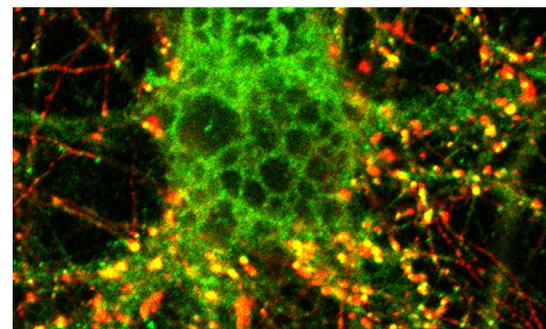
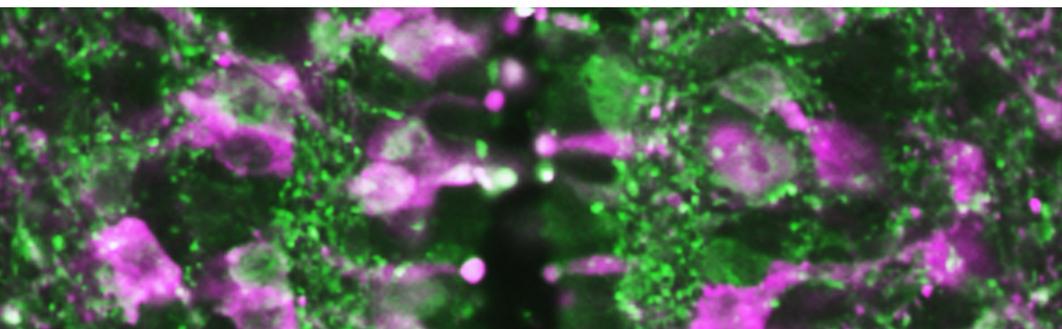
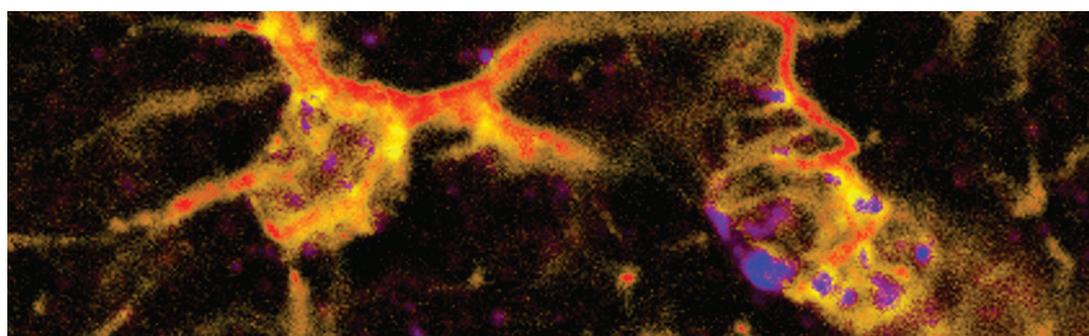
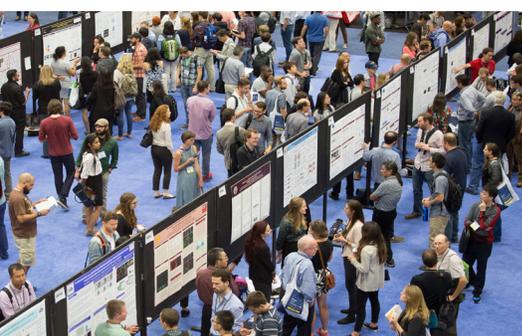
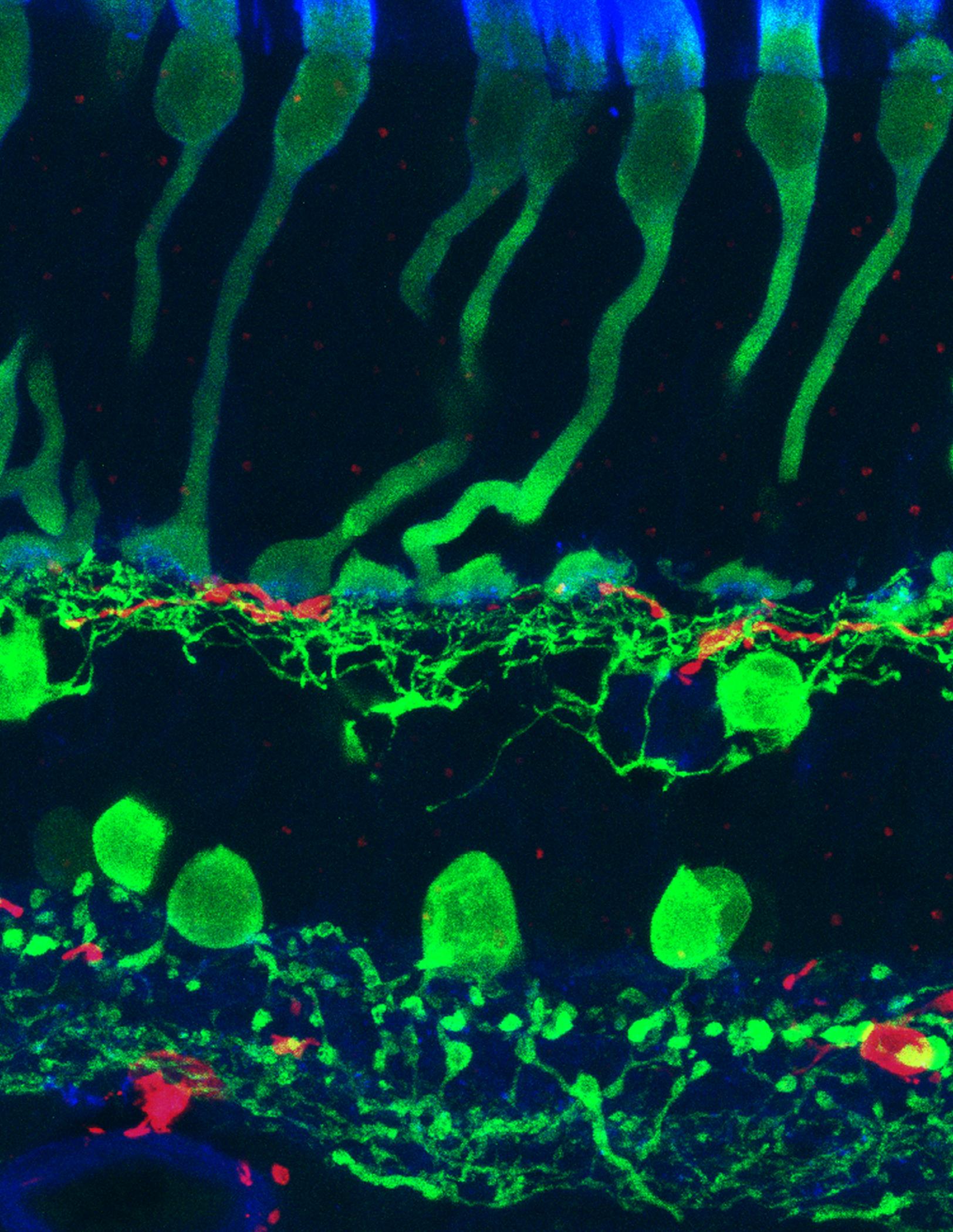


2019 MEDIA KIT



1969-2019





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 2019 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, 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.

Readership



Statistics Prove Value

- » *JNeurosci* website, JNeurosci.org, receives approximately **456,000 monthly site views** from **229 countries and territories** in 2018
- » *JNeurosci* was cited **176,159** times in 2017*
- » *JNeurosci*'s Impact Factor is **5.97***

*2017 Journal Citation Reports® (Clarivate Analytics, 2018)



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.

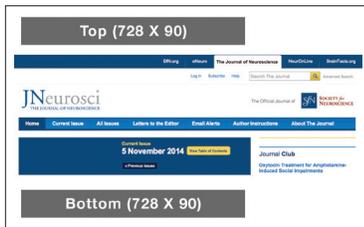
In its third year, *eNeuro* averaged over 32,000 monthly site views in 2018 from 202 countries/territories and continues to quickly grow its user base. As an open-access journal, *eNeuro* is available to anyone with an interest in high quality neuroscience research.

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.

JNeurosci

728x90 Top — \$775 per issue/month

728x90 Bottom — \$775 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 — \$1,655 per month

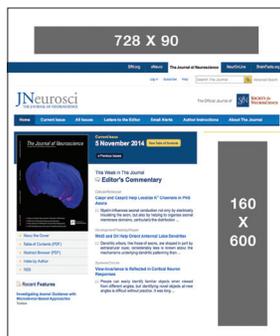
160x600 Skyscraper — \$1,655 per month

Specifications

File Format — Interlaced nontransparent GIF or SWF

File Size — Not to exceed 30K

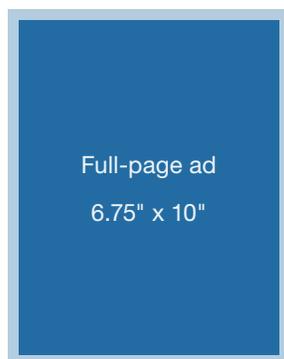
Delivery Method — Send via email as a GIF or SWF file to adsales@sfn.org, including URL/web address where your ad is to be linked.



Rates

Print Advertising: *JNeurosci*

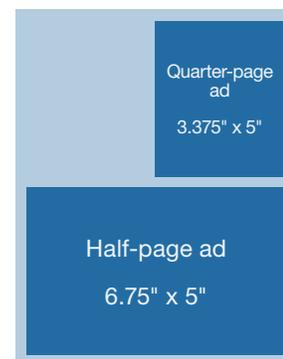
JNeurosci
THE JOURNAL OF NEUROSCIENCE



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	\$1,180	\$1,140	\$1,125
Full-page Color	\$2,445	\$2,405	\$2,390
Half-page B/W	\$810	\$800	\$785
Half-page Color	\$2,075	\$2,065	\$2,050
Quarter-page B/W	\$635	\$605	\$590
Quarter-page Color	\$1,900	\$1,870	\$1,855

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%

3rd cover 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

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.

\$925

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

\$1,100

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

\$1,775

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

\$1,945

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 or dstilletti@sfn.org

The screenshot shows the SfN NeuroJobs Career Center website. The header includes the SfN logo and the tagline "Advancing the Understanding of the Brain and Nervous System". The navigation menu includes "Annual Meeting", "Careers & Training", "Awards & Funding", "Advocacy", "Public Outreach", "News & Calendar", and "Member Center". The main content area is titled "NeuroJobs Career Center" and features a "Job Search" section with a search bar, filters, and a table of job listings.

Posted	Job Title	Employer	Location
Jul-08-2013	Postdoctoral Fellow <small>save job - email</small>	Mount Sinai School of Medicine	NY - New York City
Jul-08-2013	Assistant Professor, Neural Basis of Human Movement <small>save job - email</small>	University of Maryland, College Park	MD - College Park

JNeurosci Bonus Distribution Advertising Options

Covertips

\$7,665

Double-page Spreads

\$3,795

Gatefolds, 4-color, Full-page

\$4,575

Inside Fold-out Page, Double-spread

\$6,570

Print Polybag Outserts

\$10,945

2019 *JNeurosci* Advertising Planning Calendar

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

Neuroscience 2019, October 19–23, Chicago, IL

*Bonus Distributions

Bonus Distributions of *JNeurosci* reach thousands more potential buyers at key conferences throughout the year.

Dates of bonus issues are subject to change. Please check back on our 2019 online Media Kit for the latest schedule.

Annual Meeting Opportunities

Increase Your Visibility at Neuroscience 2019

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



Chicago, IL • October 19–23

Annual Meeting Bonus Distribution

JNeurosci

October 16

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) — \$5,790/each

Exclusive support — \$28,945

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.

Marriott Marquis Chicago	\$7,500
Hyatt Regency McCormick	\$7,500
Exclusive Support	\$12,000



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) — \$15,000**

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

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

\$7,000 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

\$10,000 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

\$15,000 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.

Internet Cafes

Two Locations (starting Monday) — \$3,000 each

One Location (starting Tuesday) — \$2,000

Exclusive Sponsorship — \$5,000

Three of the express badge pick-up stations in the high-traffic lobby areas will convert to internet cafes beginning on Monday morning of the meeting. Your company logo will be prominently displayed in this area for all to see.



Annual Meeting Opportunities

Exhibiting at Neuroscience 2019

Chicago, IL

Sunday, October 20–Wednesday, October 23

9:30 a.m.

Booth Categories	By May 5	After May 5
Commercial Inline 10' x 10' Booth	\$5,430	\$5,885
Commercial Corner 10' x 10' Booth	\$5,740	\$6,345
Commercial Island Booth per 100 sq. ft.*	\$5,880	\$6,510
Nonprofit Inline or Corner 10' x 10' Booth	\$1,115	\$1,175
Institute Inline or Corner 10' x 10' Booth	\$500	\$520

**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 — \$430

Half-page color — \$2,145

Full-page color — \$3,390

Quarter-page color — \$1,445

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 — \$350/1,000

Profit — \$505/1,000

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 — \$655

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

For **Exhibits**, contact exhibits@sfn.org and Exhibit Guide ad sales, contact advertising@sfn.org.

For **attendee** mailing lists, contact 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

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

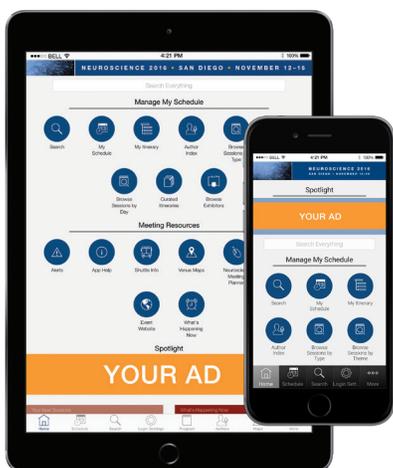
Nonprofit Level — 1 point per year

For information about Sustaining Associate Membership: membership@sfn.org

Annual Meeting Opportunities

Mobile App

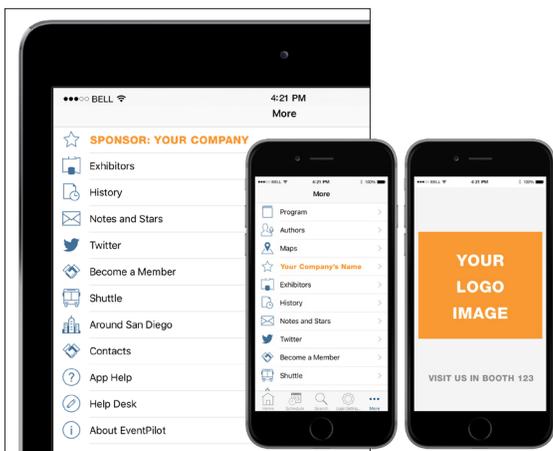
Take advantage of advertising on the SfN annual meeting mobile app. With an increase in mobile device usage by meeting attendees, your ad on the mobile app can maximize your presence and drive prospects to your booth.



Premium Rotating Banner on Home Screen*

\$7,500/day or \$25,000/5 days

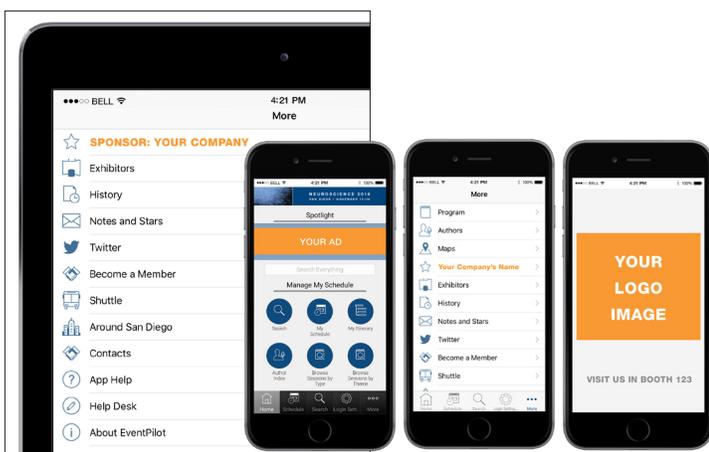
Your banner ad will appear on the home screen of the app, below the tool bar. Six meeting dates are available – your ad will be the only banner visible for the designated day.



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

**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.

2019 Publication Dates

January 18 April 19 June 28 September 27

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.

2019 Publication Dates

January 11, 25	May 10, 24	September 6, 20
February 8, 22	June 7, 21	October 4
March 8, 22	July 5, 26	November 22
April 5, 26	August 9, 23	December 6, 20



Neuroscience Quarterly Banner Ads



Neuroscience Nexus Banner Ads

Nexus & Neuroscience Quarterly Ad Rates, cost per issue

Nexus Ad — \$1,245

NQ Ad — \$1,190

Leaderboard Banners ONLY

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 kfoster@sfn.org along with the URL/web address where your ad is to be linked.

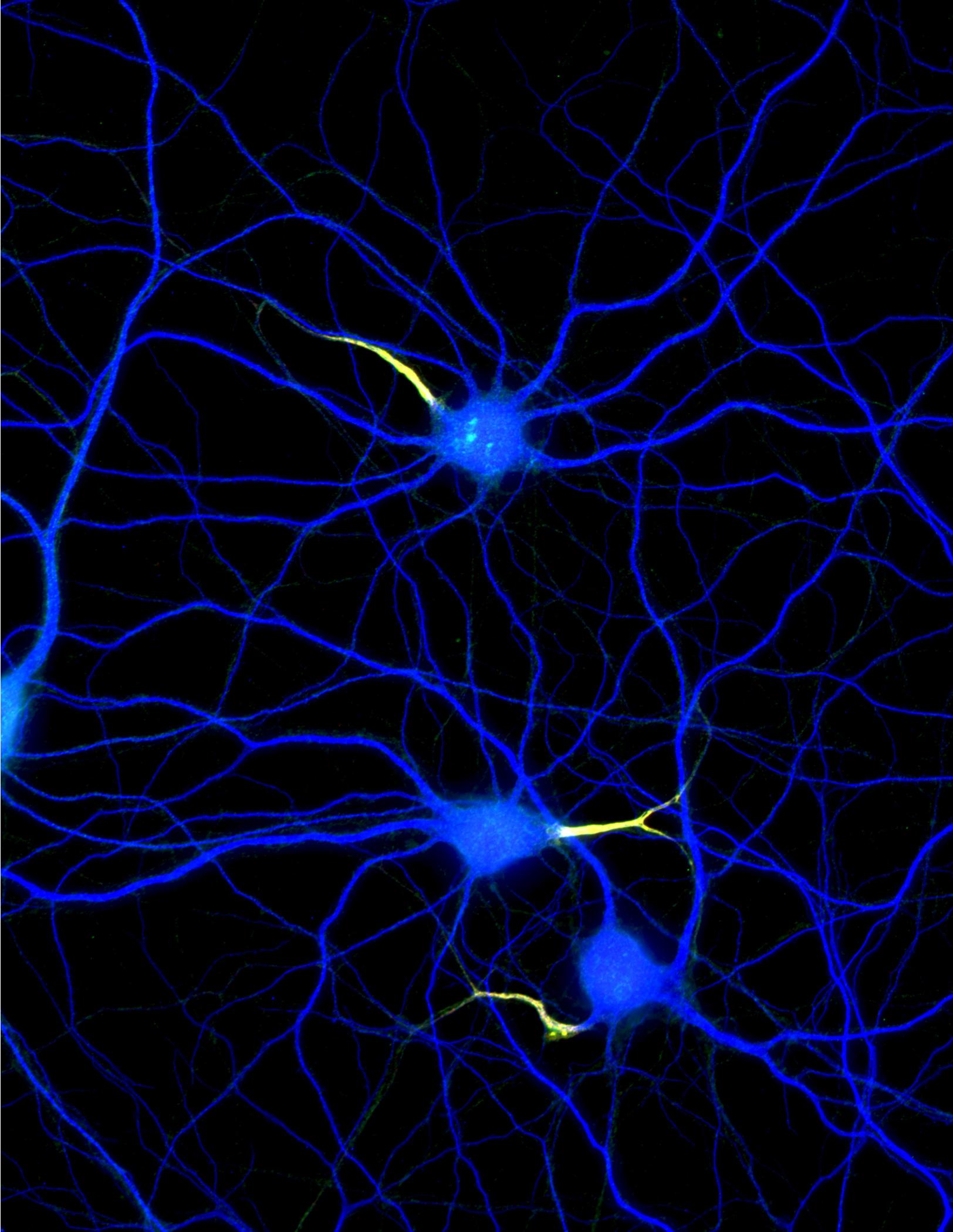
SfN Membership List Rental

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
\$350/1,000 addresses

Commercial
\$505/1,000 addresses

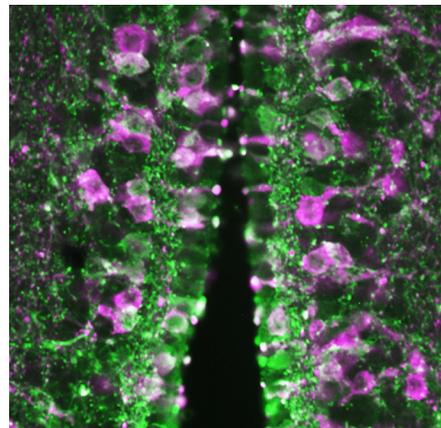
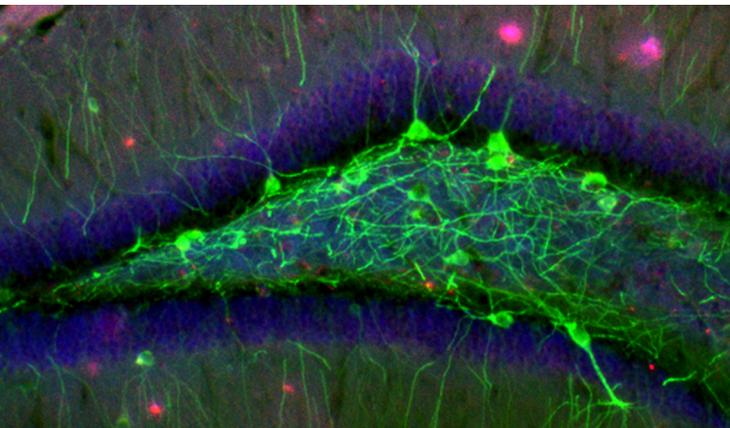
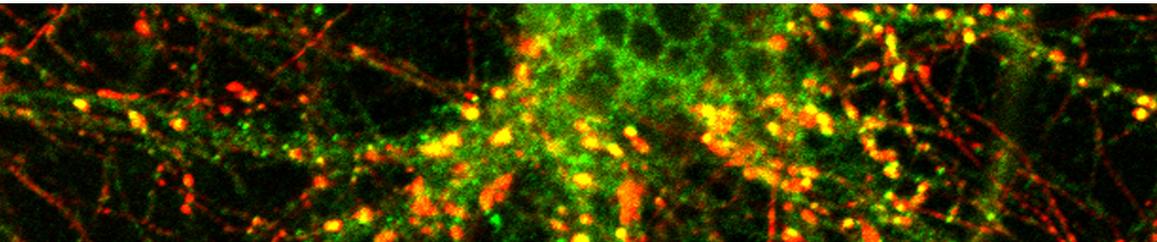






**SOCIETY *for*
NEUROSCIENCE**

1121 14th Street NW, Suite 1010
Washington, DC 20005



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