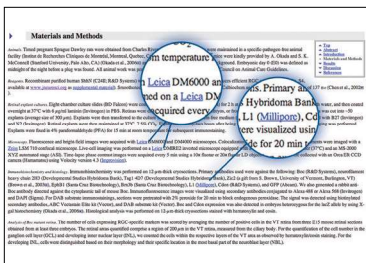
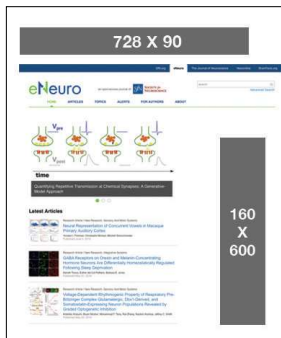
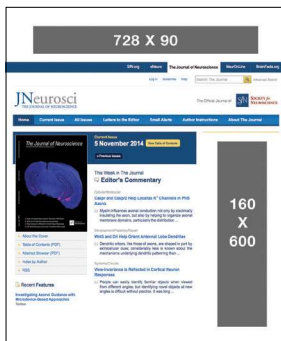
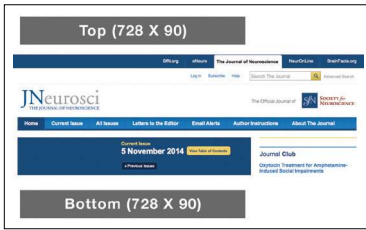


# Rates

## 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 — \$750 per issue/month

728x90 Bottom — \$750 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 — \$1,600 per month

160x600 Skyscraper — \$1,600 per month

#### *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*.

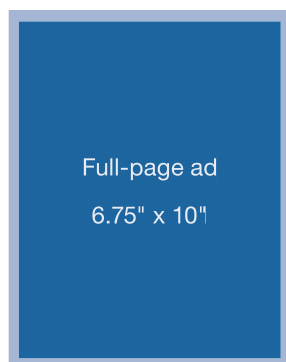
**\$750** (\$505 if you place more than six print ads per year in *JNeurosci*)

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

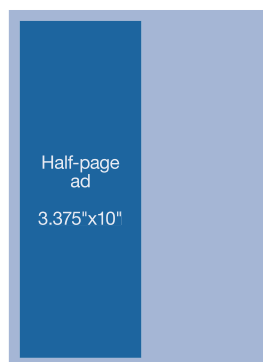
## Rates

Print Advertising: *JNeurosci*

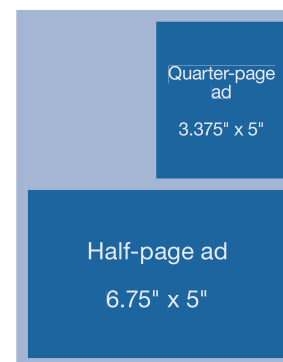
**JNeurosci**  
THE JOURNAL OF NEUROSCIENCE



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	\$1,145	\$1,105	\$1,090
Full-page Color	\$2,370	\$2,330	\$2,315
Half-page B/W	\$785	\$775	\$760
Half-page Color	\$2,010	\$2,000	\$1,985
Quarter-page B/W	\$615	\$585	\$570
Quarter-page Color	\$1,840	\$1,810	\$1,795

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

## 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