

National Institute of Building Sciences

ADVERTISING ON NCEF.ORG

Since 1998, the National Clearinghouse for Educational Facilities (NCEF) has served as the premier information source for individuals and organizations dedicated to the planning, design, building and operating of schools for all levels of learning.

NCEF.org is your outlet to the educational facilities community. The site averaged more than one million visitors in 2014. Serving as an information hub for individuals and organizations with a strong stake in creating the educational facilities of the future, your leaderboard or medium rectangle ad on **NCEF.org** will be viewed by influential individuals who are involved in the planning, design, construction, operations and maintenance of schools and educational facilities.

	2013	2014	2015
Visits	972,370	1,064,768	551,177
Unique Visitors	735,909	906,349	450,298
Page Views	1,536,250	1,702,485	706,938

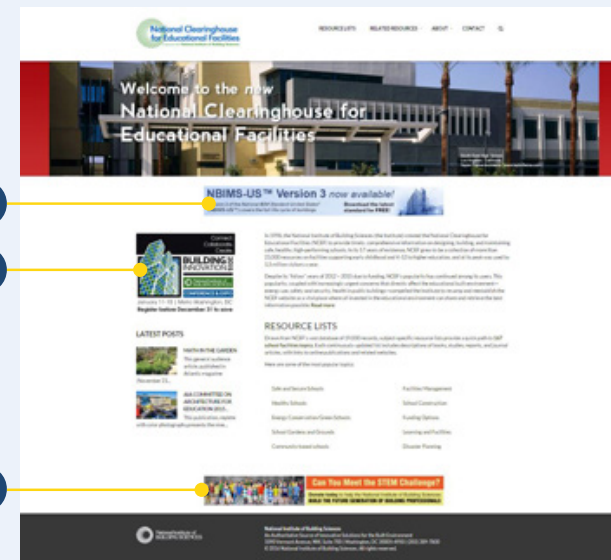
** Since September 1, 2012, NCEF.org has been an archive-only site, with no new content added. As of January, 2016, the site has been redesigned with a new look and updated content.*

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LEADERBOARD:

Size: 728 x 90 pixels

- 1 \$65 CPM above the fold
- 2 \$25 CPM below the fold

MEDIUM RECTANGLE:

Size: 300 x 250 pixels

- 3 \$65 CPM above the fold

SPECS:

- 40k, 3 loop limit, 15 sec. duration, 24 fps.
- 72 dpi JPEG, static or animated GIFs.
- File format: HTML 5, file size limit 75-100kb after compressing. .zip file must include all referenced code and assets. External JavaScript libraries and web fonts are allowed to be loaded from CDN and count against the max file size limit. Polite loading of assets is allowed. Must be served by 3rd party tags.
- Need click-thru/tracking URL in separate document.
- We accept third-party tags, such as Mediaplex, Mediamind and Pointroll.