![SfN — Society for Neuroscience logo]

SOCIETY FOR NEUROSCIENCE 2025

MEDIA KIT

eNeuro | JNeurosci THE JOURNAL OF NEUROSCIENCE | NeuroJobs SfN's Online Career Center | NEUROSCIENCE 2025

Strengthen Your Brand

The Society for Neuroscience (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 adsales@sfn.org to learn more and to secure your opportunity today.

Table of Contents

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 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 2024

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

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)

Advertise with SfN Journals

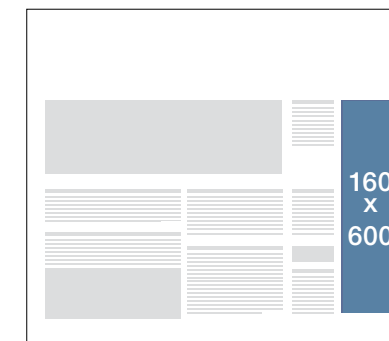**To purchase, email adsales@sfn.org**
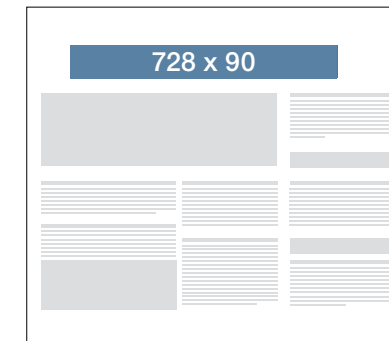
JNeurosci Website Banners
$1,700 per month

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 ~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.

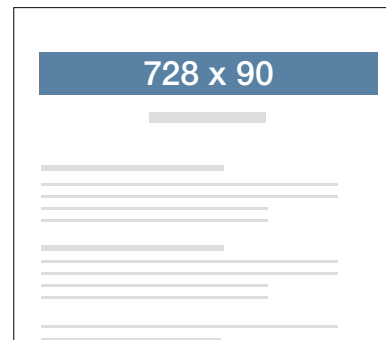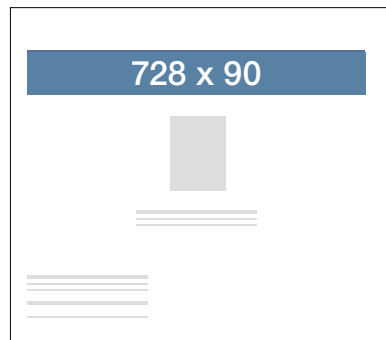| Website Banner Specs	
File size	Under 100 KB (or under 300 KB for HTML5)
Dimensions	728 x 90 pixels or 160 x 600 pixels (select 1)
Destination	Try to avoid redirects and URL shorteners.
File Type	.jpeg, .png, static gif, HTML5 (.zip file)
Due to SfN	Minimum 2 weeks prior to go-live date (3 weeks for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

Advertise with SfN Journals

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.

728 x 90

728 x 90

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

600 x 75
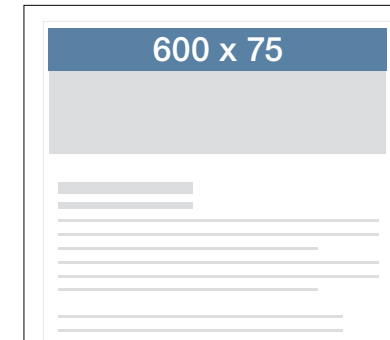
Neuroscience Nexus Email Banners

$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.

600 x 75
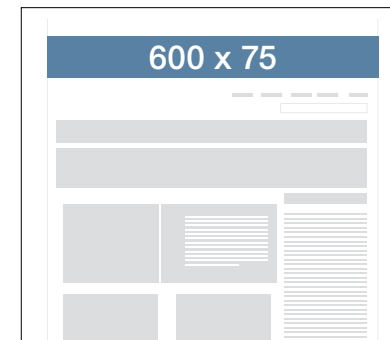
Neuroscience Quarterly Email Banners

$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 ~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.

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

Contextual Advertising Solutions

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

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.

Recruit Top Talent for Your Open Position

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.

▶ **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

Recruit Top Talent for Your Open Position

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

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Recruit Top Talent for Your Open Position

▶ **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.*
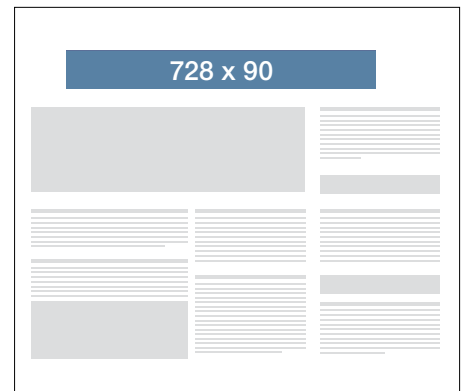
JNeurosci Website Banner Specs	
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Destination	Try to avoid redirects and URL shorteners.
File Type	.jpeg, .png, static gif, HTML5 (.zip file)
Due to SfN	Minimum 2 weeks prior to go-live date (3 weeks for HTML5)
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Recruit Top Talent during Neuroscience 2025

▶ 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.

SEE YOU IN
SAN DIEGO

NEUROSCIENCE
2025

NOVEMBER 15–19

Annual Meeting Opportunities

Grants and Development

Tiered Sponsorship

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

Program Support

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

Onsite Advertising

Program and Exhibit Guide Advertising

https://www.sfn.org/meetings/neuroscience-2025/advertising-and-sponsorship/program-and-exhibit-guide-advertising

On-site Advertising and Sponsored Products

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

Exhibits

Exhibits Overview

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

Exhibitor Prospectus

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