



SOCIETY FOR NEUROSCIENCE 2024

# MEDIA KIT



## Strengthen Your Brand

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The Society for Neuroscience (SfN) is your connection to the global neuroscience community, offering high-visibility platforms for advertising, sponsorship, exhibiting, and recruitment. Our staff will work with you to create marketing solutions that fit your budget, expand your reach, and maximize your investment.

When you work with SfN, you advance the field not only by contributing to funding for SfN's programs, but also by showing scientists across the globe how your products and services support and enhance their important work.

Let our team help you put your advertising dollars to work. Contact us at [adsales@sfn.org](mailto:adsales@sfn.org) to learn more about the latest opportunities and book your ad today.

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## Advertise with SfN Journals

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Read by researchers, physicians, and educators in more than 200 countries and territories, SfN's scientific journals offer breadth and depth in the rapidly developing neuroscience field.



**JNeurosci**  
THE JOURNAL OF NEUROSCIENCE

Launched in 1981 as the first neuroscience-specific journal, *JNeurosci* publishes rigorous and high-quality research on a broad range of topics of general interest to those working on the brain and nervous system. *JNeurosci* remains the most-cited journal in the field.

### Average Monthly Web Traffic, in 2023

2 million users; 4 million sessions  
(173,000 users/month; 327,000 sessions/month)

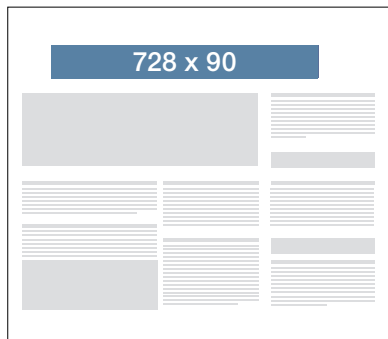


**eNeuro**

Launched in 2014, SfN's open-access journal, *eNeuro*, uses a fair, fast, and transparent review process to publish rigorous research — including replication studies, negative results, open-source tools, and registered reports.

### Average Monthly Web Traffic, in 2023

332,000 users; 534,000 sessions  
(28,000 users/month; 44,000 sessions/month)

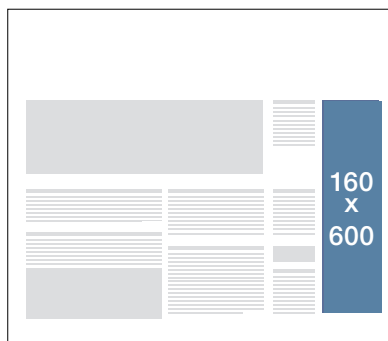


## JNeurosci Website Banners

\$1,700 per month

Display your digital banner across all *JNeurosci* webpages (run-of-site), choosing from either the leaderboard (728 x 90 pixels) or skyscraper (160 x 600 pixels) position. Your banner will alternate with other banners and will receive unlimited impressions (estimated at ~50,000–90,000 per banner) for one month.

To purchase, email [adsales@sfn.org](mailto:adsales@sfn.org) for an insertion order form, specifying your desired position and run dates. Send your creative file and target URL to [adsales@sfn.org](mailto:adsales@sfn.org) at least two weeks prior to your ad's start date.



## eNeuro Website Banners

\$1,020 per month

Display your digital banner across all *eNeuro* webpages (run-of-site), choosing from either the leaderboard (728 x 90 pixels) or skyscraper (160 x 600 pixels) position. Your banner will alternate with other banners and will receive unlimited impressions (estimated at ~10,000–20,000 per banner) for one month.

To purchase, email [adsales@sfn.org](mailto:adsales@sfn.org) for an insertion order form, specifying your desired position and run dates. Send your creative file and target URL to [adsales@sfn.org](mailto:adsales@sfn.org) at least two weeks prior to your ad's start date.

Website Banner Specs	
File size	Under 100 KB (or under 300 KB for HTML5)
Dimensions	728 x 90 pixels or 160 x 600 pixels (select 1)
Destination	Try to avoid redirects and URL shorteners.
File Type	.jpeg, .png, static gif, HTML5 (.zip file)
Due to SfN	Minimum 2 weeks prior to go-live date (3 weeks for HTML5)
<p><b>Note:</b> If using HTML5 format, please review these <a href="#">compatibility guidelines</a>.</p>	

# Advertise with SfN Journals

To purchase, email [adsales@sfn.org](mailto:adsales@sfn.org)

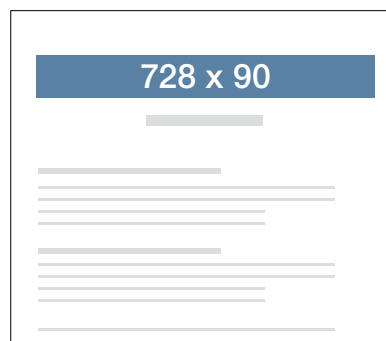
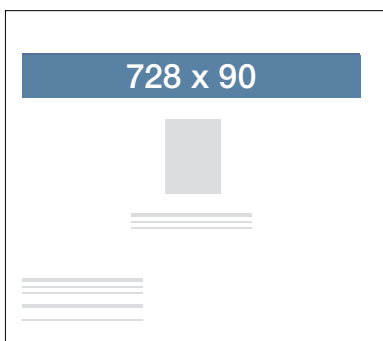
## Journal eTOC / e-Alert Email Banners

\$820 per issue (50 issues available per year)

Delivered every Wednesday to thousands of opt-in subscribers, *JNeurosci* e-Table of Contents (eTOC) emails highlight the research published in the latest issue. Display your leaderboard banner in an exclusive spot at the top of the eTOC, receiving unlimited impressions (average ~9,000) for the issue week.

**New!** All eTOC purchases now also include exclusive leaderboard placement across all *eNeuro* and *JNeurosci* opt-in e-alerts for the duration of the *JNeurosci* issue week (Wednesday–Tuesday), reaching hundreds more opt-in subscribers.

To purchase, email [adsales@sfn.org](mailto:adsales@sfn.org) to check current availability, specifying your desired issue date(s). Once your ad is confirmed, send your creative file and target URL to [adsales@sfn.org](mailto:adsales@sfn.org) at least two weeks prior to the issue date.



Exclusive leaderboard placement across all *eNeuro* and *JNeurosci* opt-in e-alerts.

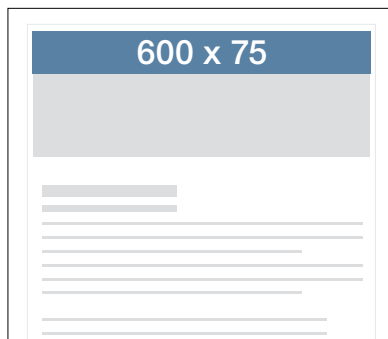
## Website Banner Specs

File size	Under 100 KB (or under 300 KB for HTML5)
Dimensions	728 x 90 pixels
Destination	Try to avoid redirects and URL shorteners.
File Type	.jpeg, .png, static gif, HTML5 (.zip file)
Due to SfN	Minimum 2 weeks prior to go-live date (3 weeks for HTML5)

**Note:** If using HTML5 format, please review these [compatibility guidelines](#).

## Advertise in SfN e-Newsletters

To purchase, email [adsales@sfn.org](mailto:adsales@sfn.org)



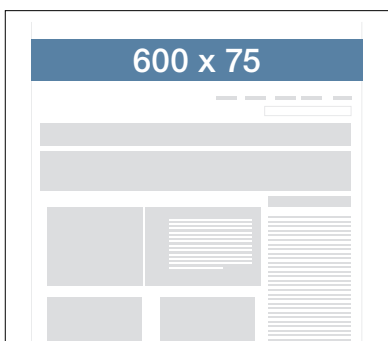
### **Neuroscience Nexus Email Banners**

\$1,020 per issue (22 issues available per year)

SfN's bimonthly member e-newsletter, *Neuroscience Nexus*, is delivered to thousands of active subscribers, highlighting SfN's upcoming dates and deadlines, new research, public education and advocacy initiatives, annual meeting updates, and other news from across the field.

Display your leaderboard banner in an exclusive spot at the top of the email, receiving unlimited impressions (average ~4,000 email opens).

To purchase, email [adsales@sfn.org](mailto:adsales@sfn.org) to check current availability, specifying your desired issue date(s). Once your ad is confirmed, send your creative file and target URL to [adsales@sfn.org](mailto:adsales@sfn.org) at least two weeks prior to the issue date.



### **Neuroscience Quarterly Email Banners**

\$1,225 per issue (4 issues available per year)

SfN's e-newsletter *Neuroscience Quarterly* is delivered four times a year (winter, spring, summer, and fall) to thousands of active member subscribers, showcasing news and articles of interest to SfN members and the neuroscience community. Display your leaderboard banner in an exclusive spot at the top of the email, receiving unlimited impressions (average ~7,000 email opens).

To purchase, email [adsales@sfn.org](mailto:adsales@sfn.org) to check current availability, specifying your desired issue date(s). Once your ad is confirmed, send your creative file and target URL to [adsales@sfn.org](mailto:adsales@sfn.org) at least two weeks prior to the issue date.

### **Neuroscience Nexus Banner and Neuroscience Quarterly Banner Specs**

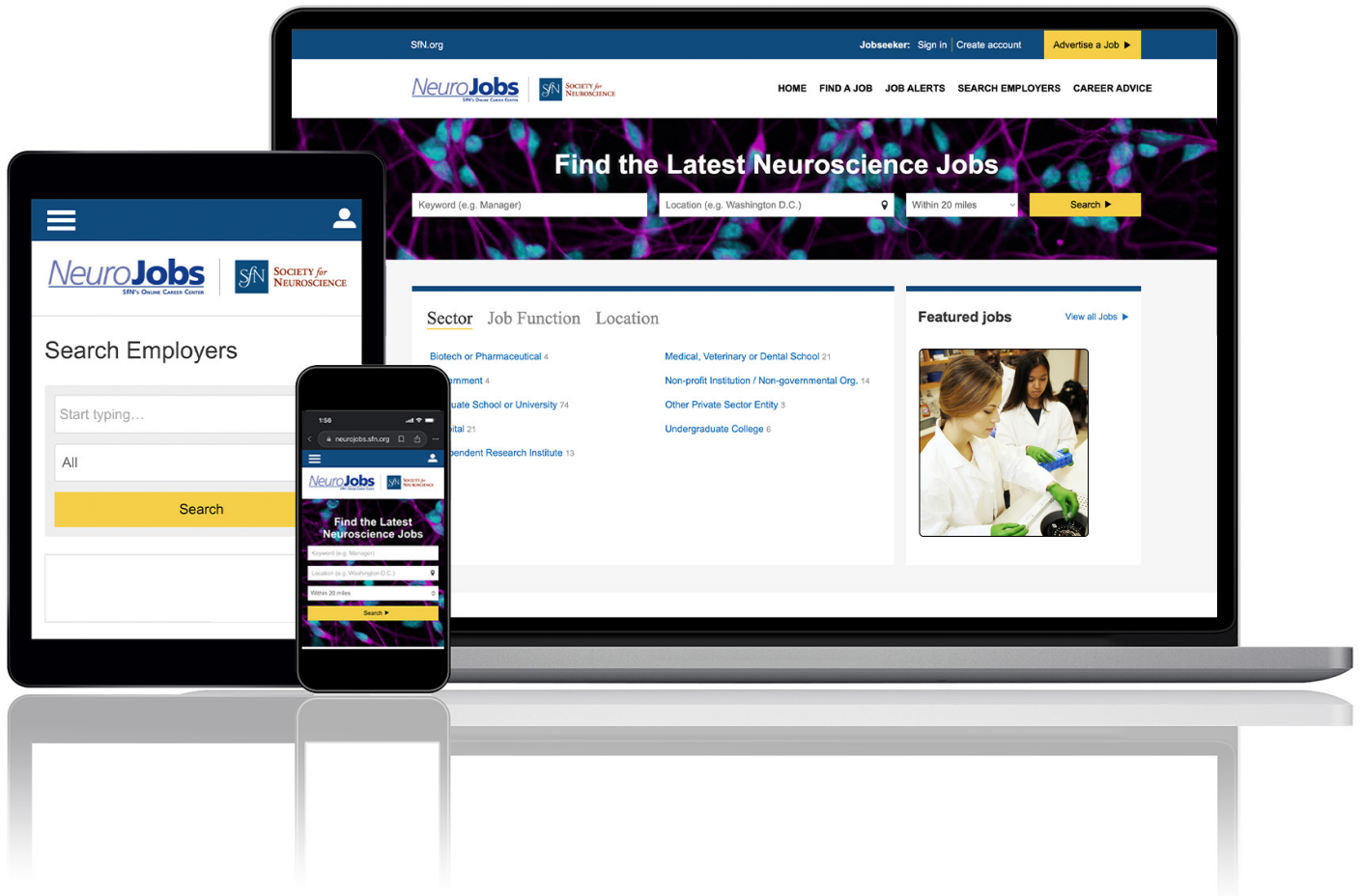
File size	Under 1 GB (recommended under 150KB)
Dimensions	600 x 75 pixels
Destination	Try to avoid redirects and URL shorteners.
File Type	.jpg, .jpeg, .png, .tif, .tiff, .ico, .bmp, .web
Due to SfN	Minimum 2 weeks prior to go-live date

# Recruit Top Talent for Your Open Position

To learn more, visit [neurojobs.sfn.org](http://neurojobs.sfn.org)



The NeuroJobs Career Center is the world's largest source for neuroscience jobs, spanning all career levels and including positions in academia, industry, and government. Employers can recruit for open positions across the globe, selecting from a range of package types offering broad exposure to the neuroscience community.





# Recruit Top Talent for Your Open Position

For more info: [neurojobs@sfn.org](mailto:neurojobs@sfn.org)

## ► Employer Package Types

### Qualified

30-Day Posting: \$555 // 60-Day Posting: \$775 // 90-Day Posting: \$1,215

Attract neuroscientists actively looking for a role. Qualified package includes:

- Online job posting with your logo
- Access to resume database
- Ad included on RSS feed on relevant SfN domains

### Experienced

30-Day Posting: \$605 // 60-Day Posting: \$995 // 90-Day Posting: \$1,550

Attract experienced neuroscientists open to new opportunities. Experienced package includes:

- Online job posting with your logo
- Access to resume database
- Ad posted on relevant Wiley domains
- Ad included on RSS feed on relevant SfN domains
- Ad highlighted in search results

### Specialist

30-Day Posting: \$725 // 60-Day Posting: \$1,615 // 90-Day Posting: \$1,605

Attract highly specialized and experienced neuroscientists open to new opportunities.

Specialist package includes:

- Online job posting with your logo
- Access to resume database
- Ad included on RSS feed on relevant SfN domains
- Ad highlighted in search results
- Ad posted on relevant Wiley domains
- Social media exposure (Wiley feeds)
- Listing as a Featured Job on NeuroJobs Career Center website

# Recruit Top Talent for Your Open Position

For more info: [neurojobs@sfn.org](mailto:neurojobs@sfn.org)

## ► Employer Package Types

### Qualified Postdoc

30-Day Posting: \$225 // 60-Day Posting: \$320 // 90-Day Posting: \$500

Attract neuroscientists actively looking for a postdoctoral fellowship position. Qualified Postdoc package includes:

- Online job posting with your logo
- Access to resume database
- Ad included on RSS feed on relevant SfN domains

### Add-On Option: *JNeurosci* Website Banner

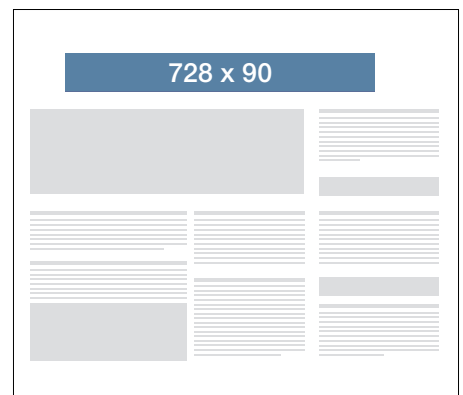
\$1,670 per month

Showcase your open position with a one-month banner display ad on *The Journal of Neuroscience's* website (details on [page 5](#)).

To purchase, add this upgrade option to your cart when ordering your recruitment package through SfN's online NeuroJobs Career Center.

After purchasing, email [adsales@sfn.org](mailto:adsales@sfn.org), including your banner graphic,\* target URL, and desired start date.

**Note:** Employers must supply their own banner graphic, meeting the specs below.



<i>JNeurosci</i> Website Banner Specs	
File size	Under 100 KB (or under 300 KB for HTML5)
Dimensions	728 x 90 pixels or 160 x 600 pixels (select 1)
Destination	Try to avoid redirects and URL shorteners.
File Type	.jpeg, .png, static gif, HTML5 (.zip file)
Due to SfN	Minimum 2 weeks prior to go-live date (3 weeks for HTML5)
<b>Note:</b> If using HTML5 format, please review these <a href="#">compatibility guidelines</a> .	

# Recruit Top Talent during Neuroscience 2024

For more info: [neurojobs@sfn.org](mailto:neurojobs@sfn.org)

## ▶ Annual Meeting Package Types

30-Day Listing + Interview Booth: \$785 // 60-Day Listing + Interview Booth: \$1100

90-Day Listing + Interview Booth: \$1520 // All Day Interview Booth Access: \$1050

Take advantage of our annual meeting packages which include job postings as well as on site interview booths, located at the NeuroJobs booth.

To learn more or to purchase an employer package, visit [NeuroJobs.SfN.org](https://NeuroJobs.SfN.org).

Meet your next hire at Neuroscience 2024. To learn more, email [neurojobsadvertiser@wiley.com](mailto:neurojobsadvertiser@wiley.com).

**Note:** SfN Institutional Program Members and Sustaining Associate Members are entitled to a 25% discount on NeuroJobs Career Center packages. Contact [neurojobs@sfn.org](mailto:neurojobs@sfn.org) to learn how you can take advantage of this discount.



# Annual Meeting Opportunities

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## Grants & Development

### Tiered Sponsorship

<https://www.sfn.org/meetings/neuroscience-2024/advertising-and-sponsorship/tiered-sponsorships>

### Program Support

<https://www.sfn.org/meetings/neuroscience-2024/advertising-and-sponsorship/program-support>

## Onsite Advertising

### Program and Exhibit Guide Advertising

<https://www.sfn.org/meetings/neuroscience-2024/advertising-and-sponsorship/program-and-exhibit-guide-advertising>

### On-site Advertising and Sponsored Products

<https://www.sfn.org/meetings/neuroscience-2024/advertising-and-sponsorship/on-site-marketing-opportunities>

## Exhibits

### Exhibits Overview

<https://www.sfn.org/meetings/neuroscience-2024/exhibits>

### Exhibitor Prospectus

<https://www.sfn.org/meetings/neuroscience-2024/exhibits/exhibitor-prospectus>