

2016

QLD:INSIGHT

MEDIA GUIDE



**CIVIL CONTRACTORS
FEDERATION**



ABOUT US

The Civil Contractors Federation (CCF) is the peak industry body for the civil construction industry in Australia. We provide our members with assistance, expertise and support on industry issues. CCF prides itself on being the voice of the civil construction industry and advocates for the interests of our members to all levels of government.

The Queensland Branch of the CCF has training centres in Brisbane and Townsville. We represent contractor and associate members across the state; from as far north as Cairns and as far south as the Tweed.

MAGAZINE DISTRIBUTION

What began as a member only publication in 2007 has grown significantly over the past eight years with over 1,000 copies of the full colour magazine distributed for free to CCF QLD contractor and associate members, Civil Train clients, state politicians, government departments and other industry associations each quarter. QLD:INSIGHT is a targeted publication and delivers specific information to a high quality audience that is continuously growing.

The targeted readership of QLD:INSIGHT ensures that your message is delivered to a qualitative audience creating a greater opportunity for success.

BENEFITS OF ADVERTISING

QLD:INSIGHT enhances exposure for suppliers selling their products and services to the Queensland civil construction industry. This publication assists suppliers and contributors to:

- boost brand awareness with the target audience
- maximise relationships within the industry
- provide the marketplace with the latest product information and new technologies
- maximise marketing and sales efforts
- profile new product innovation and up-to-date news.

EDITORIAL

Editorial opportunities are available to companies that book four or more advertisements and to the corporate sponsor group.

For more information on becoming a corporate sponsor please see the annual Sponsorship Prospectus.

EDITORIAL SPECIFICATIONS

A full page editorial is to be provided as a word document and can be up to 650 words with one image. You must confirm space in the edition with CCF QLD prior to the editorial deadline.

ADVERTISING RATES

NON-MEMBER:

	Eighth	Quarter	Half	Full	Double
1 Issue	\$270	\$475	\$985	\$1,960	\$2,896
2 Issues	\$513	\$903	\$1,872	\$3,724	\$5,502
3 Issues	\$729	\$1,283	\$2,660	\$5,292	\$7,819
4 Issues	\$918	\$1,615	\$3,349	\$6,664	\$9,846

(excluding GST)

MEMBER (20% discount):

	Eighth	Quarter	Half	Full	Double
1 Issue	\$216	\$380	\$788	\$1,568	\$2,317
2 Issues	\$410	\$722	\$1,497	\$2,979	\$4,402
3 Issues	\$583	\$1,026	\$2,128	\$4,234	\$6,255
4 Issues	\$734	\$1,292	\$2,679	\$5,331	\$7,877

(excluding GST)

Inside front cover:

+15%

Inside back cover:

+15%

Insert: \$1950 per item

Billing: You will be invoiced per edition, one week prior to the distribution of each



magazine.

QLD:INSIGHT SCHEDULE

Edition	Editorial and artwork deadline	Publication distributed
36 – Autumn	4 March 2016	1 April 2016
37 – Winter	27 May 2016	24 June 2016
38 – Spring	26 August 2016	23 September 2016
39 – Summer	11 November 2016	9 December 2016

Note: Scheduling subject to minor changes



SPECIFICATIONS

It is the client's responsibility to ensure that all advertisements are supplied to the specifications listed below.

SUPPLYING ADVERTISING MATERIAL ELECTRONICALLY

QLD:INSIGHT accepts advertising material in PDF format submitted electronically via email to qldevents@ccfqld.com

Please take note of your booked ad size including bleed requirements and safe type areas.

MATERIAL FORMATS

- PDFs of submitted advertising material must have all pictures and fonts embedded.

IMAGE FORMATS

- Images should be either TIFF or hi-res JPG in CMYK format with a resolution of 300dpi @ 100%.
- Plans and illustrations can be provided as EPS files.
- All bitmap files must be supplied at least 600dpi.
- Low resolution images that have been sourced by copying and pasting from the internet are not suitable for print reproduction. Please check all images are licensed for use.

COLOUR

- All material must be supplied in CMYK. Please ensure all spot colours and RGB images are converted to CMYK.
- Ink weight should not exceed 280%.

TYPEFACES

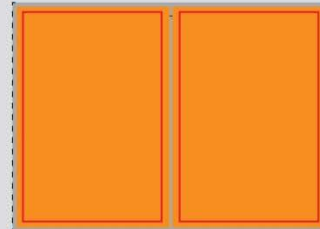
- All fonts within vector EPS files must be converted to outlines.
- All fonts in PDFs must be embedded or converted to outlines.

OVERDUE MATERIAL

The client is responsible for delivering the material to CCF QLD. When the material is late CCF QLD reserves the right to repeat previous advertisements.

While all care is taken, CCF QLD takes no responsibility for reproduction issues on advertising that does not conform to these guidelines.

For further information please contact the CCF QLD marketing team on 07 3360 7933.



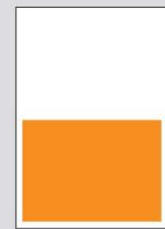
Double Page Spread

Trim area: 345mm (h) x 490mm (w)
Safe Type Area: 325mm (h) x 225mm (w) left and right
Bleed: add 3mm on all sides



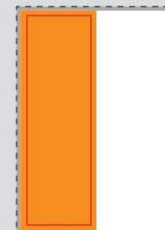
Full Page

Trim area: 297mm (h) x 210mm (w)
Safe Type Area: 287mm (h) x 200mm (w)
Bleed: add 3mm on all sides



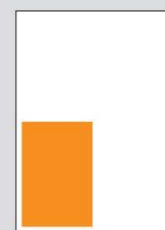
Half Page

Size: 141mm (h) x 200mm (w)
No bleed



Half Page

Trim area: 297mm (h) x 101mm (w)
Safe Type Area: 287mm (h) x 91mm (w)
Bleed: add 3mm on all sides



Quarter Page

Size: 141mm (h) x 96mm (w)
No bleed



Quarter Page

Size: 68mm (h) x 200mm (w)
No bleed



Eighth Page

Size: 68mm (h) x 96mm (w)
No bleed



**CIVIL CONTRACTORS
FEDERATION**

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TOWNSVILLE

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