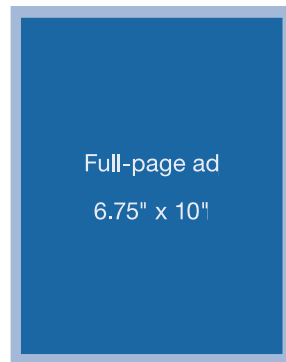


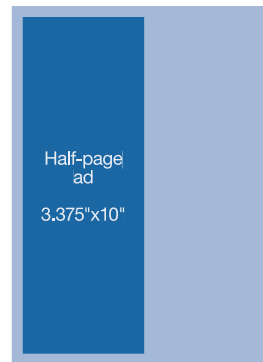
## Rates

## Print Advertising: *JNeurosci*

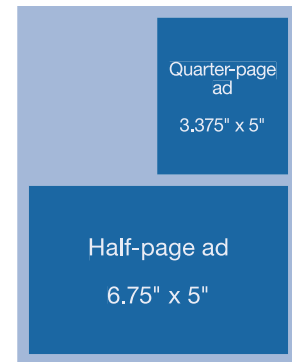
**JNeurosci**  
THE JOURNAL OF NEUROSCIENCE



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