workplace safety and regulatory changes. Facebook is used by the CPAA to keep pump owners and operators up to date with current news on their phones and tablets, fast. Weekly posts keep the page growing consistently, averaging at an additional one hundred page likes per month.

Since 2014 our Facebook page has acted as a powerful communication tool, and now that the Facebook posts consistently reaches 3,000-4,000 users the CPAA wants to share this database with members and non-members. We are offering you the opportunity to market your business through the Facebook page for \$300, to attract new business and opportunities.

# PROCESS

- 1 Complete Advertising Booking Form after reading the disclaimer and terms and conditions on the CPAA website.
- 2 Send through content and images to [publications@cpassoc.com.au](mailto:publications@cpassoc.com.au)
- 3 The CPAA will review the content, potentially making grammatical changes and deeming if the content is relevant and acceptable.
- 4 The CPAA will post your content and image, with the promise of reaching a minimum of 3,000 users within a seven-day period after the \$300 payment has cleared.
- 5 A report of the advertisements performance will be provide as an excel spreadsheet and PDF.



# BOOKING FORM

Please tick the option that you would like to purchase in the space below.

	CPAA Members	Non - Members
Facebook Advertising	<input type="checkbox"/> \$300	<input type="checkbox"/> \$500

## COMPANY DETAILS

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

CPAA Member: Yes  No

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ONCE THIS FORM IS COMPLETED, AN INVOICE WILL BE SENT TO YOUR EMAIL ADDRESS**

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

Dan Webb | Marketing Manager | PO Box 85, Port Kembla, NSW, Australia, 2505

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)

## DISCLAIMER

The Association reserves to right to approve or decline any content published in 'The Pump Line' consistent with our publishing guidelines. For further information and assistance contact the Association on 1300 136 636.

## ABOUT US

Concrete Pumping Association of Australia (CPAA) is the national body representing the interests of the concrete pumping industry. The CPAA provides a strong, unified and respected voice for the concrete pumping industry across Australia working to improve the professionalism, safety and quality of the industry.

**Want to ensure you receive all information published by the Concrete Pumping Association of Australia, consider joining your industry association today!**

[www.cpassoc.com.au](http://www.cpassoc.com.au)