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 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, 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** ($499 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.
Print Advertising: *JNeurosci*

### Rates

#### Print Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>25x</th>
<th>50x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page B/W</td>
<td>$1,110</td>
<td>$1,070</td>
<td>$1,055</td>
<td>$1,010</td>
<td>$980</td>
</tr>
<tr>
<td>Full-page Color</td>
<td>$2,300</td>
<td>$2,260</td>
<td>$2,245</td>
<td>$2,200</td>
<td>$2,170</td>
</tr>
<tr>
<td>Half-page B/W</td>
<td>$760</td>
<td>$750</td>
<td>$735</td>
<td>$700</td>
<td>$655</td>
</tr>
<tr>
<td>Half-page Color</td>
<td>$1,950</td>
<td>$1,940</td>
<td>$1,925</td>
<td>$1,890</td>
<td>$1,845</td>
</tr>
<tr>
<td>Quarter-page B/W</td>
<td>$595</td>
<td>$565</td>
<td>$560</td>
<td>$550</td>
<td>$520</td>
</tr>
<tr>
<td>Quarter-page Color</td>
<td>$1,785</td>
<td>$1,755</td>
<td>$1,740</td>
<td>$1,740</td>
<td>$1,710</td>
</tr>
</tbody>
</table>

#### Cover and Preferred Positions

<table>
<thead>
<tr>
<th></th>
<th>2nd or 3rd covers</th>
<th>4th (back) cover</th>
<th>Page facing 2nd cover, 3rd cover, first text, or TOC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Black-and-white or 4-color rate plus 25%</td>
<td>Black-and-white or 4-color rate plus 50%</td>
<td>Black-and-white or 4-color rate plus 25%</td>
</tr>
</tbody>
</table>

Rates upon request for unique positioning.

All advertisements are subject to approval.

### 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