



CCF WA Member Advertising & Editorial Opportunities

In CCF WA's Bulletin and E-Bulletin

**The power to reach the WA civil construction market –
exclusive to CCF WA Members**

// OVERVIEW

CCF WA Members can effectively and exclusively promote their companies to WA's civil construction industry through our publications. These include our magazine, *The CCF WA Bulletin* (available online and in print), and electronic direct mail (EDM), *The CCF WA E-Bulletin*.

Our magazine, The CCF WA Bulletin:

- Advertising
- Editorial

Our EDM, The CCF WA E-Bulletin

- News/content

// THE CCF WA BULLETIN MAGAZINE

The cover of The CCF WA Bulletin magazine features several articles. The top article is titled 'The green machines have landed at Miniquip!' and discusses the arrival of compact track loaders. Below this is an article titled 'Brooks' complete site services solutions' which mentions the company's 17 years of experience. The right side of the cover features an advertisement for Assignar's 'DITCH THE PAPERWORK' cloud-based app, which is used for scheduling crews and equipment. The app interface is shown on a smartphone screen.

FREE magazine editorial

**Paid magazine
advertisement**

// THE E-BULLETIN

The cover of The CCF WA E-Bulletin features news about government pipelines, CarBon, and ROEV. The top section is titled 'Just for Members: Updated Government major project pipeline' and includes a link to a spreadsheet. Below this is an article titled 'CarBon and ROEV Launch Australia's First 4x4 Electric Hilux' which discusses the company's electric 4x4 Hiluxes. The bottom section features a 'TAKE A PRODUCT TOUR' button and a QR code.

FREE e-news editorial

CCF WA Member Advertising & Editorial Opportunities

Magazine editorial



CIVIL CONTRACTORS
FEDERATION

// EDITIONS

CCF BULLETIN Edition 3, 2023

Includes the 2023 WA Civil Construction Industry Suppliers Guide, the annual guide to providers of equipment, materials or professional services to the civil industry.

Deadline for advertising and editorial content: Friday, August 25

CCF BULLETIN Edition 4, 2023

Includes detailed coverage of the 2023 CCF WA Earth Awards, with articles on the winners and finalists in all project categories.

Deadline for advertising and editorial content: Friday, November 10

CCF BULLETIN Edition 1, 2024

Includes the CCF WA Member Directory of all Members, Contractor and Associate.

Deadline for advertising and editorial content: Friday, March 1

CCF BULLETIN Edition 2, 2024

Includes the 2024 WA Civil Construction Industry Capability Guide, the annual guide to contractors to the civil industry.

Deadline for advertising and editorial content: Friday, June 7

// EDITORIAL

CCF WA Members are encouraged to send in news items, such as project profiles, new products, staff appointments, innovations, expert comment and images, for *The CCF WA Bulletin* magazine.

Tips for providing editorial content:

- Our preferred file type for copy is a Word document or PDF.
- Images should be high-resolution JPEG, 300 DPI (or as close as possible), and CMYK.
- There is no formal word limit for editorial in the CCF WA Bulletin, however any content provided may be edited by CCF WA as we finalise the magazine layout.

**FREE and
EXCLUSIVE
to Members!**



CCF WA Member Advertising & Editorial Opportunities

Magazine advertising



CIVIL CONTRACTORS
FEDERATION

// OVERVIEW

Advertising in *The CCF WA Bulletin* is the most effective way to promote your company to WA's civil construction industry.

The CCF WA Bulletin is mailed directly to more than 1200 decision makers including:

- 750 contacts at civil contracting companies and suppliers, including all CCF WA Contractor and Associate Members;
- 200 managers at key government departments and agencies, and private sector clients;
- All local government CEOs and works managers;
- All State Members of Parliament and WA-based Federal MPs.

The magazine is also posted online to nearly 7000 LinkedIn followers, combined 1800 Facebook followers and Instagram followers, our website, and 1250 E-Bulletin subscribers.

Advertising rates and artwork specifications are available below, please see previous page for artwork deadlines.

// RATES

Size	Rate
Double Page	\$1100
Full Page	\$650
1/2 Page	\$450
1/3 Page	\$350
1/4 Page	\$300
Inside Front Cover	\$850
Back Cover	\$1000

- Discounts apply to multiple bookings, please enquire for more information.
- Prices exclude GST

// ARTWORK SPECIFICATIONS



Double Page (DP)

Trim Size:
297mm(d) x 420mm(w)
Bleed:
307mm(d) x 430mm(w)
Safe Area:
285mm(d) x 408mm(w)

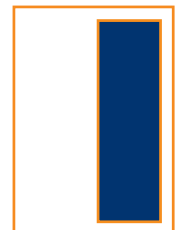


Full Page (FP)

Trim Size:
297mm(d) x 210mm(w)
Bleed:
307mm(d) x 220mm(w)
Safe Area:
285mm(d) x 198mm(w)



1/2 Page Horizontal
130mm(h) x 190mm(w)



1/2 Page Vertical
270mm(h) x 90mm(w)



1/3 Page Horizontal
85mm(h) x 190mm(w)



1/4 Page Horizontal
60mm(h) x 190mm(w)

- Preferred File Type: PDF – press-quality, 300DPI optimisation, CMYK, transparencies flattened to high resolution. Ink profile US Web Coated (SWOP) V2.
- We will also accept high resolution TIFF and JPEG files, as well as AI or EPS files.
- Fonts must be embedded and can be subset.
- Logos to be provided as: EPS file format.

CCF WA Member Advertising & Editorial Opportunities E-Bulletin



// OVERVIEW

The *CCF WA E-Bulletin* is sent to 1250 subscribers (CCF WA Member contacts) fortnightly. CCF WA Members are welcome to send through content for the *E-Bulletin*. There is no additional cost for this marketing opportunity, it is simply one of the many benefits of your CCF WA Associate or Contractor Membership.

// SPECIFICATIONS

- We can include up to 120 words for text-only content or 75 words with an image included.
- If your content is longer than this, we can also include a button linking to the full piece online.
- Images can be either square or rectangular (landscape orientation), and should be provided as a JPEG, PNG, or GIF file (moving GIF images are supported by our email platform and may be used).

For more information or if you would like to see examples of past *CCF WA E-Bulletin* EDMs, please contact us by email at the address below.

1250
subscribers



100%

of subscribers are current employees of CCF WA Members in the WA civil construction industry

**FREE and
EXCLUSIVE
to Members!**

// ENQUIRIES

Please send through your content for the CCF WA Bulletin and E-Bulletin, as well as any questions and enquiries, to ccfwa@ccfwa.com.au.



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