Media Planner 2018
The National Institute of Building Sciences is a non-profit, non-governmental organization that successfully brings together representatives of government, the professions, industry, labor and consumer interests and regulatory agencies to focus on the identification and resolution of problems and potential problems that hamper the construction of safe, affordable structures for housing, commerce and industry throughout the United States. Authorized by the U.S. Congress, the Institute serves as an authoritative source of advice for both the private and public sectors of the economy. It provides the opportunity for free and open discussion of issues and problems where there was once conflict and misunderstanding. Through its mission to serve the public interest, the Institute supports advances in building sciences and technologies and works to achieve the goal of high-performance, resilient communities across the nation.
National Institute of Building Sciences

The Institute serves as an authoritative source for the private and public sectors to identify and resolve building process and facility performance issues. Its members consist of professionals from a wide range of government agencies and private industry, who share their experiences and expertise as they serve on the Institute’s Boards, Councils, Committees and Programs and volunteer with the Institute to develop and implement technical and procedural improvements for the built environment. A number of such Councils and Programs are listed here.

INDUSTRY LEADERSHIP & ADVOCACY

The Consultative Council brings together leading organizations from across the building industry to develop findings and recommendations for presentation to the President of the United States and the U.S. Congress. The Council and its members work to disseminate the report and get the recommendations implemented.

Council on Finance, Insurance and Real Estate (CFIRE) – Banks, insurance companies and real estate firms all play a significant role in how buildings are procured, designed and constructed. Despite its impact on long-term decisions relating to buildings, this sector of the building industry has largely been disconnected from the design and construction sector. CFIRE works to promote collaboration and buy-in across sectors to better address the challenges of evaluating risks, benefits, technologies and practices associated with the achievement of cost-effective high-performance buildings.

The Commercial Workforce Credentialing Council (CWCC) works to advance the development and recognition of quality building industry credentials. The CWCC is helping the U.S. Department of Energy develop and deploy the Better Buildings Workforce Guidelines (BBWG), voluntary national guidelines to improve the quality and consistency of energy-related workforce credentials. Additional guidelines are being developed for the U.S. Department of Defense for blast design professionals.

The National Council on Building Codes and Standards (NCBCS) brings together representatives from state, local and regional government bodies; individuals engaged in the administration and enforcement of codes and standards; and other organizations and individuals that share the same goals to advance the administration of building codes and standards through sharing of best practices, education and training, and dissemination of information. NCBCS serves as the reincarnation of the National Conference of States on Building Codes and Standards, but for a wider, more inclusive audience.

The Coordinating Council serves as the venue for representatives from each of the Institute’s standing councils and committees to come together to communicate about projects and activities, share ideas for potential collaboration and facilitate outcomes to advance the building community.

The Off-Site Construction Council (OSCC) is defined as the planning, design, fabrication and assembly of building elements at a location other than their final installed location to support the rapid and efficient construction of a permanent structure, “off-site construction” increasingly is being used in the building industry. OSCC serves as a research, education and outreach center to develop relevant and current information on off-site design and construction for commercial, institutional and multifamily facilities.

The Science, Technology, Engineering & Mathematics Education Program (STEM) is a joint initiative of the National Institute of Building Sciences, Total Learning Research Institute (TLRI) and National Aeronautics and Space Administration (NASA) is aimed at attracting students to building science-related careers. The team developed the Mars City Facility Operations Challenge, a virtual reality platform to educate students about facility operations through a series of space-based challenges, and the Building Sciences Career Center online platform to educate students about various industry disciplines.

The Low Vision Design Committee (LVDC) works to address the needs of all occupants of the built environment, including those with low vision, through improvements in designs and operational procedures for new and existing facilities to enhance the function, safety and quality of life. The LVDC works to share relevant knowledge through the creation of design guidelines and building standards, such as its Design Guidelines for the Visual Environment.

The Academy for Healthcare Infrastructure (AHI) is a collaborative research program that brings together leading healthcare professionals to address industry challenges at a national level. AHI focuses on improving the processes to create and maintain the complex built environment required to support America’s healthcare mission.

SECURITY & DISASTER PREPAREDNESS

The Building Seismic Safety Council (BSSC) works to enhance public safety by improving earthquake-resistant design and construction throughout the United States. Consisting of volunteer subject matter...
experts and member organizations, BSSC represents a variety of interests related to seismic safety. The Council develops seismic safety provisions for the National Earthquake Hazards Reduction Program; promotes their adoption in voluntary standards and model codes; and develops training and educational courses and materials for use by members of the building community and the public.

The Multihazard Mitigation Council (MMC) serves as a focal point of credible information to inform decision making to overcome a number of real-world barriers to implementing disaster resilience and mitigation measures in the United States. The MMC promotes collaboration among homeowners, commercial and industrial property owners, researchers, finance and insurance representatives, the public sector and many others to achieve resilience objectives.

**FACILITY PERFORMANCE & SUSTAINABILITY**

The Building Enclosure Technology & Environment Council (BETEC) encourages the optimization of building performance through a better understanding of how building components interact with each other and with the environment. BETEC hosts the BEST Building Enclosure Science and Technology™ Conference and develops the Building Envelope Design Guide, available on the WBDG Whole Building Design Guide® web portal. Through a cooperative agreement with the American Institute of Architects, BETEC has formed and organized Building Enclosure Councils in numerous U.S. cities.

The Building Enclosure Council (BEC) National facilitates a network of affiliated architects, engineers, contractors, manufacturers and others located in major cities across the United States. A joint initiative of the National Institute of Building Sciences Building Enclosure Technology and Environment Council (BETEC) and the American Institute of Architects, the local BECs provide a forum for the construction industry to address building enclosures, which play such a critical role in building performance and energy efficiency.

The Commissioning Industry Leaders Council (CxILC) serves to advance the performance of buildings through the use of whole building and building system commissioning by providing education and training; public outreach; publications; and knowledge sharing.

The National Mechanical Insulation Committee (NMIC) provides a forum to address the performance, use, testing and standardization of mechanical insulation in buildings and industrial facilities. The NMIC develops the Mechanical Insulation Design Guide (MIDG), available on the WBDG Whole Building Design Guide® web portal.

The Facility Maintenance & Operations Committee (FMOC) provides industry-wide, public and private support for the creation of higher quality facilities through improved maintenance and operation and real property management. It promotes the sharing and integration of procedures and disseminates best practices.

**INFORMATION RESOURCES & TECHNOLOGIES**

The buildingSMART alliance® (Alliance) offers industry-wide, public and private leadership and support for the development, standardization and integration of building information modeling (BIM) technologies to support the full automation of the entire life cycle of buildings. In association with the American Institute of Architects and the Construction Specifications Institute, the Alliance develops and publishes the consensus-based United States National CAD Standard®. It also sustains the consensus-based National BIM Standard – United States®.

The WBDG Whole Building Design Guide® is a comprehensive, internet-based portal to a wide range of federal- and private-sector building-related guidance criteria and technology. It creatively links information across traditional professional disciplines to encourage integrated thinking and "whole building" performance. Users can access WBDG information through a series of "levels" by way of three major categories: 1) Design Guidance; 2) Project Management; and 3) Operation and Maintenance. The WBDG includes a comprehensive library of over 12,000 design criteria, other construction documents and executable programs from federal and private organizations.

The Building Resource Information Knowledgebase (BRIK), a collaborative effort between the National Institute of Building Sciences and The American Institute of Architects on the development of BRIK, an interactive portal to support incorporation of multidisciplinary research in the design, construction and operation of high-performance buildings. BRIK offers online access to peer-reviewed research and case studies in all facets of building, from predesign through occupancy and reuse.
Reach those who work to support advances in the built environment!

The *Journal of the National Institute of Building Sciences* (JNIBS) is your avenue to more than 12,200* professionals in both the private and public sectors who are responsible for all aspects of the built environment:

- Architecture
- Commercial ownership
- Contracting
- Federal, state and local government
- Building construction
- Consulting
- Engineering

These individuals are pivotal in the planning, design, construction, use, operation, maintenance and even the retirement of physical buildings and facilities.

JNIBS offers advertisers the opportunity to get their product and sales messages in the hands of this influential audience—which also includes members of the various Councils and Committees of the Institute—who are experts in their field and represent all aspects of the building industry.

Published three times per year, each edition provides a specific focus within the built environment, including building enclosure design, building information modeling, security and disaster preparedness and industry leadership and advocacy, as well as showcases activities of Institute Councils, Committees and Programs.

*Publisher’s Own Data, July 2014*
Be Part of the Mission: Put your innovative and solution-based product or service in front of private and public decision makers who are responsible for all aspects of the built environment.

Breakdown of Subscribers

- Contracting/Consulting/Building Construction: 23%
- Commercial Ownership: 15%
- Others Allied to the Field: 9.5%
- Architecture/Engineering: 42%
- Federal/State/Local Government: 34%

Total Circulation: 12,281

*Publisher’s Own Data, July 2014
Readers allowed multiple responses across categories
Who We Reach: ARCHITECTS

The following are representative companies in the ARCHITECTURAL community whose leaders read the *Journal of the National Institute of Building Sciences*

Callison Architecture  
CannonDesign  
EYP  
Francis Cauffman  
FXFOWLE Architects  
Gensler  
HDR Architecture  
Heery International, Inc.  
HMC Architects  
HOK LLC  
Leo A. Daly  
Little Diversified  
MulvannyG2 Architecture  
NBBJ  
Page Southerland Page  
Perkins+Will  
RTKL Associates  
Skidmore, Owings & Merrill  
ZGF Architects
The following are representative companies in the **ENGINEERING** community whose leaders read the *Journal of the National Institute of Building Sciences*

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AECOM Design</td>
</tr>
<tr>
<td>Affiliated Engineers</td>
</tr>
<tr>
<td>ARUP</td>
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<tr>
<td>Burns &amp; McDonnell Engineering</td>
</tr>
<tr>
<td>BuroHappold</td>
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<tr>
<td>Clark Nexsen Architects &amp; Engineers</td>
</tr>
<tr>
<td>Henderson Engineers</td>
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<tr>
<td>Jacobs Engineering Group</td>
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<tr>
<td>KJWW Engineering Consultants</td>
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<td>KPFF Consulting Engineers</td>
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<tr>
<td>Merrick &amp; Company</td>
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<tr>
<td>Michael Baker Jr., Inc.</td>
</tr>
<tr>
<td>Parsons Brinckerhoff</td>
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<tr>
<td>PSA-Dewberry</td>
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<tr>
<td>Science Applications Intl. Corp.</td>
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<tr>
<td>Shive-Hattery</td>
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<tr>
<td>Simpson Gumpertz &amp; Heger, Inc.</td>
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<tr>
<td>SSOE Group</td>
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<tr>
<td>STV</td>
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<tr>
<td>Syska Hennessy Group</td>
</tr>
<tr>
<td>Thornton Tomasetti Engineers</td>
</tr>
<tr>
<td>Vanderweil Facility Advisors</td>
</tr>
<tr>
<td>Wiss, Janney, Elstner Associates</td>
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<tr>
<td>WSP Flack + Kurtz</td>
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</tbody>
</table>
Who We Reach: CONTRACTORS

The following are representative companies in the CONTRACTING community whose leaders read the Journal of the National Institute of Building Sciences

Balfour Beatty Construction
Clark Construction Group
DPR Construction
Fluor
Gilbane Building Company
Hensel Phelps
Hoffman Construction
JE Dunn Construction Company
Lend Lease (U.S.)
McCarthy Building Company
Mortenson Construction
Skanska USA Building
Structure Tone
Suffolk Construction Company
Swinerton Builders
Turner Construction Company
Whiting-Turner
Who We Reach: GOVERNMENT PROFESSIONALS

The following are representative GOVERNMENT agencies whose leaders read the *Journal of the National Institute of Building Sciences*

<table>
<thead>
<tr>
<th>Government Agency</th>
<th>Government Agency</th>
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</thead>
<tbody>
<tr>
<td>Architect of the Capitol</td>
<td>U.S. Army Corps of Engineers</td>
</tr>
<tr>
<td>Commonwealth of Massachusetts</td>
<td>U.S. Bureau of Reclamation</td>
</tr>
<tr>
<td>EMCOR Government Services</td>
<td>U.S. Dept. of Defense</td>
</tr>
<tr>
<td>Fannie Mae</td>
<td>U.S. Dept. of Energy</td>
</tr>
<tr>
<td>Federal Aviation Administration</td>
<td>U.S. Dept. of Homeland Security</td>
</tr>
<tr>
<td>Federal Emergency Management Agency</td>
<td>U.S. Dept. of Housing and Urban Development</td>
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<tr>
<td>Lawrence Berkeley National Laboratory</td>
<td>U.S. Dept. of the Interior</td>
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<tr>
<td>NASA</td>
<td>U.S. Dept. of State</td>
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<tr>
<td>National Institutes of Health</td>
<td>U.S. Dept. of Veterans Affairs</td>
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<tr>
<td>National Oceanic and Atmospheric Administration</td>
<td>U.S. Environmental Protection Agency</td>
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<td>National Renewable Energy Laboratory</td>
<td>U.S. Food and Drug Administration</td>
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<tr>
<td>Port Authority of New York &amp; New Jersey</td>
<td>U.S. General Services Administration</td>
</tr>
<tr>
<td>Smithsonian Institution</td>
<td>U.S. Navy</td>
</tr>
<tr>
<td>State of Michigan</td>
<td>U.S. Social Security Administration</td>
</tr>
<tr>
<td>State of New Jersey</td>
<td>Virginia Dept. of Housing and Community Development</td>
</tr>
<tr>
<td>Texas Historical Commission</td>
<td>Wisconsin Dept. of Administration</td>
</tr>
<tr>
<td>U.S. Air Force</td>
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<tr>
<td>U.S. Army Const. Eng. Research Laboratory</td>
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</tr>
</tbody>
</table>
Who We Reach: BUILDING OWNERS

The following are representative companies in the OWNERSHIP community whose leaders read the Journal of the National Institute of Building Sciences:

- Abercrombie & Fitch
- Arizona State University
- California State University
- CBRE Group, Inc.
- Citigroup
- DuPont
- FedEx Express
- General Electric
- General Motors Corp.
- Harvard Office for Sustainability
- Host Hotels & Resorts
- IBM
- INTEGRIS Health
- Johns Hopkins University
- Jones Lang LaSalle
- JPMorgan Chase
- Mayo Clinic
- Microsoft Corp.
- Newman Grubb Knight Frank
- Pella Corp.
- Simon Property Group
- State Farm Fire & Casualty Company
- Target
- USAA
- Verizon Communications
- Walmart
- Walt Disney World Resorts
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Theme: Features</th>
<th>Other Councils/Committees/Programs: Features</th>
<th>WBDG Glossary</th>
<th>Deadlines</th>
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<tr>
<td></td>
<td>Building Enclosure Design (BETEC)</td>
<td>Building Enclosure Information Modeling (Alliance)</td>
<td>Energy Efficiency</td>
<td>Building Codes &amp; Standards (NCBCS)</td>
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<tr>
<td>Autumn</td>
<td>Building Enclosure Design (BETEC)</td>
<td>Building Enclosure Design (BETEC)</td>
<td>Building Information Modeling (Alliance)</td>
<td>BBWG</td>
</tr>
</tbody>
</table>

Have an article that would be appropriate for the *Journal of the National Institute of Building Sciences*? To find out how to become a Contributing Author, visit: [http://www.wbdg.org/references/jnibs_contributor.php](http://www.wbdg.org/references/jnibs_contributor.php).
Advertising Rates

Print

<table>
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<tr>
<td>Full Page</td>
<td>$2,950</td>
<td>$2,655</td>
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<tr>
<td>2/3 Page</td>
<td>$2,210</td>
<td>$1,990</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,950</td>
<td>$1,755</td>
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<tr>
<td>1/3 Page</td>
<td>$1,180</td>
<td>$1,060</td>
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<tr>
<td>1/4 Page</td>
<td>$888</td>
<td>$800</td>
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<tr>
<td>Marketplace 1/8</td>
<td>$590</td>
<td>$530</td>
</tr>
</tbody>
</table>

Digital

Digital Edition Sponsorship
Includes left of cover ad, banner ad, and e-alert leaderboard ad
$2,000

E-alert leaderboard ad

CONTACT:
Tom Davies
Integrated Media Consultant
tom.davies@stamats.com
Ph: 319-861-5173
Advertising Specifications

**File formats:** TIFF (Image Compression: None; Byte Order: Macintosh), EPS (save Encoding as Binary, not as ASCII or JPEG) or high-resolution PDF (PDF/X-1a or higher). Low-resolution JPEG files will NOT be accepted.

**Fonts:** Please use Open Type fonts. If you have TrueType or PostScript fonts, then please make sure they are Mac compatible. If the fonts are PC only, please outline the font before sending it. If your document was created in an illustration program, please convert all fonts to paths to avoid font conflicts.

**Trapping:** All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

**Proofs:** If a color proof is not included with the ad, we will not be responsible for undesirable printing results. Supply a high-resolution Kodak color proof or equivalent, or PDF file. Ad color will not be guaranteed unless the above type of proof is supplied.

**Mechanical Requirements**

**Printing:** Web Offset.

**Binding:** Saddle Stitched.

Color: Black and White, 2-Color and 4-Color Screen: 150 lpi. 4-Color Density: Maximum 300%. Provided only one color is solid.

**Inking:** Use Specifications for Web Offset on 50-60 lb. machine coated. Rotation of Colors: black, cyan, magenta, yellow – Web.

**Material Storage:** Printing material will be stored for 12 months and then destroyed, unless advised otherwise.

**PRINT Advertising Dimensions**

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<th>Non-Bleed</th>
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<tbody>
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<tr>
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<tr>
<td>⅛-Page vertical</td>
<td>4 ⅜&quot;</td>
</tr>
<tr>
<td>⅛-Page island</td>
<td>4 ⅞&quot;</td>
</tr>
<tr>
<td>⅛-Page vertical</td>
<td>3 ⅝&quot;</td>
</tr>
<tr>
<td>⅛-Page horizontal</td>
<td>7&quot;</td>
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<tr>
<td>⅛-Page vertical</td>
<td>2 ⅜&quot;</td>
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<tr>
<td>⅛-Page square</td>
<td>4 ¼&quot;</td>
</tr>
<tr>
<td>⅛-Page</td>
<td>3 ⅛&quot;</td>
</tr>
<tr>
<td>⅛-Marketplace</td>
<td>3 ¼&quot;</td>
</tr>
</tbody>
</table>

NOTE: Bleed trim is 1/8". Keep live matter 3/8" from trim and 3/8" from gutter.

**ISSUANCE AND CLOSING DATES**

**Publishing Date:** 5th of issue month.

**Cancellation Dates:** No cancellations after the advertising closing date.

**Closing Dates for 2018 Issues**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Adv Date</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring/Summer 2018</td>
<td>3/30/18</td>
<td>4/4/18</td>
</tr>
<tr>
<td>Autumn 2018</td>
<td>7/31/18</td>
<td>8/6/18</td>
</tr>
<tr>
<td>Winter 2018</td>
<td>10/31/18</td>
<td>11/5/18</td>
</tr>
</tbody>
</table>

**DIGITAL**

**Left of cover ad**

- Cannot exceed 300x300 maximum
- File type: JPEG
- Click-thru URL
- Max file size: 500k

**Banner ad**

- 1000x60 pixels
- File type: JPEG
- Click-thru URL
- Max file size: 500k

**Digital alert leaderboard**

- 728x90 pixels static
- Click-thru URL

**File Transfer System Instructions**

**URL:** http://transfer.buildings.com

**User name:** JNIBS

**Password:** Transfer

Click on the blue arrow located at the top of the screen and follow the prompts to upload the file(s).

Please send an e-mail to: candy.holub@stamats.com when you have uploaded your files.

For material inquiries, please contact:

Candy Holub
Production Manager
candy.holub@stamats.com
Ph: 319-861-5025
NIBS.ORG

NIBS.org is your outlet to the building sciences community. Influential individuals in the building sciences community will view your ad as it rotates through the NIBS.org subpages.

Avg. monthly page views: 29,820
Avg. monthly unique page views: 24,122
SIZE: 200x100
POSITION 1: $60 CPM
POSITION 2: $50 CPM

SPECs:
• One (1) URL or email link per ad
• 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. The .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 third-party tags.
• Need click-thru/tracking URL in separate document.
• We accept third-party tags, such as Mediaplex, Mediamind and Pointroll.
• Creative materials are due 14 days before launch dates.

CONTACT:
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MATERIAL CONTACT:
Morgan Thenhaus
eMedia Production Specialist
morgan.thenhaus@stamats.com
Ph: 319-861-5169
Advertising Rates & Specifications

Building Science E-Newsletter

The National Institute of Building Sciences’ monthly e-newsletter, *Building Sciences*, provides you with the relevant information you need about Institute activities and industry news. Influential individuals in the building sciences community will view your ad as it is delivered to their inbox.

**Avg. sent:** 4,172  
**Avg. open rate:** 23%  
**SIZE:** 450x75  
**POSITION 1:** $700  
**POSITION 2:** $600

**SPECS:**
- One (1) URL or email link per ad
- 40k, 72 dpi JPEG, PNG and GIF static files only
- Third-party ad server tags are not accepted
- Creative materials are due 14 days before launch dates
- The e-newsletter will be launched during the last week of each month, and the Institute may alter the launch dates at any time.

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Ph: 319-861-5025