

# 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 — \$721 per issue/month

728x90 Bottom — \$721 per issue/month

Top and bottom bundle — \$1,260 per issue (10% discount)

### Banner Ads

#### Run of Site. Unlimited Impressions.

With more than 830,000 visits per month from 230 countries, banner ads on *JNeurosci.org* offer a wide reach. As an open-access journal, *eNeuro* is viewable to anyone interested in neuroscience research. Now past its second year, *eNeuro* continues to rapidly grow its user base.

The rates are the same for both *JNeurosci* and *eNeuro*.



#### *JNeurosci* and *eNeuro*

728x90 Leaderboard — \$1,545 per month

160x600 Skyscraper — \$1,545 per month

Leaderboard & Skyscraper bundle — \$2,700 per month (10% discount)

Skyscraper position available on specific pages on *eNeuro.org*.

Please contact [adsales@sfn.org](mailto:adsales@sfn.org) for more information.

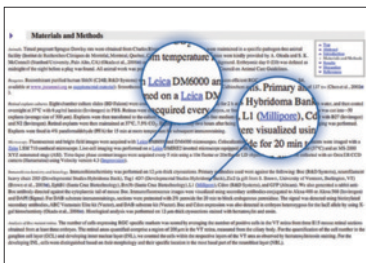
#### *eNeuro* Target Ad Placement: **COMING SOON**

#### 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* or *eNeuro.org*.

*eNeuro* Annual Hyperlink Service coming soon. Please check the online Media Kit for when this opportunity is available.

**\$721** (\$489 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

Online advertising must be pre-paid.