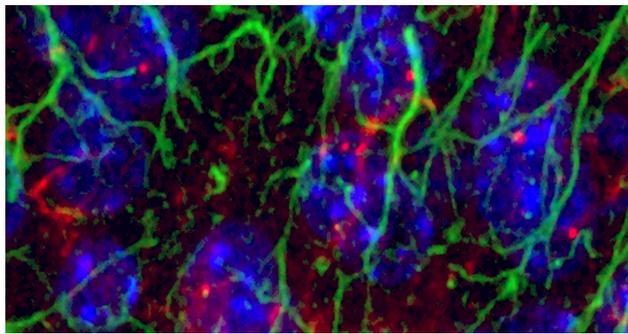
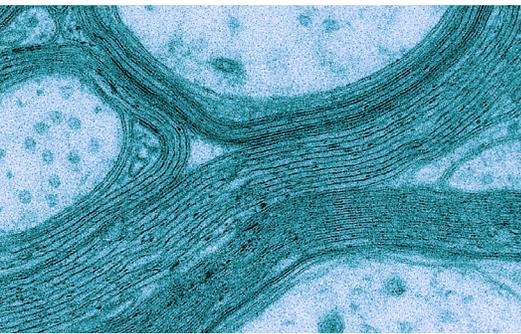


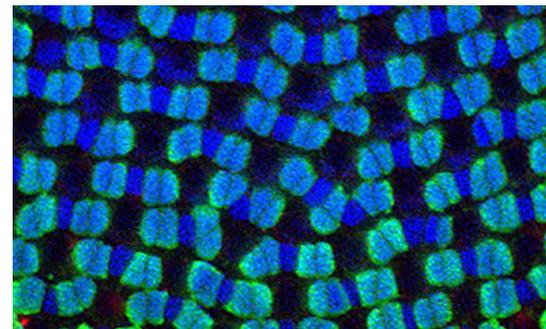
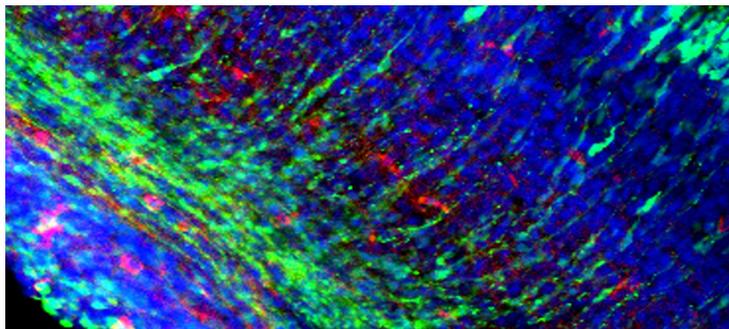
2021 MEDIA KIT



NeuroJobs
SfN's ONLINE CAREER CENTER

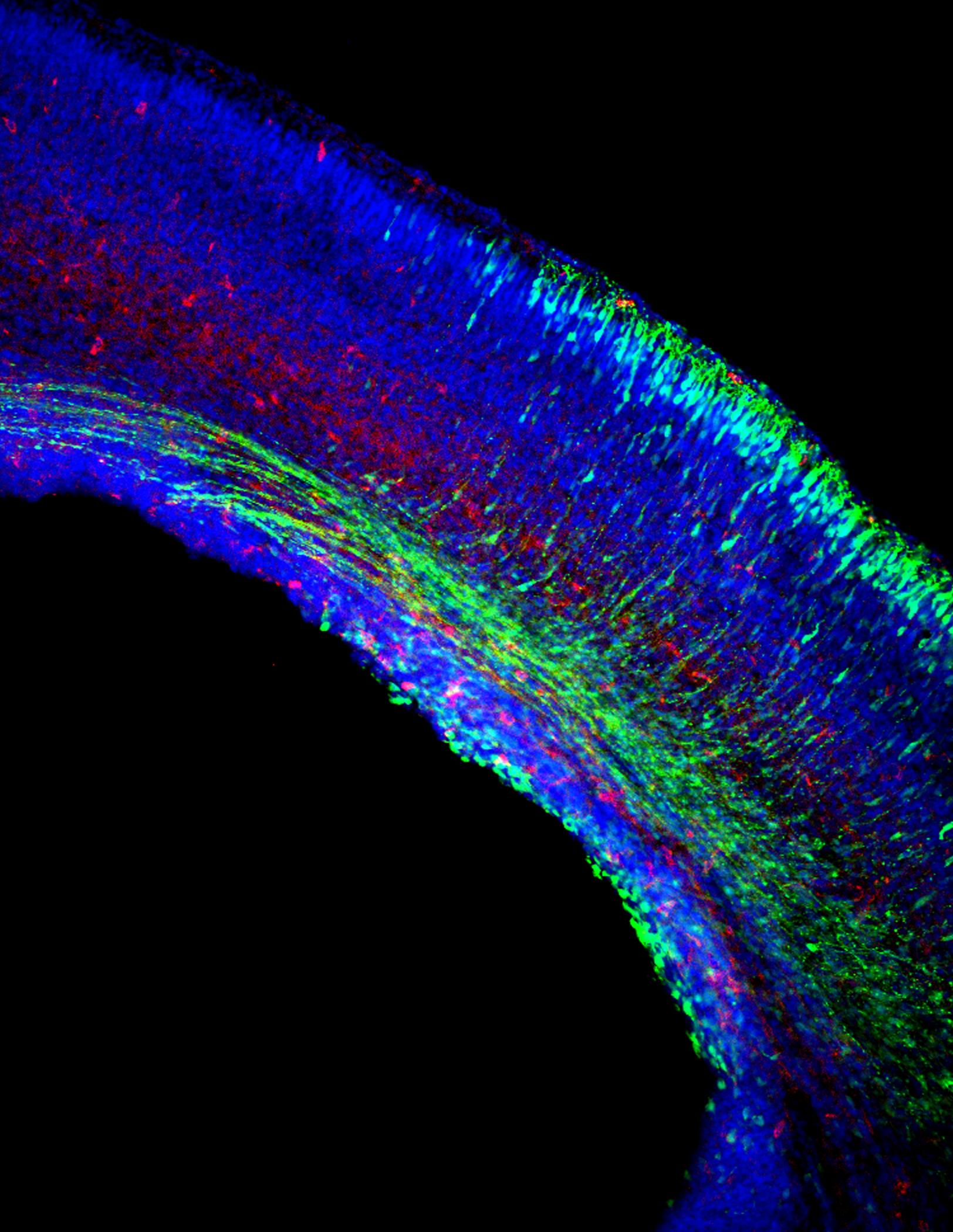
JNNeurosci
THE JOURNAL OF NEUROSCIENCE
The most-cited journal in neuroscience.

eNeuro
Fast. Fair. Transparent.



1969–2019





Strengthen Your Brand

Reach nearly **36,000** members of the neuroscience research community by choosing the Society for Neuroscience (SfN) for your year-round marketing needs.

SfN offers high-visibility platforms for advertising, sponsorships, recruitment, and exhibiting, and we will work with you to create optimal solutions that fit your budget, expand your reach, and maximize your investment.

When you work with SfN, you advance the field not only by contributing to funding for SfN's programs, but also by showing scientists across the globe how your products and services support and enhance their important work.

Let our team help you put your advertising dollars to work. Contact us at adsales@sfn.org to learn more about the items featured in this Media Kit, as well as the latest advertising, sponsorship, and exhibiting opportunities.

Become a Sustaining Associate Member

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

SAM Membership Levels:

Platinum	\$11,640
Gold.....	\$7,870
Silver	\$5,835
Nonprofit.....	\$3,270

To learn more, visit www.sfn.org/membership or email development@sfn.org.

Benefits Include:

- **Discounts** on SfN mailing list rentals
- **\$500–\$1,000 credit** toward online banner advertising with SfN's scientific journals *JNeurosci* or *eNeuro*
- **Complimentary** print advertising in *JNeurosci*
- **Complimentary** postings in SfN's NeuroJobs Career Center
- **Complimentary** online subscription to *JNeurosci*
- **Complimentary** registration for SfN's annual meeting
- **Complimentary** highlighted listing in SfN's annual meeting *Program and Exhibit Guide*
- **Priority points** toward exhibiting at SfN's annual meeting

Journal Advertising

JNeurosci
THE JOURNAL OF NEUROSCIENCE
The most-cited journal in neuroscience.



Accessed over 14,000 times daily by research scientists, physicians, and educators

Read in over 200 countries and territories

Reaches over 230,000 website users and generates 435,000 website sessions monthly

eNeuro
Fast. Fair. Transparent.

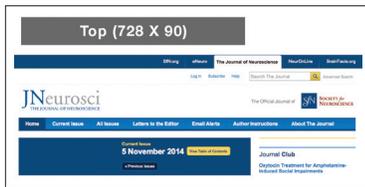


Open-access, broad-based, and scientifically rigorous

Read in over 200 countries and territories and continues to grow

Reaches over 27,000 website users and generates over 42,000 website sessions monthly

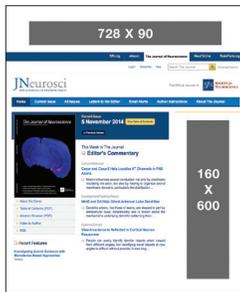
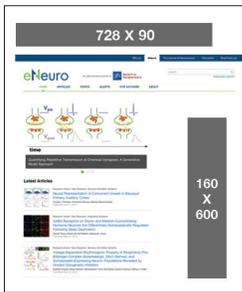
Journal Advertising



Email Banners

Reach ~23,000 opt-in subscribers with a leaderboard banner ad in SfN's weekly electronic table of contents (eTOC) emails, featuring the latest research published in *JNeurosci*.

***JNeurosci* eTOCs** \$800 per issue



Website Banners

Reach thousands of research scientists, physicians, and educators with a run-of-site, unlimited impression banner ad on one of SfN's scientific journal websites, *JNeurosci* or *eNeuro*. Select either the leaderboard (728 x 90) or skyscraper (160 x 600) position for displaying your website banner.

JNeurosci..... \$1,675 per month

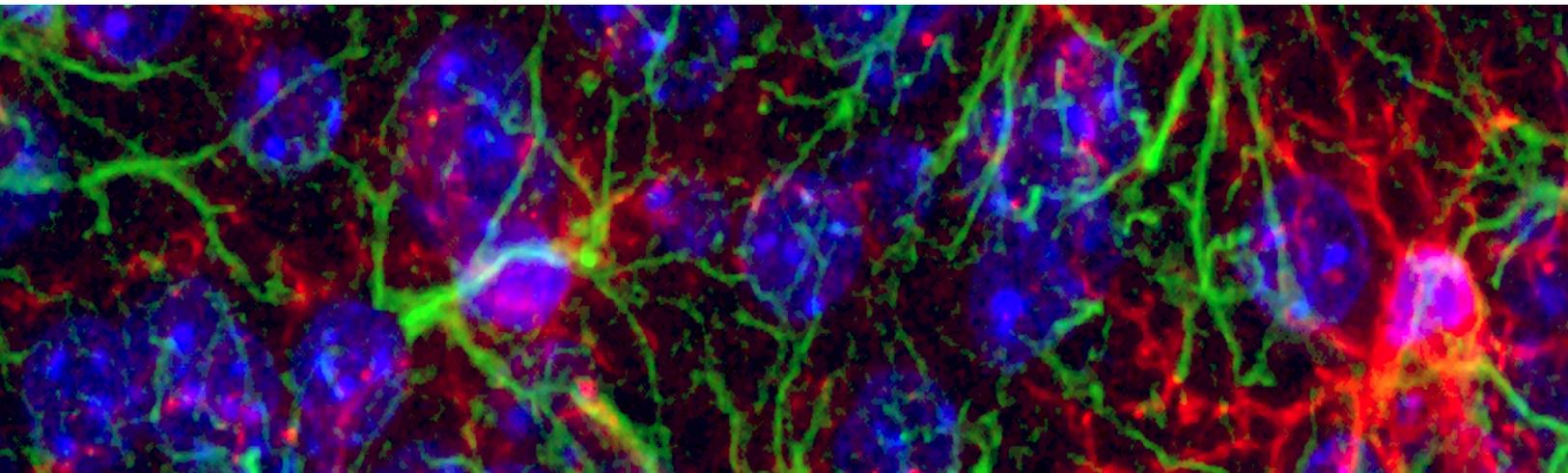
eNeuro \$1,000 per month

Email and Website Banner Instructions

Book your eTOC or web banner ad a minimum of two weeks prior to your desired go-live date. Email your image file to adsales@sfn.org at least one week prior to the go-live date, including the URL/web address where you would like your ad to be linked.

Email and Website Banner Specifications

Dimensions: 728 x 90 pixels (for leaderboard ads) or 160 x 60 pixels (for skyscraper ads)
 File Format: Interlaced nontransparent GIF or SWF
 File Size: Max 20K



Recruitment Marketing

SfN's NeuroJobs Career Center

SfN's NeuroJobs Career Center helps you attract the very best talent.

The NeuroJobs Career Center is the world's largest source for neuroscience jobs. Purchase one of the employer packages below to receive exposure across all career levels and sectors of the global neuroscience community, including academia, industry, and government

Qualified	Experienced	Specialist	Qualified Postdoc
<p>Attract neuroscientists actively looking for a position.</p> <ul style="list-style-type: none"> • Online ad with your logo (job posting) • Access to the resume database • Ad included on RSS feed on relevant SfN domains 	<p>Attract experienced neuroscientists who are not searching for new jobs but are open to new opportunities.</p> <ul style="list-style-type: none"> • Online ad with your logo (job posting) • Access to the resume database • Ad included on RSS feed on relevant SfN domains • Ad highlighted in search results • Ad posted on relevant Wiley domains • Listing as <i>Featured Employer</i> on NJCC site 	<p>Attract highly specialized and experienced neuroscientists who are not searching for new jobs but are open to new opportunities.</p> <ul style="list-style-type: none"> • Online ad with your logo (job posting) • Access to the resume database • Ad included on RSS feed on relevant SfN domains • Ad highlighted in search results • Ad posted on relevant Wiley domains • Listing as <i>Featured Employer</i> on NJCC site • Social media exposure (Wiley feeds) • Listing as Featured job on NJCC site 	<p>Attract neuroscientists actively looking for a postdoctoral fellowship position.</p> <ul style="list-style-type: none"> • Online ad with your logo (job posting) • Access to the resume database • Ad included on RSS feed on relevant SfN domains
\$495 for 30 days	\$545 for 30 days	\$645 for 30 days	\$200 for 30 days
\$695 for 60 days	\$895 for 60 days	\$1,045 for 60 days	\$280 for 60 days
\$1,095 for 90 days	\$1,395 for 90 days	\$1,445 for 90 days	\$440 for 90 days

Further extend your reach with a digital banner ad on the *JNeurosci* website.

Apply this enhancement to any of our recruitment marketing packages.

A one-month display ad on the *JNeurosci* website | \$1,510

For more information or to purchase a recruitment package, visit www.neurojobs.sfn.org, email neurojobs@wiley.com, or call one of the following numbers: +1 201 383 2733 (Americas), +44 1243 772041 (Europe, Middle East, and Africa), or +61 3 92743 162 (Asia Pacific).

Membership Advertising

Email Banners

Reach ~30,000 active SfN members by displaying your leaderboard banner ad in one of SfN's member e-newsletters, *Neuroscience Quarterly* or *Neuroscience Nexus*.

Neuroscience Quarterly \$1,200 per issue (4 issues available per year)

Neuroscience Nexus \$1,000 per issue (22 issues available per year)

Instructions

Book your ad a minimum of two weeks prior to the email issue date. Email your image file to adsales@sfn.org at least one week prior to the email issue date, including the URL/web address where you would like your ad to be linked.

Specifications

- Dimensions: 600 x 75 pixels (leaderboard)
- File Format: Static GIF
- File Size: Max 30K

Mailing List

Send a personalized direct mail piece to SfN's active members, selecting your target audiences by membership category and geographical location.

Commercial Rate \$500 per \$1,000 addresses

Nonprofit Rate..... \$350 per \$1,000 addresses

For more information or to rent the mailing list, email Candy Brecht at CBrecht@marketinggeneral.com.

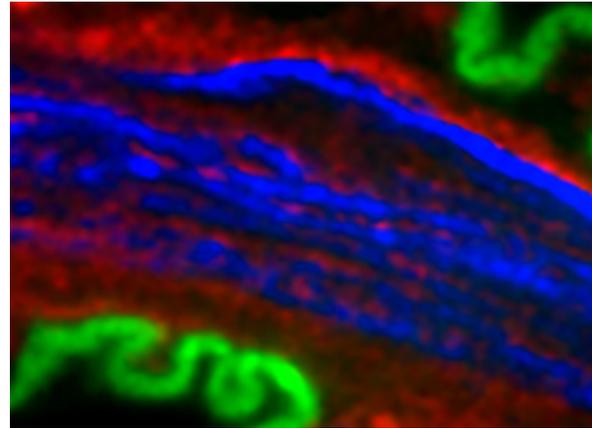
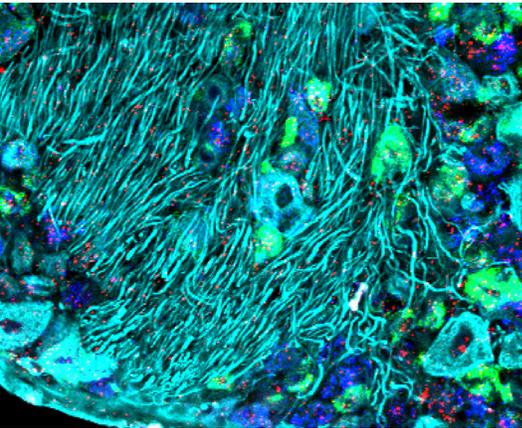
*Please note: List rental file includes **postal addresses only** (email addresses are not available).*



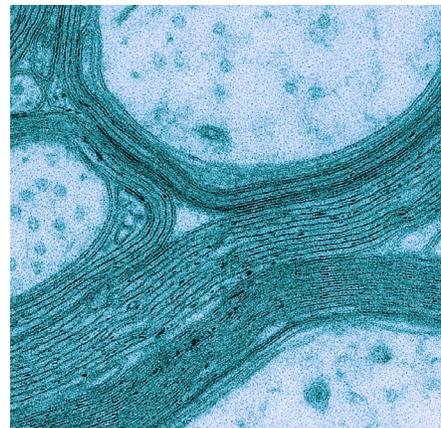
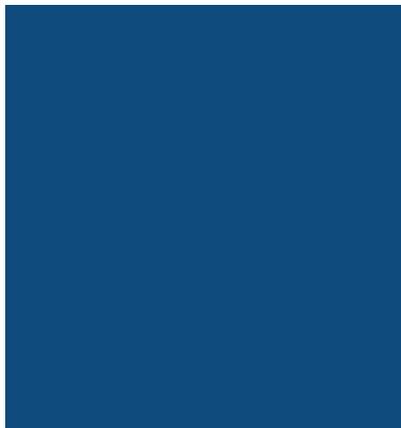
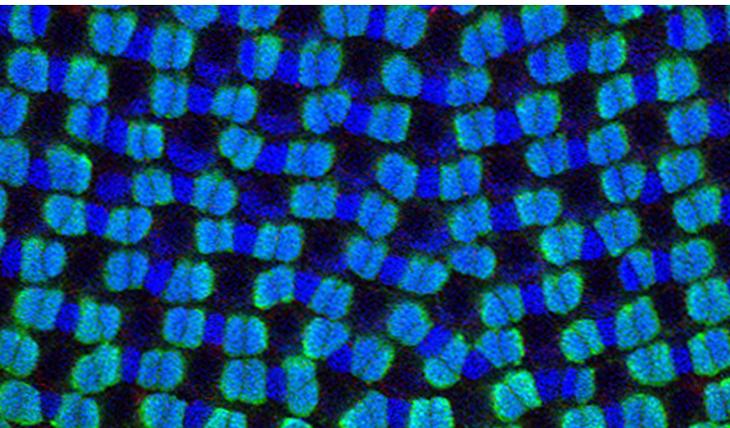
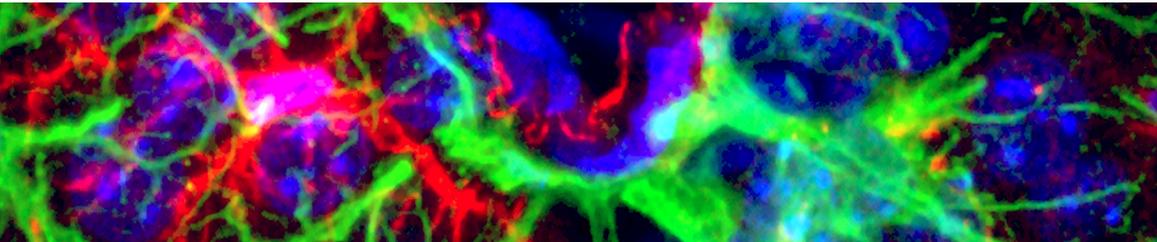
Neuroscience Quarterly Banner Ads



Neuroscience Nexus Banner Ads



Reach the world's largest neuroscience community.
Contact adsales@sfn.org to book your ad today.



Get the latest about SfN on:

