



2016

# THE PUMP LINE ADVERTISING RATES

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Important

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*The Pump Line is your tool to keep the concrete pumping industry up to date with current news and issues from across the country and globe. Published ten times a year, circulated to over to over 1,300 key industry businesses, it's an excellent way to effectively market your business.*

## SUMMARY

A valued activity of the Association is ensuring that our 1,300+ industry contacts are kept abreast of innovation, technical developments, training, education, workplace safety and regulatory changes. Subscribers to The Pump Line receive a bi-monthly electronic update of current news and issues from across the country and around the world.

Since 2014 our bi-monthly updates have been distributed resulting in a reach of over 27,000 points of contact. This powerful communication tool, coupled with the Associations' well qualified industry database is opening its doors to provide advertising and feature article opportunities.

## SPONSORING THE PUMP LINE

Sponsorship of The Pump Line is highly flexible and caters for all marketing budgets. The sponsoring option provides short and long-term marketing and advertising opportunities.

Sponsorship includes:

- Logo within the side-banner
- Links embedded within your logo to your company website
- Twitter and Facebook promotion
- Your contact details posted on our website.

## FEATURE ARTICLE THE PUMP LINE

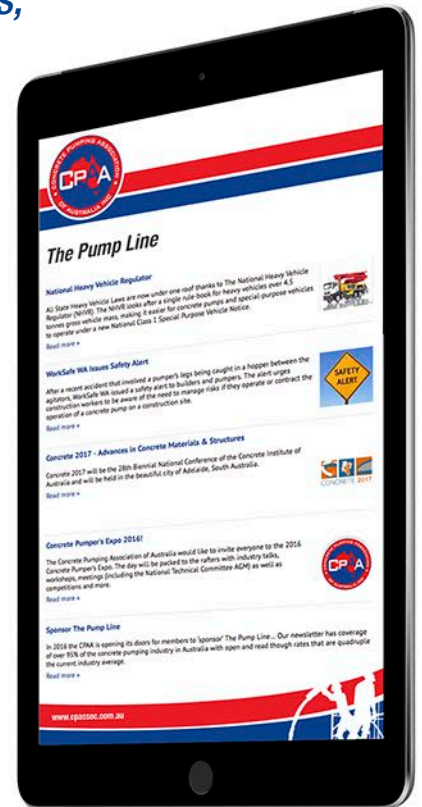
The Feature articles allows businesses to share company specific products, services and news fast. Limits apply to article size, editorial content and frequency.

Feature articles include:

- Feature article in body of The Pump Line
- Full feature article posted on Association website
- Twitter and Facebook promotion
- Links to your company website
- Your contact details posted on our website.

## AUDIENCE

- Owners of Concrete Placing Equipment
- Concrete Pump Operators
- Wider regulatory bodies
- Concrete Pump Equipment Suppliers
- Concrete Pump Assessors/Inspectors
- Concrete Pump Registered Work Place Trainers
- Concrete Pump Manufacturers/Agents or Sellers
- Concrete Pump service suppliers.



# BOOKING FORM

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

Issues	1 Issue	3 Issues	6 Issues	10 Issues
Sponsor	<input type="checkbox"/> \$200	<input type="checkbox"/> \$400	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,000
Feature	<input type="checkbox"/> \$500	<input type="checkbox"/> POA	<input type="checkbox"/> POA	<input type="checkbox"/> POA

## COMPANY DETAILS

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

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

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

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

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

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

CPAA Member:  Yes  No

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

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

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

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## 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)