



Marketing & Communications

August 2018

Dear Adrienne,

Once-a-year opportunity to **position yourself as an industry leader**, with exclusive advertising rates available to National Precast members.

The December issue of Construction Engineering Australia Magazine will, once again, be a National Precast feature. We have exclusive advertising and editorial space up for grabs.

Front cover opportunity

We will also be selecting a fantastic project or factory image to feature on the front cover. This is available to one member who reserves editorial space.

DON'T MISS OUT

Email [Adrienne](mailto:comms@nationalprecast.com.au) by 21st August to secure your spot!

(comms@nationalprecast.com.au)



Special advertising rates

National Precast has negotiated a total of four full pages (or equivalent) of advertising spots, which are available to members at a special discounted price.

Special prices for members only:

- Full page ads **\$1,100** +GST (normally \$3,100 +GST).
- Half page ads **\$700** +GST (normally \$2,100 +GST).

Email [Adrienne](#) for your expressions of interest by Tuesday 21st August

*If you need help putting something together, our graphic designer can work with you for \$200 +GST.

Editorial space

This is also a fantastic opportunity to have your projects showcased in the magazine. Please contact [Adrienne](#) with project details so that we have time to write and create case studies for you.

Typical information we need includes:

- What precast elements did you supply?
- Why was precast concrete chosen for the project?
- Did you encounter any challenges? How were they managed?
- Were there any special mixes or finishes?
- Is there anything especially interesting or unique about the project?

Click [here](#) for the Case Study pro-forma.



The banner features a pair of hands holding a small globe on the left. To the right, the text 'BUILDING A SUSTAINABLE AUSTRALIA' is displayed in green. Below this, the website 'www.nationalprecast.com.au' and the address 'Suite 2, 13 Brighton Road, Glenelg SA 5045' with phone number 'P: (08) 8294 0833' are listed. The National Precast Concrete Association Australia logo, consisting of a stylized bar chart and the text 'NATIONAL PRECAST CONCRETE ASSOCIATION AUSTRALIA', is on the right. A small copyright notice 'Copyright © 2017 National Precast Concrete Association Australia. All rights reserved.' is at the bottom right of the banner.

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