



# **CLOCSA**

**Construction Logistics and Community Safety – Australia**

## **Supply Strategic Partner Advertising Pack**



# Opportunities for Supply Page Partner – Advertising on CLOCS-A Website

## Delivery Partners

As the CLOCS-A community grows and develops, we value the input and engagement from organisations that offer products and services that support CLOCS-A Champions in their efforts to deliver safer, cleaner and greener construction logistics.

Whether through training those who work in vehicles or on projects, providing knowledge or expertise through consultancy services or developing new and innovative safety equipment, CLOCS-A Supply Page Partners play a vital role in driving up standards.

CLOCS-A Supply Page Partners recognise the positive impact that CLOCS-A has in reducing risk to vulnerable road users, improving air quality and increasing efficiencies, and look to support and enhance that work through the products or services that they offer.

CLOCS-A does not audit, approve or accredit any CLOCS-A Supplier products or services unless explicitly confirmed in writing with an appropriate accreditation logo.

CLOCS-A Supply Page Partners can apply to have their training reviewed and approved by CLOCS-A and should contact the CLOCS-A team to understand the process and fees involved.

Click [here](#) to read the CLOCS Supply Page Advertising Memorandum of Understanding.



# CLOCS-A website's Supply Page Partners

## Supply Page Partners

As CLOCS-A drives safer, cleaner and greener construction logistics, it appreciates the value of developing relationships with other organisations, trade associations, industry bodies, professional institutions, lobby groups or charities with aligned aims and objectives and who are working to raise standards in protecting vulnerable road users.

CLOCS-A looks to recognise, promote and utilise the relationships it has with these organisations to raise awareness of work related to road risk and highlight best practices across all sectors of the industry, promoting relevant initiatives, campaigns and other key activities, and supporting those within the CLOCS-A community in raising standards.

CLOCS-A Strategic Supply Page Partners recognise the impact that CLOCS-A has on making construction logistics safer, cleaner and greener and encourage all those working within construction to support this valuable initiative.



# Suppliers Advertising on the CLOCS-A Website

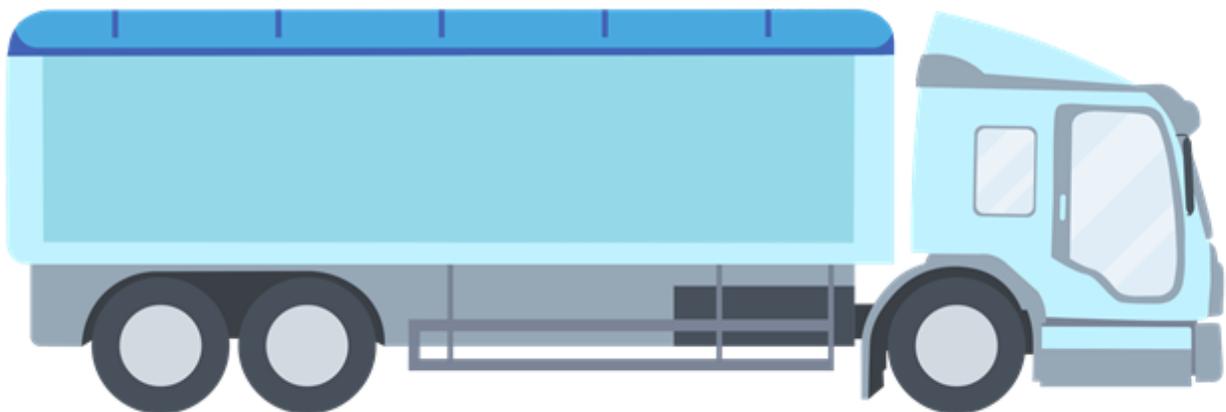
The CLOCS-A Standard has been developed to improve the safety of construction logistics in the community. It seeks to do so by:

- establishing minimum safety standards for HV Operators operating in construction projects
- establishing minimum HV driver training and competency standards
- establishing higher standards for haulage route assessment and logistics planning
- improving communication and levels of understanding around HV safety with the public.

To keep to the standard and yet encourage CLOCS-A partners we provide the opportunity for Suppliers, complimentary to the Standard to advertise on our website. In doing so we also wish to ensure that these Suppliers meet our standards and can apply to advertise and will be required to meet those standards.

The Supplier Assessment sheet has been designed to ensure that the Suppliers accepted on the CLOCS-A website are credible and viable and do not bring the brand of CLOCS-A into disrepute.

Given there are categories in which our Suppliers can advertise, and there are varying sizes within Supplier organisations as a result we offer a three-tiered approach so that Suppliers may choose the offer the benefits that are the best fit for them.



# Why be one of the Suppliers on the CLOCS-A website

## Value

The value in being part of the Supply Page Partner means CLOCS-A members can connect with our supply partners and like-minded members of our local and international network whilst providing business opportunities on the services and products you may be promoting and have the opportunity to exchange dialogue on continuous improvement processes for business and professional development opportunities for as collaborators within the industry.

## Benefits

- Be part of a member community from the Construction and Logistics industry focussed on the safety of both its employees and those within the community.
- Raise awareness within the industry and at various government levels of your involvement and support for the CLOCS-A standard
- Assist in the development of your employees through Continuous Professional Development
- Expand your business networks and client base
- Help keep your organisation at the forefront of Safety within the industry

## The Supplier levels

The Suppliers who wish to be part of the Supply Page Partner community will qualify under our Supplier application and assessment process. Each Supplier can apply under one of the three levels and once endorsed qualify for certain benefits as outlined in the following pages.

There are three levels available:

<b>Tier 1</b>	<b>\$5,000</b>
<b>Tier 2</b>	<b>\$2,500</b>
<b>Tier 3</b>	<b>\$1,500</b>

# Supply Page Partner Annual Advertising fees

Who can apply? Companies operating in the following sectors:

- Vehicle Safety Technology and Equipment
- Training Services
- Logistics Management
- Other



Details	Tier 1	Tier 2	Tier 3
<b>Fee per annum</b>	<b>\$5,000 (excl. GST)</b>	<b>\$2,500 (excl. GST)</b>	<b>\$1,500 (excl. GST)</b>
Acknowledgement as CLOCS-A Supplier	●	●	●
Blurb and content on your organisation in the Annual Report	●	●	●
Promotion and acknowledgement in all materials promoting CLOCS-A	●	●	●
Opportunity to engage with other CLOCS-A members both Nationally and Internationally	●	●	●
Advertising on the CLOCS-A website (as detailed in the tables below)	●	●	●
Company Logo displayed in Supply Page Partner on the page CLOCS-A website	●	●	●
Company Logo displayed as Supporting Strategic Partner on CLOCS-A website	●		
1 Complimentary Strategic Partner membership	●		

# Summary of Annual Advertising Package for Tier 1 Supply Page Partners

## Tier 1 - \$5,000 (excl. GST) p.a.

What you get	Benefit
1 Complimentary Strategic Partner membership	Free access to all the member benefits.
Logo acknowledgement as a Supplier Page Partner via CLOCS-A website ( <a href="http://www.clocs-a.org.au">www.clocs-a.org.au</a> ). Use of CLOCS-A Logo stating that you are a Tier 1 Supplier	Website, digital and social marketing communications at Industry events
Blurb and content about your organisation in the Annual Report and a feature advertisement in a monthly edition of our newsletter	Blurb plus images or video or other content circulated across our member base represented by over 600 organisations within the industry.  Full-page advertisement. 3 Newsletters of your choice a year.
Promotion and acknowledgement in all materials circulated	Inclusion in multimedia presentations and verbal acknowledgement
Opportunity to engage with other CLOCS-A members both Nationally and International	This may include activities such as webinars, industry events and the CLOCS-A member Community Platform
Advertising on the CLOCS-A website	Tile advertisement and detailed description of company and its products.
Company Logo displayed in the Supply Page Partner on the page CLOCS-A website	Company logo and link to your dedicated webpage.
Company Logo displayed on the CLOCS-A website as Supporting Strategic Partner	Company logo and link to your corporate website from the strategic partner page of the CLOCS-A website.

# Summary of Annual Advertising Package for Tier 2 Supply Page Partners

## Tier 2 - \$2,500 (excl. GST) p.a.

What you get	Benefit
Logo acknowledgement as a Supplier Page Partner via CLOCS-A website (www.clocs-a.org.au). Use of CLOCS-A logo stating that you are a Tier 2 Supplier	Website, digital and social marketing communications at Industry events
Blurb and content about your organisation in the Annual Report and a feature advertisement in a monthly edition of our newsletter	Blurb plus images or video or other content circulated across our member base represented by over 600 organisations within the industry.  Half-page advertisement. 2 Newsletters of your choice a year.
Promotion and Acknowledgement in all materials circulated.	Inclusion in multimedia presentations and verbal acknowledgement
Opportunity to engage with other CLOCS-A members both Nationally and Internationally	This may include activities such as webinars, industry events and the CLOCS-A member Community Platform
Advertising on the CLOCS-A website	Tile advertisement and one paragraph description of company and products.
Company Logo displayed in the Supply Page Partner on the page CLOCS-A website	Company logo and link to your dedicated webpage.

# Summary of Annual Advertising Package for Tier 3 Supply Page Partners

## Tier 3 - \$1,500 (excl. GST) p.a.

What you get	Benefit
Logo acknowledgement as a Supplier Page Partner via CLOCS-A website ( <a href="http://www.clocs-a.org.au">www.clocs-a.org.au</a> ). Use of CLOCS-A logo stating that you are a Tier 3 Supplier	Website, digital and social marketing communications at Industry events
Blurb and content about your organisation in the Annual Report and a feature advertisement in a monthly edition of our newsletter	Blurb plus images or video or other content circulated across our member base represented by over 600 organisations within the industry  One third-page advertisement. 1 Newsletter of your choice a year.
Promotion and Acknowledgement in all materials circulated.	Inclusion on multimedia presentations and verbal acknowledgement
Opportunity to engage with other CLOCS-A members both Nationally and Internationally	This may include activities such as webinars, industry events and the CLOCS-A member Community Platform
Advertising on the CLOCS-A website	Tile advertisement and a one-paragraph description.
Company Logo displayed in the Supply Page Partner on the page CLOCS-A website	Company logo and link to your dedicated webpage.

# Specifications for Advertising

## Ad Specifications Tier 1

### Webpage Advertisement:



#### TILE ADVERTISEMENT

2000 px W x 800 px H

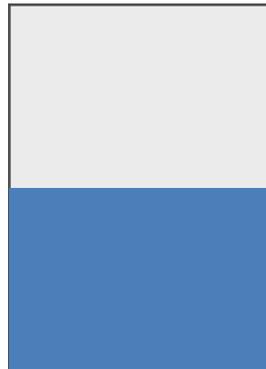
Please make sure that all images, logos and artwork are in high resolution.

### Digital Material (Newsletter and Annual Report):



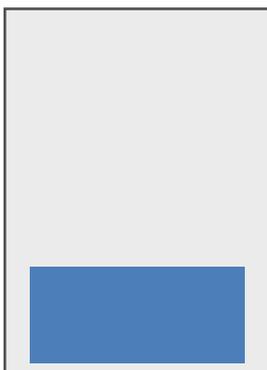
#### FULL PAGE

Trim size:  
210mm W x 297mm H



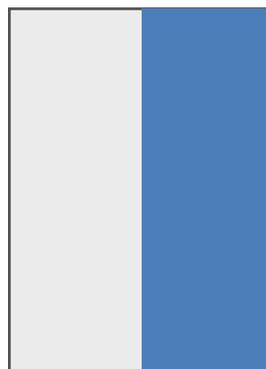
#### 1/2 PAGE HORIZONTAL

Trim size:  
210mm W x 149mm H



#### 1/3 PAGE

170mm W x 82mm H  
No Bleed Required



#### 1/2 PAGE VERTICAL

Trim size:  
105mm W x 297mm H

**All files must be supplied as PNGs images.**

**Please ensure:**

- There are no low-resolution images. **All images must be high resolution.**

# Ad Specifications Tier 2

## Webpage Advertisement:

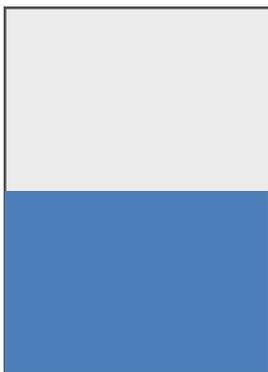


### TILE ADVERTISEMENT

1000 px W x 600 px H

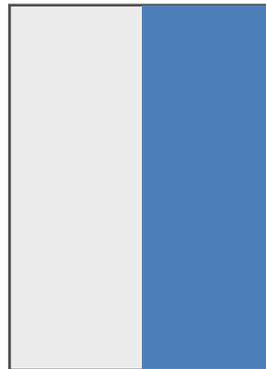
Please make sure that all images, logos and artwork are in high resolution.

## Digital Material (Newsletter and Annual Report):



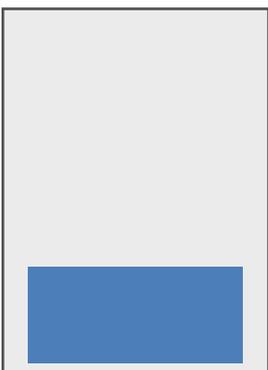
### 1/2 PAGE HORIZONTAL

Trim size:  
210mm W x 149mm H



### 1/2 PAGE VERTICAL

Trim size:  
105mm W x 297mm H



### 1/3 PAGE

170mm W x 82mm H  
No Bleed Required

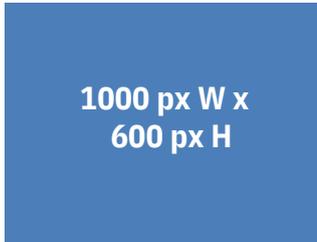
**All files must be supplied as PNGs images.**

**Please ensure:**

- There are no low-resolution images. **All images must be high resolution.**

# Ad Specifications Tier 3

## Webpage Advertisement:

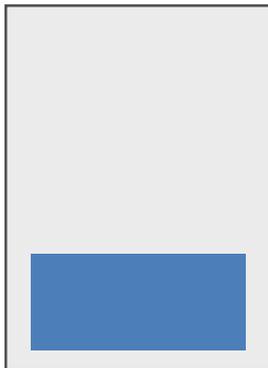


### TILE ADVERTISEMENT

1000 px W x 600 px H

Please make sure that all images, logos and artwork are in high resolution.

## Digital Material (Newsletter and Annual Report):



### 1/3 PAGE

170mm W x 82mm H  
No Bleed Required

**All files must be supplied as PNGs images.**

**Please ensure:**

- There are no low-resolution images. **All images must be high resolution.**

# Webpage Template Example Tier 1

Both Supplier Tier 1 and Tier 2 can benefit from having a dedicated page on our website and. This page can be used to showcase the company and its products, complete with a banner and detailed description.

See template here <https://clocs-a.org.au/suppliers/supplier-template-1/>.

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**YOUR LOGO** 

**ADVERTISE HERE**

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua*

[www.yourwebsite.com](#)

## Supplier Name

### About Company

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### Additional Information

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Description/ List of Products

- Product 1
- Product 2
- Product 3

[LEARN MORE](#)

Coded by: Creative Approach

The CLOCS-A project is funded by the National Heavy Vehicle Regulator's Heavy Vehicle Safety Initiative, supported by the Federal Government.



# Webpage Template Example Tier 2 & 3

Supplier Tier 3 can benefit from having a dedicated page on our website. This page can be used to showcase the company and its products, complete with a small banner and a one-paragraph description.

See template here: <https://clocs-a.org.au/suppliers/supplier-template/>.

The screenshot shows a webpage template for a supplier. At the top is a dark blue header with the CLOCS-A logo on the left, a LinkedIn icon, and buttons for 'Members Hub' and 'Contact'. Below the header is a navigation menu with links: Home, About, Champions (with a dropdown arrow), Case Studies, Toolbox Talks, Resources (with a dropdown arrow), CLOCS-A Standard (with a dropdown arrow), Suppliers (with a dropdown arrow), News, and FAQs. The main content area features a large image on the left showing a person working on a vehicle tire. Overlaid on the image is a dark box with the text 'YOUR LOGO' and a triangle icon, followed by 'ADVERTISE HERE' in large letters. Below this is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' and a website URL 'www.yourwebsite.com'. To the right of the image is the heading 'Supplier Name' and 'About Company', followed by another paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Pretium lectus quam id leo in. In hendrerit gravida rutrum quisque non tellus orci. Faucibus vitae aliquet nec ullamcorper. Neque ornare aenean euismod elementum. Sed id semper risus in hendrerit gravida rutrum quisque.' Below this text is a blue button labeled 'LEARN MORE'. At the bottom of the page is a dark blue footer containing the text 'Coded by: Creative Approach', a statement: 'The CLOCS-A project is funded by the National Heavy Vehicle Regulator's Heavy Vehicle Safety Initiative, supported by the Federal Government.', and the NHVR logo.

# How to apply

- Visit our website at [www.clocs-a.org.au/suppliers/supply-page-partner-tiers](http://www.clocs-a.org.au/suppliers/supply-page-partner-tiers) and select your desired Supply Page Partner tier.
- Fill out and submit the supply page partner application form.
- Upon form submission, you will be directed to the supply page partner checkout page for payment. If not redirected, check your inbox for an email with instructions.
- Select and include the Support Services membership (if wanting to become a member).
- Choose from our different payment options and proceed with the payment.
- Your subscription as a supply page partner will be confirmed once the payment is processed.
- Check your email for further instructions.



