



CIVIL CONTRACTORS
FEDERATION QLD LTD

MEDIA KIT

CIVIL CONTRACTORS
FEDERATION
QUEENSLAND LTD

WWW.CCFQLD.COM

P: 1300 CCF QLD

E: MEDIA@CCFQLD.COM

2024

ABOUT CCF QLD

The Civil Contractors Federation QLD (CCF QLD) is the peak industry body for the civil construction industry in Queensland. We provide our members with assistance, expertise and support on industry issues. CCF QLD prides itself on being the voice of the civil construction industry and advocates for the interests of industry and our members to all levels of government. CCF QLD has training centres in Brisbane, Townsville & Cairns. We represent contractor and associate members across the state; from as far north as Cairns and as far south as the Tweed.

CCF QLD delivers key communications to members and industry through two major digital platforms - eNews and QLD:INSIGHT Magazine. eNews is distributed fortnightly to CCF QLD members including contractors and suppliers. The targeted readership of eNews ensures that your message is delivered to a qualitative audience offering a greater opportunity for success while creating a genuine opportunity for lead generation.

QLD:INSIGHT Magazine began as a member only publication in 2007 has grown significantly over the past fifteen years, with over 3,000 copies of the full colour magazine distributed for free in digital format to CCF QLD contractor and associate members, Civil Train clients, other contractors and suppliers to industry, 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.

You can book advertising and/or content pieces for either platform and the CCF QLD team can even customise a package to suit your needs. Member and non-member pricing is available on the following page along with deadlines and specifications for your reference.

7K+

SOCIAL MEDIA
FOLLOWERS

3K+

ADVERTISING
REACH

30%

AVERAGE 2023
EDM OPEN RATE

8K+

2023 EVENT
ATTENDEES



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2024 SCHEDULE

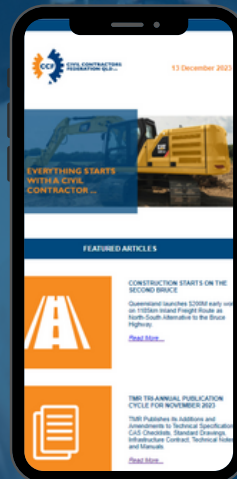
Please note the below schedule is indicative only and subject to change at any time without notice.

eNEWS EDM

Every second Wednesday from 17th January 2024 - 18 December 2024.

QLD:INSIGHT MAGAZINE

EDITION	CONTENT DUE	EST. PUBLISH DATE
#64 AUTUMN	FRI 23/2/24	TUE 19/3/24
#65 WINTER	FRI 31/5/24	TUE 25/6/24
#66 SPRING	FRI 23/8/24	TUE 17/9/24
#67 SUMMER	FRI 8/11/24	TUE 3/12/24



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ADVERTISING RATES

The following rates are listed as prices excluding GST. 'M' denotes a CCF QLD Member rate (for current financial members) and 'NM' denotes the non member rates.

QLD:INSIGHT	1/8 Page	1/4 Page	1/2 Page	Full Page	Double Page
1 Issue	M: \$216 NM: \$270	M: \$380 NM: \$475	M: \$788 NM: \$985	M: \$1568 NM: \$1960	M: \$2317 NM: \$2896
2 Issues	M: \$410 NM: \$513	M: \$722 NM: \$903	M: \$1497 NM: \$1872	M: \$2979 NM: \$3724	M: \$4402 NM: \$5502
3 Issues	M: \$583 NM: \$729	M: \$1026 NM: \$1283	M: \$2128 NM: \$2660	M: \$4234 NM: \$5292	M: \$6255 NM: \$7819
4 Issues	M: \$734 NM: \$918	M: \$1292 NM: \$1615	M: \$2679 NM: \$3349	M: \$5331 NM: \$6664	M: \$7877 NM: \$9846

eNews	1 month (2)	2 months (4)	3 months (6)	4 months (8)
Premium advert	M: \$800 NM: \$1000	M: \$1584 NM: \$1900	M: \$2166.40 NM: \$2708	M: \$3032.80 NM: \$3791
Square advert	M: \$480 NM: \$600	M: \$912 NM: \$1140	M: \$1299.20 NM: \$1624	M: \$1646.40 NM: \$2058

CCF QLD member rates listed are inclusive of a 20% discount. Inside front or back covers add 15%. Upon booking you will be issued with an invoice which must be paid within 7 days to proceed.

SUPPLYING ARTWORK

It is the client's responsibility to ensure that all advertisements are supplied to the specifications listed below. QLD:INSIGHT accepts advertising material in PDF format, and eNews as JPG or PNG files, submitted electronically via email to qldevents@ccfgld.com as well as your CCF QLD contact person. Please take note of your booked ad size and safe type areas. 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.



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SPECIFICATIONS

QLD:INSIGHT ADVERTISEMENT/ ARTICLE 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.
- PDFs must have all pictures and fonts embedded and be supplied at a minimum of 144dpi
- All articles must include an author with company and job title, a logo and an article title <10 words. They must be written in third person and be provided as an editable Word Document (no PDFs).
- Full page editorials can be <900 words without images or <650 words with <3 hi-res images.
- Half page editorials can be <450 words with no allowance for images.

QLD:INSIGHT 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%.

QLD:INSIGHT TYPEFACES

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

QLD:INSIGHT ADVERTISEMENT SIZING

	1/8 Page	1/4 Page	1/2 Page Horizontal	Full Page	Double Page
Width	105mm	210mm	210mm	210mm	420mm
Height	74.25mm	74.25mm	148.5mm	297mm	297mm
Safe area	80mm x 48mm	184mm x 48mm	184mm x 118mm	184mm x 263mm	184mm x 263mm each

ENEWS CONTENT FORMATTING

- ARTICLES: <500 words including a call to action. A title and 10 word preview (summary) must also be provided. N.B. images cannot be included.
- eNEWS ADVERTISEMENTS: Must be supplied in RGB format in a JPG or PNG file.
 - Square advertisements must be provided as 300px x 300px
 - Premium advertisements must be provided as 790px x 500px.



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2024 BOOKINGS NOW OPEN!

**FOR BOOKINGS PLEASE [CLICK HERE](https://forms.office.com/R/4RBVTFFJKR) OR VISIT
[HTTPS://FORMS.OFFICE.COM/R/4RBVTFFJKR](https://forms.office.com/R/4RBVTFFJKR)**

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