2017 MEDIA KIT
Reach Buyers with Significant Purchasing Power

NEUROSCIENCE 2017  JNeurosci  eNeuro

SOCIETY for NEUROSCIENCE
Stretch Your Advertising Dollars

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 2017 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) 962-4064 or adsales@sfn.org and let our team help you put your advertising dollars to work.

Increase Your Exposure — 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 ($11,090)
Gold ($7,500)
Silver ($5,560)
Nonprofit ($3,045)

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 adsales@sfn.org.
Statistics Prove Value

- *JNeurosci* website, JNeurosci.org, receives more than 5.6 million visits per year from more than 230 countries
- *JNeurosci* was cited more than 172,000 times in 2014, making it the #1-cited journal in neuroscience, with more than twice as many citations as the second most-cited journal*
- *JNeurosci*’s Impact Factor is 5.92*
- Our veteran readership status reflects extensive experience in the profession — 72% have worked in neuroscience for 10 years or more, including 37% for 20 years or more
- Readership: 72% are PhDs; 13% are MDs

*According to the 2015 ISI Journal Citation Report.

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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 second year, *eNeuro* averaged over 25,000 monthly site visits 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.
Membership and Subscription Geographical Breakdown

2015 Top Visiting Countries

- United States: 2,179,973
- United Kingdom: 486,471
- Japan: 335,284
- Canada: 304,154
- Germany: 302,674
- China: 228,712

*More than 12M annual website visitors in 2015*
Purchasing Budget

- 38% Less than $50,000
- 19% $50,000–$99,999
- 21% $100,000–$249,999
- 12% $250,000–$499,999
- 4% $1 million or more
- 2% $750,000–$999,999

Job Title

- 21% Full Professors
- 18% Postdoctoral Fellows
- 14% Research Staff Scientists/Directors
- 13% Associates
- 13% Assistants
- 4% Department Heads
- 17% Other

Career Fields

- 69% Academic Institutions
- 13% Hospitals/Medical Schools
- 7% Research Institutes/Foundations
- 6% Other
- 5% Government
- 6% Other
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 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>
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<td>Full-page Color</td>
<td>$2,300</td>
<td>$2,260</td>
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<tr>
<td>Half-page B/W</td>
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<td>$750</td>
<td>$735</td>
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<td>$1,940</td>
<td>$1,925</td>
<td>$1,890</td>
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<tr>
<td>Quarter-page B/W</td>
<td>$595</td>
<td>$565</td>
<td>$550</td>
<td>$550</td>
<td>$520</td>
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<tr>
<td>Quarter-page Color</td>
<td>$1,785</td>
<td>$1,755</td>
<td>$1,740</td>
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</table>

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.

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*
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. For more information, or questions on purchasing bundled ads, please contact neurojobs@sfn.org.

$865
Quarter-page black-and-white ad in one issue plus a posting on NeuroJobs for one month

$1,030
Half-page black-and-white ad in one issue plus a posting on NeuroJobs for one month

JNeurosci Bonus Distribution Advertising Options

Covertips
$7,210

Gatefolds, 4-color, Full-page
$4,305

Double-page Spreads
$3,569

Inside Fold-out Page, Double-spread
$6,180

Print Polybag Outserts
$10,300
# 2017 JNeurosci Advertising Planning Calendar

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<thead>
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<th>Ad Closing</th>
<th>Materials Due</th>
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* Bonus Distributions

Bonus Distributions of JNeurosci reach thousands more potential buyers at key conferences throughout the year. The 2017 show schedule may be subject to change. Please check our 2017 online Media Kit for the latest schedule.
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.

Annual Meeting Bonus Distribution

**JNeurosci**
Reach more potential customers by advertising in the November 1 issue of JNeurosci, distributed free of charge to attendees and exhibitors at the meeting.

**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) — $5,000/each
- Exclusive support — $25,000

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, Washington, D.C. — $7,500
- Renaissance, Downtown Washington, D.C. — $7,500
- Exclusive Support — $10,000

For annual meeting on-site marketing opportunities, contact adsales@sfn.org.
Shuttle Bus Advertising

For five days, six buses traveling separate routes will promote your company from early morning until evening. Ads will run throughout the city from Saturday, November 11 through Wednesday, November 15.

Each package
(three available, plus production costs) — $10,000

Neuroscience Meeting Planner (NMP) Viewing Area

The NMP Viewing Area includes computer terminals near the main registration area. The first port-of-call for many attendees, the NMP allows users to browse scientific abstracts and create personalized itineraries. Ads are displayed as screensavers on the computer terminals, and a prominent acknowledgment banner is placed overhead.

Exclusive support — $20,000
Annual meeting on-site marketing opportunities help showcase your company to the neuroscience community and maximize your impact at Neuroscience 2017.

In addition, the following opportunities are available:

**Sponsored Seating Areas**
$5,000 each
Receive recognition via tabletop signs and literature distribution on the tables of designated areas laid out throughout the convention center. **Two packages are available for 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.

**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.

**Internet Cafes**
- **Two Locations (starting 11/14/17)**—$3,000/each
- **One Location (starting 11/15/17)**—$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 2017
Washington, D.C.
Sunday, November 11–Wednesday, November 15
9:30 a.m.–5 p.m.

<table>
<thead>
<tr>
<th>Booth Categories</th>
<th>By May 5</th>
<th>After May 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Inline 10’ x 10’ Booth</td>
<td>$4,830</td>
<td>$5,235</td>
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<tr>
<td>Commercial Corner 10’ x 10’ Booth</td>
<td>$5,105</td>
<td>$5,645</td>
</tr>
<tr>
<td>Commercial Island Booth per 100 sq. ft.*</td>
<td>$5,230</td>
<td>$5,790</td>
</tr>
<tr>
<td>Nonprofit Inline or Corner 10’ x 10’ Booth</td>
<td>$990</td>
<td>$1040</td>
</tr>
<tr>
<td>Institute Inline or Corner 10’ x 10’ Booth</td>
<td>$440</td>
<td>$480</td>
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</tbody>
</table>

*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 — $390
Full-page color — $3,100

Preferred locations sixteen available for an additional fee.

Neuroscience 2017 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 — $330/1,000
Profit — $450/1,000

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 — $615
Exhibitors with the featured listing will be listed in alphabetical order on all searches.

For 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 35,000 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
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 initial launch of the app and on the “sponsor” tab at the top of the “more” section. Your ad can link to a landing page you provide or a URL.

**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 at the top of 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 37%, this offers a great advertising channel.

**2017 Publication Dates**

<table>
<thead>
<tr>
<th>Month</th>
<th>January 20</th>
<th>April 21</th>
<th>July 21</th>
<th>October 20</th>
</tr>
</thead>
</table>

**Neuroscience Nexus**
Advertise in Nexus, SfN’s biweekly member e-newsletter, delivered to nearly 38,000 members. With an average open rate of 34%, this is a great way to reach our membership.

**2017 Publication Dates**

<table>
<thead>
<tr>
<th>Month</th>
<th>January 13, 27</th>
<th>May 12, 26</th>
<th>September 8, 22</th>
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<tbody>
<tr>
<td>February 10, 24</td>
<td>June 9, 23</td>
<td>October 13, 27</td>
<td></td>
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<tr>
<td>March 10, 24</td>
<td>July 14, 28</td>
<td>(10/27-pre meeting edition)</td>
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<tr>
<td>April 14, 28</td>
<td>August 11, 25</td>
<td>December 8, 22</td>
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</tbody>
</table>

**File Format and Size**
Static GIF, not to exceed 30K

**Nexus and Neuroscience Quarterly Banner Ad Rates, cost per issue**

Leaderboard Banner ONLY 600 x 75 pixels — $1,100

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

For samples, more information, or to place an order, contact our advertising sales team at adsales@sfn.org.

**SfN Membership List Rental**
Reach neuroscientists from around the world by renting SfN’s membership mailing list. SfN has 38,000 active members worldwide. You can select postal addresses by member category or geographical region. Expired member files are available at a reduced cost. Email adsales@sfn.org for more information or to place your order.

**Nonprofit**
$330/1,000 addresses

**Commercial**
$460/1,000 addresses