Breaking Ground, NCCER’s digital newsroom, focuses on workforce development, training and innovation within the construction industry. Topics include craft training, safety and management education, recruitment and image enhancement, partnerships between industry and education, best practices, new policies or standards and more. The newsroom’s audience includes contractors, owners, project managers, directors, instructors, human resource professionals and craft professionals.

Please note that as we aim to share relevant, timely content, articles are outside the scope of the quarterly theme may also be submitted and posted.

BREAKING GROUND STAFF

Christina Dalton, director of marketing & public relations
Rachel Burris, senior communications manager and editor
Liz Saare, marketing project manager
Holly Mathis, Build Your Future manager
Kelsey Zibell, Build Your Future coordinator
Alex Zawoy, video production specialist
Jonathan Arnholz, social media specialist

*Website visitors from 1/1/2020-12/28/2020.
**Pageviews from 1/1/2020-12/28/2020.

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2021 EDITORIAL OUTLINE

JANUARY, FEBRUARY, MARCH

Industry Insight
Inside the Industry: NCCER: From then to now, how one organization has made a difference
- Sponsor Spotlight
- Safety Pays
- Tech Talk
- Weekly Blogs
- Monthly Webinars

APRIL, MAY, JUNE

Education is Key
Inside the Industry: From training to classrooms, what does education mean in the construction industry?
- Sponsor Spotlight
- Community Builders
- Instructor Insight
- Weekly Blogs
- Monthly Webinars

JULY, AUGUST, SEPTEMBER

Perceptions of the Industry
Inside the Industry: Mental health in the construction industry, the silent epidemic
- Sponsor Spotlight
- Tech Talk
- Community Builders
- Weekly Blogs
- Monthly Webinars

OCTOBER, NOVEMBER, DECEMBER

Giving Back
Inside the Industry: Recruitment efforts: helping veterans, the underemployed and unemployed find work
- Sponsor Spotlight
- Safety Pays
- Instructor Insight
- Weekly Blogs
- Monthly Webinars

Monthly eNewsletters
The Breaking Ground monthly newsletter highlights key stories from the month.

Weekly eNewsletters
Breaking Ground sends a weekly newsletter featuring the blog or article of the week.
NCCER reserves the right to edit content for clarity and consistency. All submissions are received and selected on a first-come, first-serve basis. In addition, to ensure diversity of subject matter, approaches and voices, NCCER reserves the right to publish submissions as best suited.

**ARTICLE CONTENT**

**SPONSOR SPOTLIGHT**
Exciting model programs, successful partnerships between industry and education, and new or innovative Career & Technical Education (CTE) programs for construction crafts. 700 words.

**COMMUNITY BUILDERS**
Contractors or other organizations that give back to their local communities through construction-related programs and projects.

**SAFETY PAYS**
Industry tips on safety practices, programs and standards.

**TECH TALK**
New policies, standards or innovative technologies.

**INSTRUCTOR INSIGHT**
Best practices, tips and strategies for training the industry (related to classroom or performance labs).

**NCCER BLOG**
***Posted Weekly***
Current topics in the construction industry including workforce development, recruitment, image enhancement, industry news and more. 500 - 700 words.

Content must be submitted via email to Breaking Ground editor, Rachel Burris, at rburris@nccer.org.

**Length:**
Minimum 600 words, maximum 1,200 words unless otherwise noted.

**Copy Due:**
Three weeks prior to month of publication.

All changes to copy must be in writing via email.

**DIGITAL ADVERTISING RATES**

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<th>WEB BANNER</th>
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<th>QUARTERLY</th>
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<td>$2,700</td>
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<td>In-Article Rectangle: 300x250*</td>
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<th>SPONSORED CONTENT</th>
<th>ASSETS</th>
<th>MONTHLY</th>
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<tbody>
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<td>Article featured on the newsroom home page, includes image and ad.</td>
<td>2000x1125* (image only; no text overlay), 700-900 words article, in-article rectangle ad (300x250*)</td>
<td>$1,500</td>
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Sizes in pixels – width x height
ADVERTISING TERMS AND CONDITIONS

NCCER Standards Regarding Ad Materials

As a non-profit construction education foundation, integrity and industry support are core values of NCCER. As the publisher of Breaking Ground and the NCCER Digital Newsroom, NCCER requires that all persons or jobsites depicted in advertising images (i.e., stock art, commissioned photography, illustrations, etc.) demonstrate proper use of personal protective equipment (PPE) and safety best practices that exceed the OSHA standards that govern our industry. NCCER also requires that ad materials not be offensive to a significant portion of the population or contain content that, in NCCER sole discretion, could bring NCCER into public disrepute as a result of publication.

NCCER must review all ads for compliance with these requirements and reserves the right to reject advertising materials that do not comply. Upon rejection of materials for non-compliance, advertisers will be given at least five (5) business days to submit new materials for review.

SPECIFICATIONS

- Sizes outside of those listed will not be accepted.
- Cancellations or changes in orders are not accepted after the assets due date.
- Ads must be at least 72 DPI.
- Ads must be under 150 KB in size.

- JPG and PNG are the only acceptable ad formats.
- Assets due: Two weeks prior to month of publication.
- Assets must be submitted via email to Breaking Ground editor, Rachel Burris, at rburris@nccer.org.