



Concrete Pumper's Annual Magazine 2015

**Promotion &
Advertising Offer**

Concrete Pumper's Annual Magazine Advertising Opportunities

The Concrete Pumper's Annual Magazine has a readership of over 1,300 targeted and qualified readers. This Magazine offers ANYONE in the industry the opportunity to promote their business, products or services to each and every one of these 1,300+ readers. The Magazine is delivered directly to their door, free of charge, and designed by a highly qualified team of industry professionals.

This edition we are including more comprehensive articles, projects, technical content and membership directory along with other interesting material.

As the many benefits of the magazine stack up it seems only fair that there be a range of promotional opportunities available for small, medium and large businesses.

The Concrete Pumping Association of Australia (CPAA) invites you to take a few minutes to read this proposal -- it might be the most profitable thing you do this year. To discuss your requirements and without obligation please contact the CPAA office on 1300 136 636, or email info@cpassoc.com.au.

Key Commitment Timings



The industry consists of over 7,000 concrete pumping businesses across Australia employing over 12,000 people. The industry contributes approximately \$1.5 billion in revenue into the economy and is an integral part of the construction materials industry contribution of \$12 billion to GDP.

Marketing your business through the Concrete Pumper's Annual Magazine allows you the opportunity to engage in one of the most effective forms of communication. Advertising!

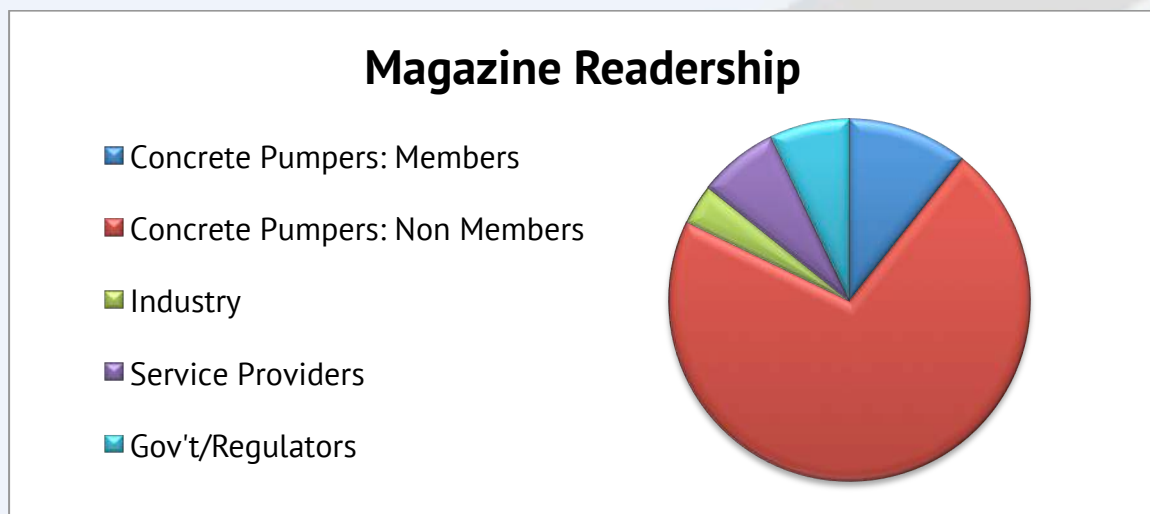
Advertising is purely a law of averages. This means that the more that people see your advertising, the more leads you will receive. One of the key benefits about marketing through the CPAA is our large qualified contact database of over 1,300 readers from all corners of the country.



Readership Profile – Over 1,300 key industry contacts and decision makers

The readers of the Concrete Pumping Magazine represent a large variety of groups in the industry including manufacturers, distributors, service providers and industry experts; concrete pump suppliers and repairers; manufacturer's interests; concrete pump certifiers and assessors; and Registered Training Organisations (RTO's).

Other readers outside of 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 the Master Builders Association.



Getting Involved

You can get involved in this year's Magazine in a number of different ways, based on your business and budget. Below are a number of packages and advertising deals. There is something for everyone.

Premium Advertisers: This is for industry leaders! You have the benefit of promoting your business to all contacts of the Association and readers of the Magazine well before the final publication is sent out! There are three premium advertising packages.

Gold Package – from \$3,000 (excl. GST)

1. Half page article about your company and recent projects or achievements.
2. Double page advertisement in the Concrete Pumpers Annual Magazine.
3. Logo on the front cover of the magazine.
4. Link to company website in the e-blast.
5. Links on the CPAA website under the Concrete Pumpers Annual Magazine page.

Silver Package – from \$2,000 (excl. GST)

1. Quarter page article about your company.
2. Single page advertisement in the Concrete Pumpers Annual Magazine.
3. Company logo on the internal magazine cover.
4. Links on the CPAA website under the Concrete Pumpers Annual Magazine page.

Bronze Package – from \$1,500 (excl. GST)

1. Single page advertisement in the Concrete Pumpers Annual Magazine.
2. Company logo on the internal magazine cover.
3. Links on the CPAA website under the Concrete Pumpers Annual Magazine page.



Magazine Advertising - The Concrete Pumper's Annual Magazine provides marketing opportunities for your product, service or business. Check out our rates chart below, select which option best suits, complete and sign the booking form.

*See price chart on the next page

Magazine Editor

We want you to get the most out of your investment. We encourage you to contact the Magazine Editor to discuss the many additional ways we can further assist your marketing efforts and build your business through the 2015 CPAA Concrete Pumper's Annual Magazine.

For further details on the opportunities available please contact the Magazine Editor who will be pleased to assist you.

Aiden Chilcott
Magazine Editor/Marketing Coordinator
P: 1300 136 636
E: info@cpassoc.com.au

Advertising Form

Please select your options (below) for Advertising. This Booking Form, together with the following "Booking Terms and Conditions", comprises the whole agreement between you and CPAA.

Item	Member	Non-Member	Amount Payable
Premium Magazine Advertising			
Bronze	\$1,500	\$2,500	
Silver	\$2,000	\$3,000	
Gold	\$3,000	\$4,000	
Magazine Advertising			
Quarter Page	\$350	\$475	
Half Page	\$700	\$925	
Full Page	\$1,300	\$1,750	
Two Pages	\$2,350	\$3,250	
Three Pages	\$3,490	\$4,850	
TOTAL			

(Fax: (02) 4258 0169)

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____

MOBILE: _____

EMAIL: _____

2015 CPAA Member: Yes

No

Advertising Terms and 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 October 2015.
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.

Signed

Date:

Please return this completed form by email, facsimile or post and return to:
Aiden Chilcott | Magazine Editor | Suite 2, Level 1, 336 Keira Street, Wollongong, NSW,
Australia, 2500 | Fax: (02) 4258 0169 | Phone: 1300 136 636
Email: info@cpassoc.com.au | Web: www.cpassoc.com.au

Terms of Payment: Payment on Invoice Only. A Tax Invoice will be issued upon acceptance of your Booking Form