

# 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 — \$721 per issue/month

728x90 Bottom — \$721 per issue/month

Top and bottom bundle — \$1,260 per issue (10% discount)

### Banner Ads

#### Run of Site. Unlimited Impressions.

With more than 830,000 visits per month from 230 countries, banner ads on *JNeurosci.org* offer a wide reach. As an open-access journal, *eNeuro* is viewable to anyone interested in neuroscience research. Now past its second year, *eNeuro* continues to rapidly grow its user base.

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



#### *JNeurosci* and *eNeuro*

728x90 Leaderboard — \$1,545 per month

160x600 Skyscraper — \$1,545 per month

Leaderboard & Skyscraper bundle — \$2,700 per month (10% discount)

Skyscraper position available on specific pages on *eNeuro.org*.

Please contact [adsales@sfn.org](mailto:adsales@sfn.org) for more information.

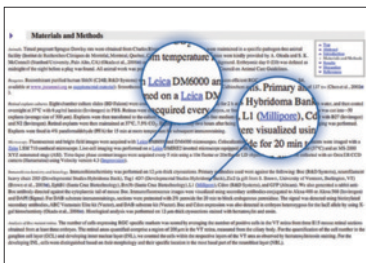
#### *eNeuro* Target Ad Placement: **COMING SOON**

#### 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

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

*eNeuro* Annual Hyperlink Service coming soon. Please check the online Media Kit for when this opportunity is available.

**\$721** (\$489 if you place more than six print ads per year in *JNeurosci*)

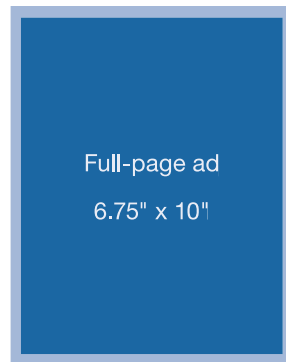
**FREE** hyperlink available to advertisers on both sites who spend \$1,000 or more on banner ads annually

Online advertising must be pre-paid.

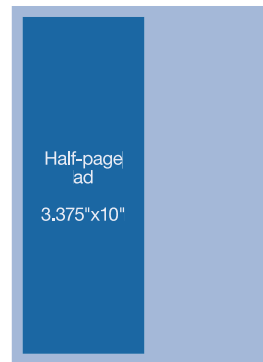
## Rates

## Print Advertising: *JNeurosci*

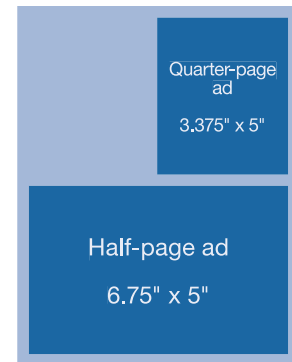
**JNeurosci**  
THE JOURNAL OF NEUROSCIENCE



Cover and Preferred Positions



Half-page (Vertical) Print Ad



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

### Print Ad Rates

	1x	6x	12x	25x	50x
Full-page B/W	\$1,110	\$1,070	\$1,055	\$1,010	\$980
Full-page Color	\$2,300	\$2,260	\$2,245	\$2,200	\$2,170
Half-page B/W	\$760	\$750	\$735	\$700	\$655
Half-page Color	\$1,950	\$1,940	\$1,925	\$1,890	\$1,845
Quarter-page B/W	\$595	\$565	\$550	\$550	\$520
Quarter-page Color	\$1,785	\$1,755	\$1,740	\$1,740	\$1,710

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

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

*Rates upon request for unique positioning.*

### 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