

# SOCIETY FOR NEUROSCIENCE 2025

# **MEDIA KIT**









# **Strengthen Your Brand**

The <u>Society for Neuroscience</u> (SfN) is your year-round 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 <u>adsales@sfn.org</u> to learn more and to secure your opportunity today.

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# **Advertise with SfN Journals**

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.



Launched in 1981 as the first neuroscience-specific journal, JNeurosci publishes rigorous and highquality 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 2024

2.5 million users; 4.6 million sessions (208,000 users/month; 383,000 sessions/month)

# Advertise with SfN Journals

# 728 x 90

# \$1,700 per month

160

600

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 ~75,000-130,000 per banner) for one month.

To purchase, email 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 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 ~10,000-30,000 per banner) for one month.

To purchase, email 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 at least two weeks prior to your ad's start date.

# 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 2024

371,000 users; 615,000 sessions (31,000 users/month; 51,000 sessions/month)

#### Website Banner Specs

File size	Under 100 KB (
Dimensions	728 x 90 pixels
Destination	Try to avoid red
File Type	.jpeg, .png, stat
Due to SfN	Minimum 2 wee

**Note:** If using HTML5 format, please review these compatibility guidelines.

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### JNeurosci Website Banners

(or under 300 KB for HTML5)

or 160 x 600 pixels (select 1)

directs and URL shorteners.

tic gif, HTML5 (.zip file)

eks prior to go-live date (3 weeks for HTML5)

# Advertise with SfN Journals

To purchase, email adsales@sfn.org

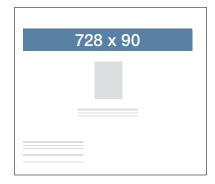
#### Journal eTOC / e-Alert Email Banners

\$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 ~8,200) 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 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 at least two weeks prior to the issue date.



	1	728 >	<u>&lt; 90</u>	
_				

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

-		
	600 x 75	

Advertise in SfN e-Newsletters



600 x 75

## 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 ~3,000 email opens).

To purchase, email 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 at least two weeks prior to the issue date.

### **Neuroscience Quarterly Email Banners**

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 ~5,500 email opens).

To purchase, email 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 at least two weeks prior to the issue date.

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.		

	Neuroscience Nexus	Banner and Neuros
	File size	Under 1 GB (recommo
	Dimensions	600 x 75 pixels
	Destination	Try to avoid redirects
	File Type	.jpg, .jpeg, .png, .tif, .t

Minimum 2 weeks prior to go-live date Due to SfN

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

#### cience Quarterly Banner Specs

nended under 150KB)

and URL shorteners.

.tiff, .ico, .bmp, .web

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To purchase, email sfn@pubgrade.com

#### Unlocking the Power of Contextual Advertising in Neuroscience: A Strategic Advantage for Life Sciences Brands

Through a collaboration with PubGrade, a leader in contextual advertising, brands in the life sciences industry have a unique year-round opportunity to strategically position themselves alongside cutting-edge neuroscience research. Imagine your brand's message displayed alongside groundbreaking neuroscience research articles in JNeurosci and eNeuro. The readers of these articles are not casual browsers; they are scientists, researchers, and healthcare professionals deeply invested in and engaging with the content.

#### **Targeting Neuroscientists with Contextual Advertising**

SfN journals publish some of the most important research in Neuroscience, and researchers spend hours scrolling through them to find data relevant to their projects. Contextual advertising allows you to target only the most relevant articles in our journals, no matter what specific branch of Neuroscience you want to reach.

#### **Get Started Today**

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To further explore this opportunity, contact sfn@pubgrade.com and include a url to a product, service, or content piece you want to promote. PubGrade will then provide you with sample articles, possible reach, and availability of impressions so we can begin to shape your next campaign!

Introductory CPM of this exciting option is \$72 through June 30, 2025, and relevant inventory is sold on a first come first serve basis.

diseases, including brain tumors. However, MRI has shortcomings regarding sensitivity, specificity,	Jump to section
and resolution. Advancement in MRI technology (field strength, coils, and sequence development)	O Article
has improved in particular sensitivity and in parts also specificity. To further understand the	<ul> <li>Abstract</li> </ul>
molecular and cellular basis of MR signals, an important limitation remains the lack of ground truth	Introduction
information for validating multiparametric MRI, thus correlating key cellular and molecular features	Materials and Methods
of the disease with in vivo maging findings (Hempel et al., 2019). To overcome these limitations,	O Results
correlative histologic analyses of glioma have been performed in depth (Zaccagna et al., 2019,	O Discussion
Bobholz et al., 2020). However, similar to various other studies, for example of the developing	Footnotes
brain (Breu et al., 2019), these studies are often restricted to 2D analysis of single tissue sections	O References
or regions of interests, thus not reflecting the highly complex 3D anatomy of the brain.	O Figures & Data
	Info & Metrics
Tissue clearing and light microscopy have developed as an entire field to drive discovery in	o eLetters
neuroscience (Leda et al., 2020). LSM offers 3D information of the entire brain with Submicrometer	O D PDF
resolution, and basic neuroscience questions have been investigated in depth illustrating, for	
example, neuronal projections for dissecting specified neuronal creuts in whole organizand even	
organisms. LSM tras also been applied to models of pathology and neuropathology (Ertürk etsat	
2012b), has been used in cancer research (Almagro et al., 2021), and Table to a sense of the priman pathology (Zhao et al., 2020). Previous work also used information seried from SMC machine	
and interpret MRI data. For example, a multimodality and multiscale imaging dind-visualization	Miltenyi Biotec
pipeline for vascular systems was developed by Bhargava et al. (2022). While a similar fiducial-	Dive in, zoom out,
based landmark registration of images was used, MRI was performed on vivo and only 1 5mm	dream big: capturing
sections of the mouse brain were optically cleared and coregistered, contrasting this work to ear	neural networks in their entirety.
approach. Another work used LSM child as substrates for computational modeling, which was	
guided by in vivo MRI data (d'Esposito et al., 2018). While information from both SM and MRI	Explore now
was used to predict drug uptake and treatment responses in murine tumor models. We authors did	
not coregister or correlate MRI and LSM directly.	
We have previously shown how MRI and LSM (altramicroscopy) datasets can be acquired side by	
side to inform MRI on cellular correlates as shown by LSM (Breckwoldt et al., 2016, 2019). In the	
current work, we further improve this nineline by yoyel.to yoyel coregistration of both datasets and	

# **Recruit Top Talent for Your Open Position**



#### Employer Package Types

#### Internships

30-Day Posting: Free of charge

Attract neuroscience students looking for internship roles to advance their knowledge and experience in the field.

- Online job posting with your logo
- Ad included on RSS feed on relevant SfN domains

#### Qualified

30-Day Posting: \$540 // 60-Day Posting: \$755 // 90-Day Posting: \$1,185

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: \$620 // 60-Day Posting: \$1,020 // 90-Day Posting: \$1,590 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

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For more info: 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.

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# **Recruit Top Talent for Your Open Position**

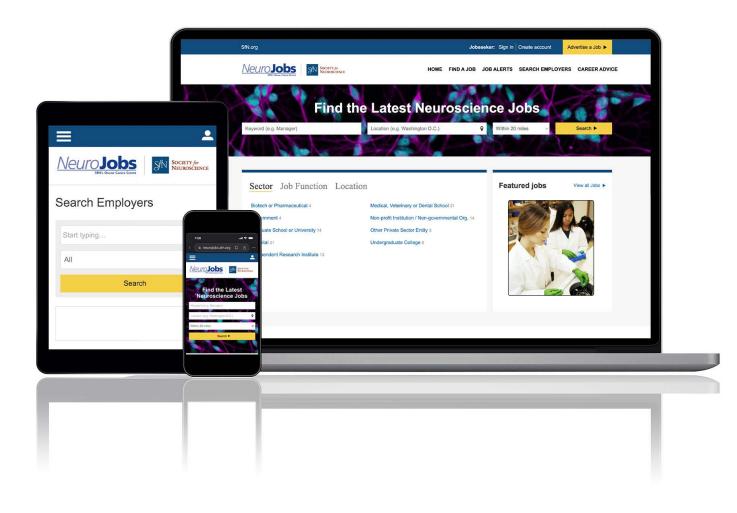
#### For more info: neurojobs@sfn.org

#### **Specialist**

30-Day Posting: \$745 // 60-DayPosting: \$1,195 // 90-Day Posting: \$1,645

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



#### Employer Package Types

#### **Qualified Postdoc**

30-Day Posting: \$215 // 60-Day Posting: \$310 // 90-Day Posting: \$485

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

- Online job posting with your logo
- Ad highlighted in search results
- Ad included on RSS feed on relevant SfN domains

# Add-On Option: JNeurosci Website Banner

\$1,630 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, including your banner graphic,\* target URL, and desired start date.

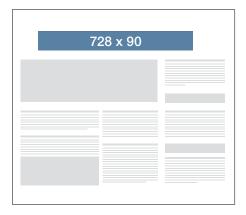
**Note:** Employers must supply their own banner graphic, meeting the specs below.

JNeurosci 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 <u>compatibility guidelines</u> .		

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# **Recruit Top Talent for Your Open Position**

For more info: neurojobs@sfn.org



# **Recruit Top Talent during Neuroscience 2025**

For more info: neurojobs@sfn.org

# **Annual Meeting Opportunities**

#### Annual Meeting Package Types

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

Check the latest offers on Society for Neuroscience - NeuroJobs Career Center.

To learn more or to purchase an employer package, visit NeuroJobs.SfN.org.

Meet your next hire at Neuroscience 2025. To learn more, email 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 to learn how you can take advantage of this discount.





https://www.sfn.org/meetings/neuroscience-2025/advertising-andsponsorship/tiered-sponsorships

https://www.sfn.org/meetings/neuroscience-2025/advertising-andsponsorship/program-support

**Program and Exhibit Guide Advertising** https://www.sfn.org/meetings/neuroscience-2025/advertising-andsponsorship/program-and-exhibit-guide-advertising

**Exhibits Overview** https://www.sfn.org/meetings/neuroscience-2025/exhibits

**Exhibitor Prospectus** https://s19.a2zinc.net/clients/sfn/sfn25/CUSTOM/NS25/ Prospectus/NS25ExhibitorProspectus.pdf

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#### **Grants and Development**

#### **Tiered Sponsorship**

### **Program Support**

## **Onsite Advertising**

#### **On-site Advertising and Sponsored Products**

https://www.sfn.org/meetings/neuroscience-2025/advertising-andsponsorship/on-site-marketing-opportunities

#### **Exhibits**