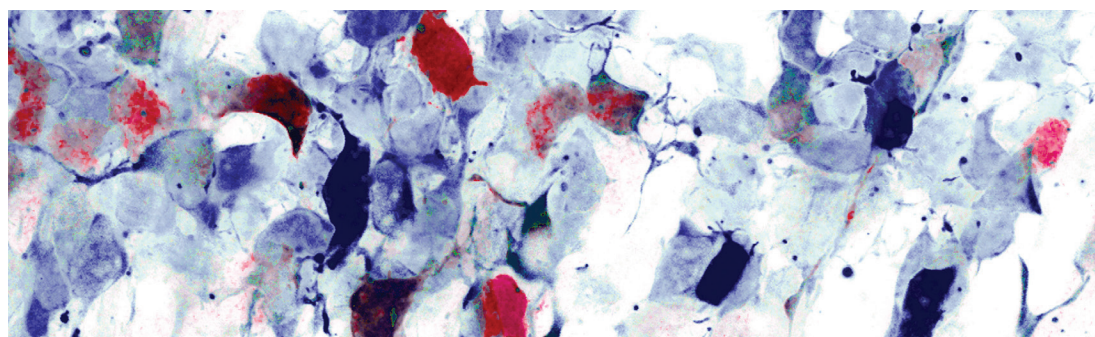
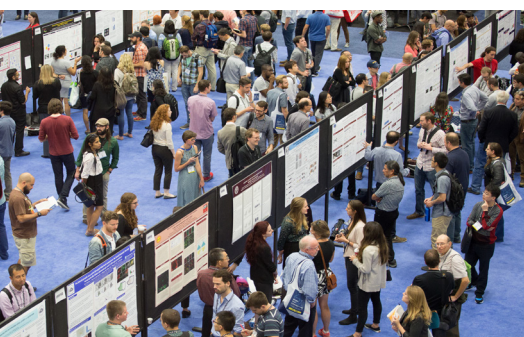
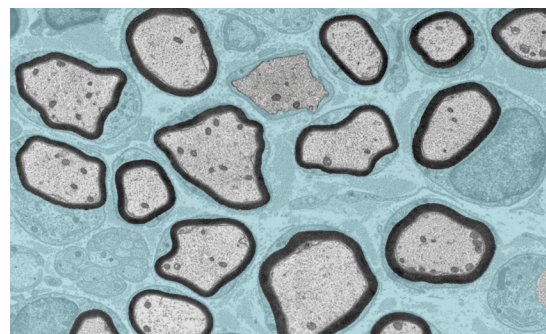
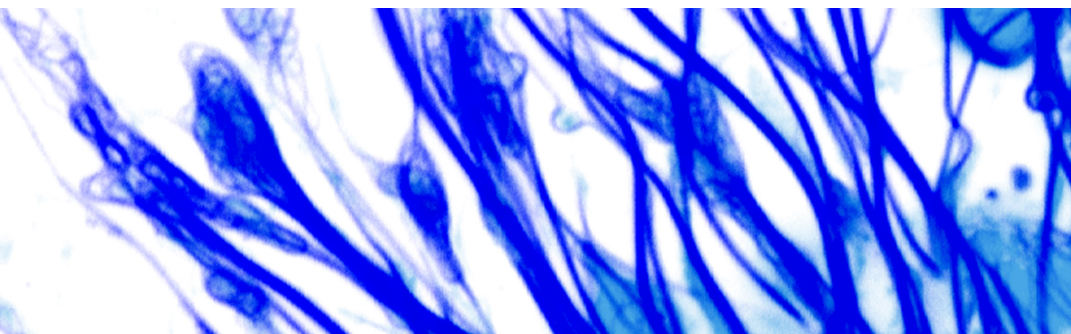


# 2018 MEDIA KIT



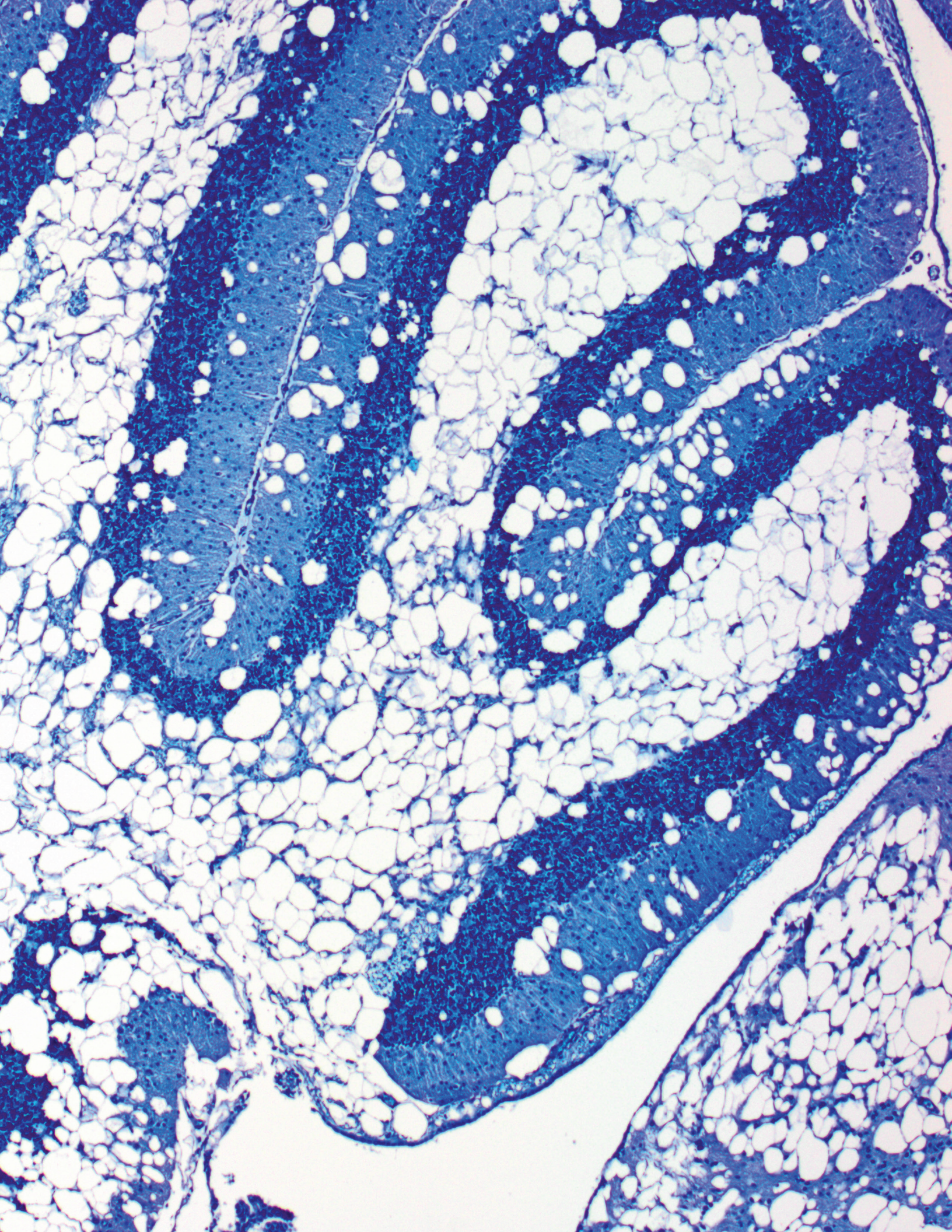
JN  
Neurosci  
THE JOURNAL OF NEUROSCIENCE

eNeuro



SfN SOCIETY for  
NEUROSCIENCE







## Strengthen Your Brand

Gain unparalleled visibility to nearly **37,000 members** of the neuroscience research community by choosing the Society for Neuroscience's (SfN) platforms for your advertising needs. Throughout the 2018 Media Kit, **discover solutions** to fit your budget, including print, online, and custom options across publications with high visibility in the neuroscience community. Let us work with you to create **optimal advertising solutions** that will give you the widest reach and **maximize your investment**.

When you advertise with SfN, you strengthen the **global neuroscience community** by **supporting our programs**. Advertising funds help support public education, science advocacy, professional development, and training. In addition, your visibility demonstrates to neuroscientists **your commitment to the field**.

Contact us today at (202) 962-4092 or [adsales@sfn.org](mailto:adsales@sfn.org), and let our team help you put your advertising dollars to work.

## Become a Sustaining Associate Member

Take advantage of Sustaining Associate Membership (SAM) benefits while helping to maintain important SfN programs, including professional development and public outreach. Now is an exciting time to join the Society, when our membership and programs are expanding to serve not only neuroscientists but also students, teachers, and the public.

### Membership Levels:

**Platinum** (\$10,555)

**Gold** (\$7,140)

**Silver** (\$5,290)

**Nonprofit** (\$2,900)

### Benefits Include:

- **Discounts** on SfN membership mailing list rentals
- **Free** print advertising in *JNeurosci*
- \$500–\$1,000 online banner advertising **credit** for *JNeurosci* or *eNeuro*
- **Free** postings to NeuroJobs
- **Free** online subscription to *JNeurosci*
- **Complimentary** registration for the annual meeting
- **Highlighted** listing in the annual meeting *Exhibit Guide*
- **Priority** points

To learn more, contact [membership@sfn.org](mailto:membership@sfn.org).

## Readership



### Statistics Prove Value

- » *JNeurosci* website, JNeurosci.org, receives approximately **420,000 monthly site views** from **231 countries and territories** per year
- » *JNeurosci* was cited **171,800** times in 2016\*
- » *JNeurosci*'s Impact Factor is **5.98**\*

\*2016 Journal Citation Reports® (Clarivate Analytics, 2017)



The Society for Neuroscience's open-access journal is committed to scientific excellence and innovation in publishing.

*eNeuro* publishes high-quality, broad-based, peer-reviewed research focused solely on the field of neuroscience. *eNeuro* embodies an emerging scientific vision that offers a new experience for authors and readers.

In its third year, *eNeuro* averaged over 22,000 monthly site views from more than 186 countries/territories and continues to quickly grow its user base. As an open-access journal, *eNeuro* is available to anyone with an interest in high quality neuroscience research.

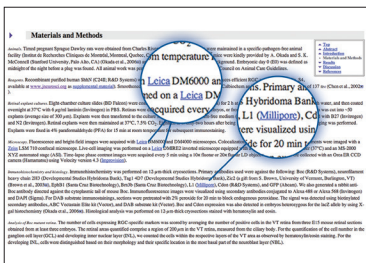
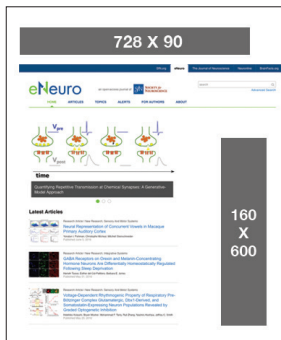
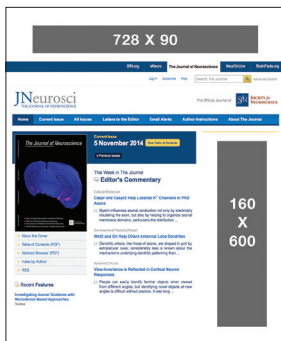
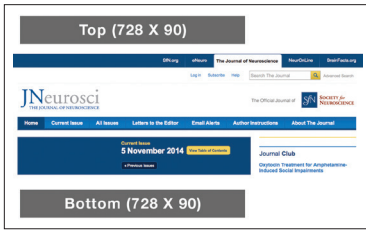
**Advertising in *eNeuro* expands your marketing reach.**

Book your ad now and be part of the exciting new venue for sharing great science, published by the world's largest organization of scientists and physicians devoted to understanding the brain and nervous system.



# Rates

# Online Advertising *JNeurosci* and *eNeuro*



## E-newsletters

### *JNeurosci* eTOCs and *eNeuro* e-Alerts

eTOCs are electronic tables of contents for *JNeurosci*. With 52,560 weekly opt-in subscribers, an eTOC banner ad is a low-cost way to reach your target audience. 60% of readers are motivated by email alerts to access the journal online.

### *eNeuro* e-Alerts coming soon.

Please check the online Media Kit for the most updated version.

Rates are the same for both *JNeurosci* and *eNeuro*.

### *JNeurosci* and *eNeuro*

728x90 Top — \$750 per issue/month

728x90 Bottom — \$750 per issue/month

## Banner Ads

### Run of Site. Unlimited Impressions.

The rates are the same for both *JNeurosci* and *eNeuro*.

### *JNeurosci* and *eNeuro*

728x90 Leaderboard — \$1,600 per month

160x600 Skyscraper — \$1,600 per month

### *eNeuro* Target Ad Placement: **COMING SOON**

### Specifications

**File Format** — Interlaced nontransparent GIF or SWF

**File Size** — Not to exceed 30K

**Delivery Method** — Send via email as a GIF or SWF file to [adsales@sfn.org](mailto:adsales@sfn.org), including URL/web address where your ad is to be linked.

## Annual Online Hyperlink Service

Temporarily unavailable.

Your organization will be hyperlinked to your website each time it is mentioned on *JNeurosci.org*.

**\$750** (\$505 if you place more than six print ads per year in *JNeurosci*)

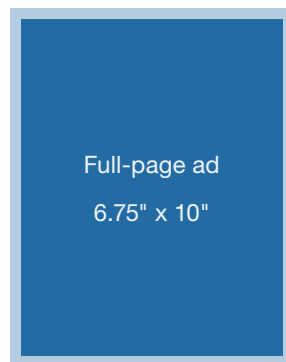
**FREE** hyperlink available to advertisers on both sites who spend \$1,000 or more on banner ads annually



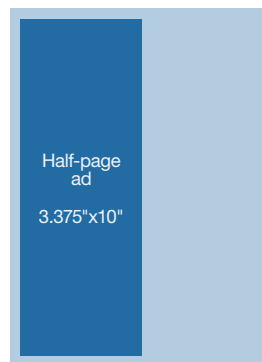
## Rates

Print Advertising: *JNeurosci*

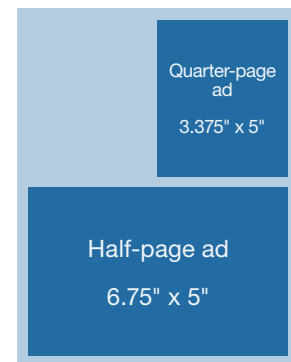
**JNeurosci**  
THE JOURNAL OF NEUROSCIENCE



Cover and Preferred Positions



Half-page (Vertical) Print Ad



Half-page (Horizontal) and Quarter-page Print Ad

## Print Ad Rates

|                    | 1x      | 6x      | 12x     |
|--------------------|---------|---------|---------|
| Full-page B/W      | \$1,145 | \$1,105 | \$1,090 |
| Full-page Color    | \$2,370 | \$2,330 | \$2,315 |
| Half-page B/W      | \$785   | \$775   | \$760   |
| Half-page Color    | \$2,010 | \$2,000 | \$1,985 |
| Quarter-page B/W   | \$615   | \$585   | \$570   |
| Quarter-page Color | \$1,840 | \$1,810 | \$1,795 |

All advertisements are subject to approval.

## Cover and Preferred Positions

**2nd or 3rd covers**

Black-and-white or 4-color rate plus 25%

**4th (back) cover**

Black-and-white or 4-color rate plus 50%

Page facing 2nd cover, 3rd cover, first text, or TOC

## Mechanical Requirements

**Trim Size**

0.125" off head, foot, and edges

**Final Trim Size**

8.125 x 10.875" x 10-7/8"

**Live Matter**

0.5" inside trimmed edges; 0.5" bind

**Halftone Screen**

Covers, inside, 4/C process:  
150 line screen

**Paper Stock**

45 lb. Somerset Gloss

**Type of Binding**

Perfect

**Disposition of Reproduction Material**

Destroyed after one year

**Delivery Method**

Send via email to [adsales@sfn.org](mailto:adsales@sfn.org)

**Full-page\***

6.75" wide x 10" high

**Half-page (vertical)**

3.375" wide x 10" high

**Half-page (horizontal)**

6.75" wide x 5" high

**Quarter-page (vertical)**

3.375" wide x 5" high

\*Full-page bleed — 8.375 wide x 11.125" high



## Recruitment Advertising

## NeuroJobs Posting

### Recruitment Advertising

Print advertisements are available at a discount when purchased alongside an online job posting through SfN's NeuroJobs Career Center, [SfN.org/neurojobs](http://SfN.org/neurojobs). For more information, or questions on purchasing bundled ads, please contact [neurojobs@sfn.org](mailto:neurojobs@sfn.org).

#### \$895

Quarter-page black-and-white ad in one issue plus a posting on NeuroJobs for one month

#### \$1,065

Half-page black-and-white ad in one issue plus a posting on NeuroJobs for one month

#### \$2,085

Quarter-page color ad in one issue and a posting on NeuroJobs for one month

#### \$2,225

Half-page color ad in one issue and a posting on NeuroJobs for one month

For more information, or questions on purchasing bundled ads please contact [kking@sfn.org](mailto:kking@sfn.org) or [dstillett@sfn.org](mailto:dstilletti@sfn.org)

The screenshot shows the SfN NeuroJobs Career Center website. At the top, there is a navigation bar with links for 'Annual Meeting', 'Careers & Training', 'Awards & Funding', 'Advocacy', 'Public Outreach', 'News & Calendar', and 'Member Center'. Below this is a search bar with 'Job Search' and a search button. The search results show a table of job postings with columns for 'Posted', 'Job Title', 'Employer', and 'Location'. Two job listings are visible: 'Postdoctoral Fellow' at Mount Sinai School of Medicine in NY, and 'Assistant Professor, Neural Basis of Human Movement' at University of Maryland, College Park in MD.

## JNeurosci Bonus Distribution Advertising Options

### Covertips

\$7,435

### Double-page Spreads

\$3,680

### Gatefolds, 4-color, Full-page

\$4,440

### Inside Fold-out Page, Double-spread

\$6,375

### Print Polybag Outserts

\$10,620



## 2018 *JNeurosci* Advertising Planning Calendar

\* Biophysical Society (February 17–21, San Francisco)

\* Experimental Biology (April 21–25, San Diego)

\* Society for the Neural Control of Movement (May 1–May 4, Santa Fe)

\* Canadian Association for Neuroscience (May 13–16, Vancouver)

\* Federation of European Societies (July 7–11, Berlin)

\* American Neurological Association (October 21–23, Atlanta)

\* American Society for Cell Biology (December 8–12, San Diego)

### \*Bonus Distributions

Bonus Distributions of *JNeurosci* reach thousands more potential buyers at key conferences throughout the year. The 2018 show schedule may be subject to change. **Dates of bonus issues are subject to change. Please check back on our 2018 online Media Kit for the latest schedule.**

| Issue        | Ad Closing   | Materials Due |
|--------------|--------------|---------------|
| January 3    | December 7   | December 13   |
| January 10   | December 13  | December 20   |
| January 17   | December 20  | December 27   |
| January 24   | December 27  | January 3     |
| January 31   | January 3    | January 10    |
| February 7   | January 10   | January 17    |
| February 14  | January 17   | January 24    |
| February 21  | January 24   | January 31    |
| February 28  | January 31   | February 7    |
| March 7      | February 7   | February 14   |
| March 14     | February 14  | February 21   |
| March 21     | February 21  | February 28   |
| March 28     | February 28  | March 7       |
| March 29     | March 1      | March 8       |
| April 4      | March 7      | March 14      |
| April 11     | March 14     | March 21      |
| April 18     | March 21     | March 28      |
| April 25     | March 28     | April 4       |
| May 2        | April 4      | April 11      |
| May 9        | April 11     | April 18      |
| May 16       | April 18     | April 25      |
| May 30       | May 2        | May 9         |
| June 6       | May 9        | May 16        |
| June 13      | May 16       | May 23        |
| June 20      | May 23       | May 30        |
| June 27      | May 30       | June 6        |
| July 4       | June 6       | June 13       |
| July 11      | June 13      | June 20       |
| July 18      | June 20      | June 27       |
| July 25      | June 27      | July 4        |
| August 1     | July 4       | July 11       |
| August 8     | July 11      | July 18       |
| August 15    | July 18      | July 25       |
| August 22    | July 25      | August 1      |
| August 29    | August 1     | August 8      |
| September 5  | August 8     | August 15     |
| September 12 | August 15    | August 22     |
| September 19 | August 22    | August 29     |
| September 26 | August 29    | September 5   |
| October 3    | September 5  | September 12  |
| October 10   | September 12 | September 19  |
| October 17   | September 19 | September 26  |
| October 24   | September 26 | October 3     |
| October 31   | October 3    | October 10    |
| November 7   | October 10   | October 17    |
| November 14  | October 17   | October 24    |
| November 21  | October 24   | October 31    |
| November 28  | October 31   | November 7    |
| December 5   | November 7   | November 14   |
| December 12  | November 14  | November 21   |
| December 19  | November 21  | November 28   |
| December 26  | November 28  | December 5    |

## Annual Meeting Opportunities

## Increase Your Visibility at Neuroscience 2018

SfN's annual meeting offers the opportunity to **maximize** your presence in the neuroscience community. These proven opportunities have the potential to be viewed by 30,000 meeting participants. All annual meeting opportunities must be pre-paid. Plan now and reserve your space!

Don't miss the chance to **maximize** your marketing strategy.



**San Diego, CA • November 3–7**

### Annual Meeting Bonus Distribution

*JNeurosci*

Date TBD.

### *Neuroscience Extra!*

This daily e-newsletter is sent to all registered annual meeting attendees. Support includes text box with logo above newsletter masthead.

**Daily e-newsletter (five issues available)** — \$5,513/each

**Exclusive support** — \$27,565

### Hotel Key Cards

Be the company name attendees see when they return to their rooms at the three largest hotels. Advertiser is responsible for production costs and hotel fees.

|                                                |          |
|------------------------------------------------|----------|
| <b>San Diego Marriott Marquis &amp; Marina</b> | \$7,500  |
| <b>Hilton Bayfront</b>                         | \$7,500  |
| <b>Manchester Grand Hyatt</b>                  | \$7,500  |
| <b>Exclusive Support</b>                       | \$15,000 |





## Shuttle Bus Advertising

Promote your company from early morning to late evening on buses traveling six separate routes throughout the city. Ads will run Saturday, November 3, through Wednesday, November 7.

**Each package  
(three available, does not include  
production costs) — \$10,000**

## Neuroscience Meeting Planner (NMP) Viewing Area

Showcase your advertisement as a screensaver on 24–26 computers in the NMP Viewing Area, the first step for many attendees, near the main registration area. Your advertisement will also be prominently placed on a banner overhead.

**Exclusive support — \$20,000**



## Annual Meeting Opportunities

## Introducing New Marketing Platforms

Annual meeting on-site marketing opportunities help showcase your company to the neuroscience community and maximize your impact at Neuroscience 2018.

In addition, the following opportunities are available:

### Sponsored Seating Areas

**\$5,000 each (two locations)**

Direct attendees to your booth when they sit down for a rest by featuring your company name on signs placed on tables in the convention center. Available to exhibitors only.

### Charging Stations

**\$7,000 Exclusive Sponsorship**

Brand tower-style charging stations in designated locations in the Exhibit Hall and throughout the convention center. When creative is submitted, please include a cmyk swatch that can be matched with the PMS color scale to ensure colors are printed true to the creative.

### Wireless Splash Page

**\$10,000 Exclusive Sponsorship**

Engage attendees each day by advertising on the convention center's wireless splash page. Attendees will see your company's advertisement each time they log on to the wireless network. Advertiser responsible for tracking results





## Annual Meeting Opportunities

### Exhibiting at Neuroscience 2018

San Diego, CA

Sunday, November 4–Wednesday, November 7

9:30 a.m.–5 p.m.

| Booth Categories                           | By May 5 | After May 5 |
|--------------------------------------------|----------|-------------|
| Commercial Inline 10' x 10' Booth          | \$5,120  | \$5,550     |
| Commercial Corner 10' x 10' Booth          | \$5,415  | \$5,985     |
| Commercial Island Booth per 100 sq. ft.*   | \$5,545  | \$6,140     |
| Nonprofit Inline or Corner 10' x 10' Booth | \$1,050  | \$1,105     |
| Institute Inline or Corner 10' x 10' Booth | \$470    | \$490       |

*\*Exhibitors who wish to create their own island booths will be charged the full cost of all booths deleted as a result.*

### Exhibit Guide Advertising Rates

Box ad — \$410

Half-page color — \$2,060

Full-page color — \$3,255

Quarter-page color — \$1,385

*Preferred locations sixteen available for an additional fee.*

### Neuroscience 2018 Attendee Mailing List

Invite registered attendees to visit your booth during the annual meeting. **Only postal mailing lists are available and will be provided electronically by email.**

Nonprofit — \$340/1,000

Profit — \$485/1,000

### My Neuroscience Marketplace

All exhibitors are listed online. A featured listing will move your company's name to the top of the exhibitor list during all searches. Attendees may search by product category and alphabetical listing of exhibiting companies.

Enhanced booth level — \$635

*Exhibitors with the featured listing will be listed in alphabetical order on all searches.*

For **Exhibits**, contact [exhibits@sfn.org](mailto:exhibits@sfn.org) and Exhibit Guide ad sales, contact [advertising@sfn.org](mailto:advertising@sfn.org).

For **attendee** mailing lists, contact [amsales@sfn.org](mailto:amsales@sfn.org).



### Priority Points System

SFN's priority points system is designed to give long-term exhibitors and advertisers the opportunity to secure prime exhibition space.

### Advertising

1 point per \$1,000 of advertising in the Exhibit Guide, *JNeurosci*, *eNeuro*, Neuroscience Nexus, or attendee mailing list with a maximum of 5 points per publication per year

### Corporate Support

1 point per \$5,000 of corporate support, with a maximum of 5 points per year

### Exhibit Booth Space

1 point per 10' x 10' booth space purchased, with a maximum of 5 points

For information about the Priority Points System: [advertising@sfn.org](mailto:advertising@sfn.org)

### Sustaining Associate Members

Show your company's support for neuroscience — become a Sustaining Associate Member (SAM) today. As a SAM, your company helps maintain important SfN programs, including professional development and public outreach. Membership also gives your organization high visibility in the world's largest organization of brain researchers, with nearly 37,000 members in 100 countries around the world.

**Platinum Level** — 3 points per year

**Gold Level** — 2 points per year

**Silver Level** — 1 point per year

**Nonprofit Level** — 1 point per year

For information about Sustaining Associate Membership: [membership@sfn.org](mailto:membership@sfn.org)

## Annual Meeting Opportunities

## Mobile App

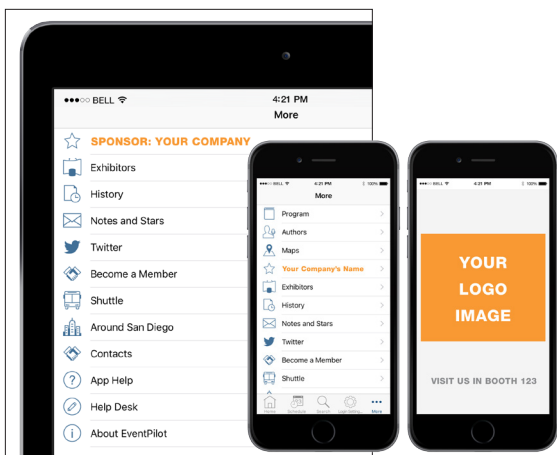
Take advantage of advertising on the SfN annual meeting mobile app. With an increase in mobile device usage by meeting attendees, your ad on the mobile app can maximize your presence and drive prospects to your booth.



### Premium Banner on Home Screen\*

\$5,000/day or \$25,000/5 days

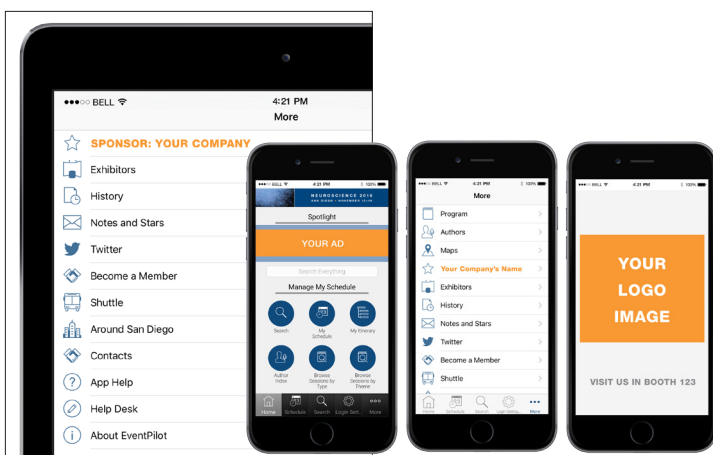
Your banner ad will appear on the home screen of the app, below the tool bar. Six meeting dates are available – your ad will be the only banner visible for the designated day.



### Ad at Startup/Exclusive Advertiser Tab\*

\$25,000

Your company logo appears at the initial launch and on the sponsor tab in the “more” section.



### Exclusive Support\*

\$50,000

As sole advertiser in the app, you receive a logo on the landing page when the app launches, a sponsor tab in the “more” section, and a banner ad on the home screen.

For Annual Meeting on-site marketing opportunities, contact [adsales@sfn.org](mailto:adsales@sfn.org)

*\*The images depicted above serve as examples of what the opportunity looks like on various electronic devices. Please note that the appearance of the images are subject to change depending on the devices' screen size.*



# Membership Opportunities

## Neuroscience Quarterly

SfN's member e-newsletter, published four times a year. Members receive *Neuroscience Quarterly* as part of their benefits. With an average open rate of 43%, this offers a great advertising channel.

### 2018 Publication Dates

January 19      April 20      July 20      October 19

## Neuroscience Nexus

Advertise in *Nexus*, SfN's biweekly member e-newsletter, delivered to nearly **37,000 members**. With an average open rate of 30%, this is a great way to reach our membership.

### 2018 Publication Dates

|                |               |                  |
|----------------|---------------|------------------|
| January 12, 26 | May 11, 25    | September 14, 28 |
| February 9, 23 | June 8, 15    | October 12, 26   |
| March 9, 23    | July 13, 27   | November: TBD    |
| April 13, 27   | August 10, 27 | December 14, 28  |



Neuroscience Quarterly Banner Ads



Neuroscience Nexus Banner Ads

### Nexus & Neuroscience Quarterly Ad Rates, cost per issue

Leaderboard Banner ONLY 600 x 75 pixels — \$1,185 (Nexus)

Ad Neuroscience Quarterly — \$1,151 (NQ)

Leaderboard Banner ONLY 600 x 75 pixels

### File Format and Size

Static GIF, not to exceed 30K

### Advertising Deadlines

Book two weeks prior to publication date. Art due one week prior to publication date.

Delivery Method—Send via email to [adsales@sfn.org](mailto:adsales@sfn.org) along with the URL/web address where your ad is to be linked.

## SfN Membership List Rental

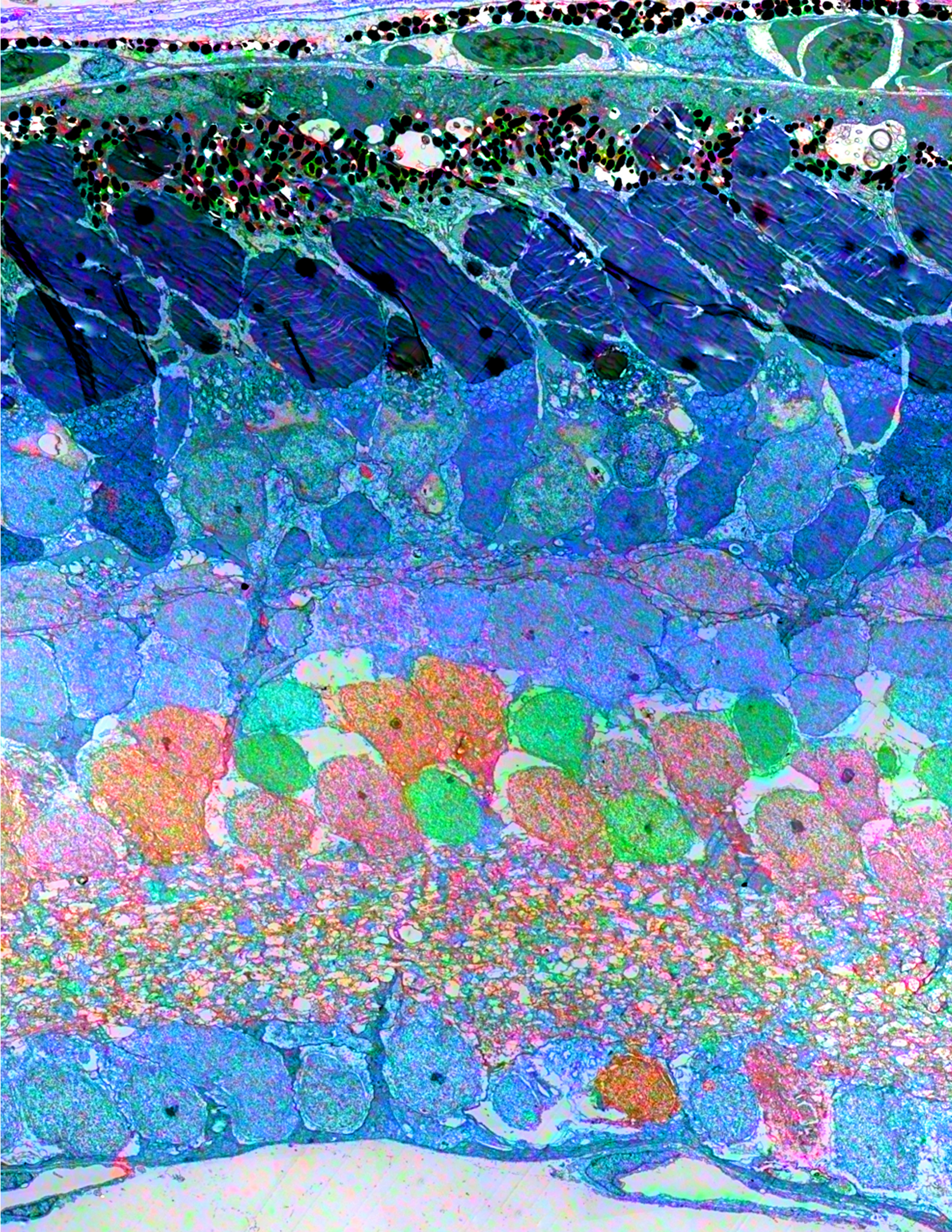
Reach neuroscientists from around the world by renting SfN's membership mailing list. SfN has 37,000 active members worldwide. You can select postal addresses by member category or geographical region. Expired member files are available at a reduced cost. Email Candy Brecht at Brecht, **CBrecht@marketinggeneral.com** for more information or to place your order.

**Nonprofit**  
\$340/1,000 addresses

**Commercial**  
\$485/1,000 addresses





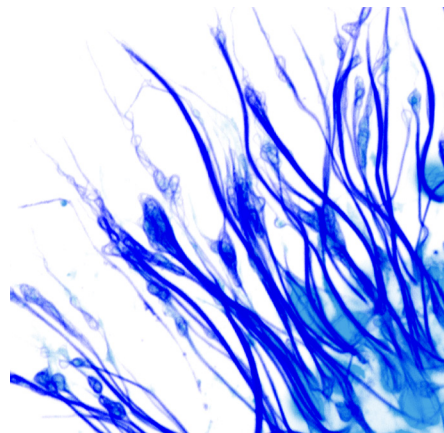
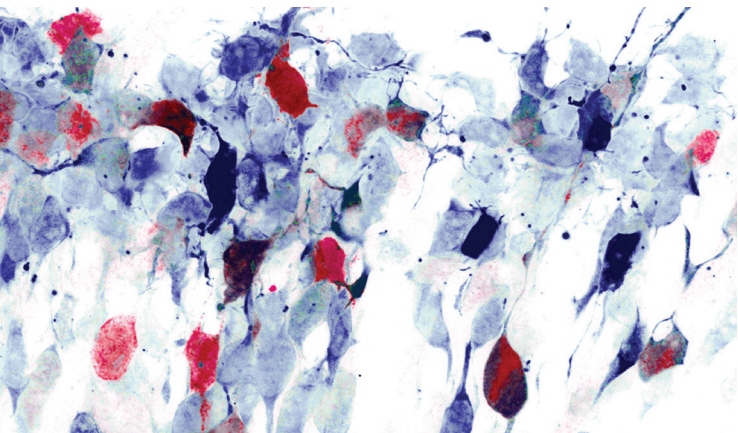
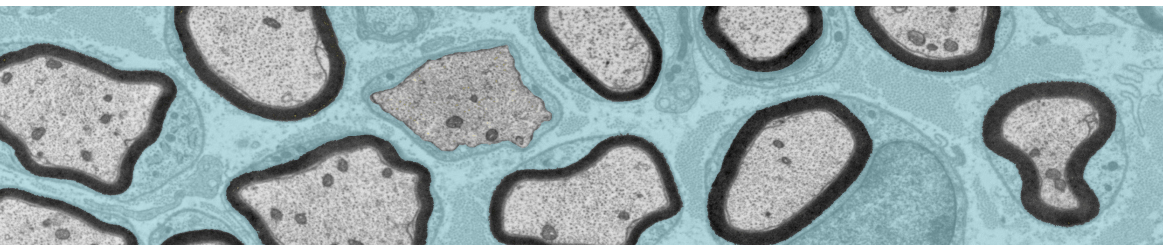






**SOCIETY *for*  
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1121 14th Street NW, Suite 1010  
Washington, DC 20005



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