

Digital Advertising

Year-round Digital Advertising

This selection of advertising includes all digital and social media opportunities that are not tied to a specific course or meeting. These opportunities can be purchased any time throughout the year. The prices are included with the description of each individual opportunity.

Our year-round Digital support opportunities will help to enhance your exposure to the CNS Membership. All opportunities participated in will count towards your total contribution to the CNS for the year and help your company towards an Industry Allies Council level.

Skyscraper Ad on Congress Quarterly Online \$5,000

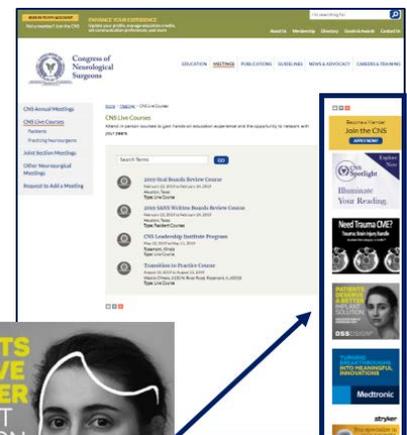


With approximately **14,304 unique page views per year**, Congress Quarterly online will put your image with hyperlink for one year on the online version of one issue of the Congress Quarterly. This opportunity is limited to 2 companies per issue. Image requirements are 300x250 72 DPI.



Skyscraper Ad on cns.org \$6,000*

With just over **30,000 unique web visits/month** on average cns.org is the perfect place to promote new product launches or just highlight your company year round with a skyscraper advertisement on one or more pages within the CNS Website. Image requirements are 300x250 72 DPI. *This is available in 6 month increments for \$6,000.



CNS SOCIAL MEDIA MESSAGE \$5,000

Take advantage of the broad network of CNS followers and utilize the 3 main social media platforms to relay your message to your target audience. Messages are limited to the requirements as detailed below. All content must be approved by the CNS. This is limited to one company per quarter. A company may only purchase 1 total package per year. If you wish to only place your message on 1 platform that option is available for \$2,500.

CNS Social Media

10,675 Followers
10,471 Likes

8,388 Followers

5,119 Followers

Facebook Message

Limited to 2 sentences, hyperlink, and image and/or video

Twitter Message

Limited to 280 characters including hyperlink, and image

LinkedIn Message

Limited to 2 sentences, hyperlink, and image



Eblast to Membership \$5,000

Your information Eblast can be sent to the entire membership or a specific segment.

Price includes vetting by the Education Committee, with feedback provided relative to perceived innovativeness and value. (Note: CNS must approve topic and format.)

Companies may only send one Eblast per year. This opportunity is limited to four companies. Only one corporate Eblast will be sent per quarter.

Banner Ad on Congress Weekly \$5,000

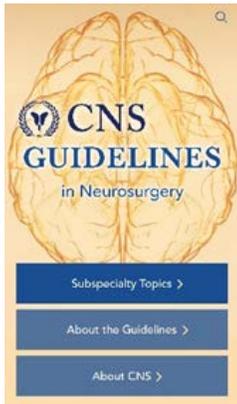
Our Congress Weekly is sent to our 15,997 subscribers every week and provides updates on what is going on in the CNS as well as educational content.

Purchase of a banner ad would put your company information (Static image up to 600x150 72 DPI with a hyperlink) in the Congress Weekly. Opportunity includes 1 banner ad per month for 6 months. Limited to 1 company ad per week.

Banner on Apps \$6,000

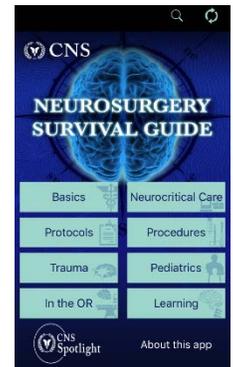
Neurosurgery Survival Guide App (NSG)

This banner ad will be placed on top portion of screen on the Guidelines App. The banner will run for 6 months.



Guidelines App

This banner ad will be placed on top portion of screen on the Guidelines App. The banner will run for 6 months.



Nexus Support Opportunities

Subspecialty Exclusive Sponsorships

Subspecialty level sponsorship provides visibility and advertising opportunities across all pages within one subspecialty case menu.

Vascular Exclusive or Spine Exclusive \$30,000



Benefits for this opportunity include: logo recognition on all sponsored subspecialty navigation pages, Individual banner ads placed within **10 cases** throughout the vascular or spine subspecialty, and recognition in CNS marketing campaigns related to Nexus.

Company chooses the cases based on clinical relevance. Company will receive quarterly reports and updates on Nexus usage and placement of two sponsored cases within the vascular or spine

subspecialty.



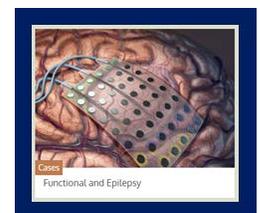
Tumor Exclusive or Functional Exclusive \$20,000



Benefits for this opportunity include: logo recognition on all sponsored subspecialty navigation pages, individual banner ads placed within **7 cases** throughout the tumor or functional subspecialty, and recognition in CNS marketing campaigns related to Nexus.

Company chooses the cases based on clinical relevance. Company will receive quarterly reports and updates on Nexus usage and placement of two sponsored cases within the tumor or functional

subspecialty.

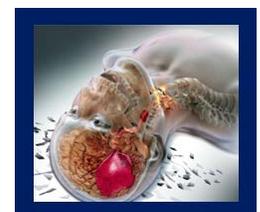


Pediatric Exclusive or Trauma Exclusive \$10,000



Benefits for this opportunity include: logo recognition on all sponsored subspecialty navigation pages, individual banner ads placed within **4 cases** throughout the pediatric or trauma subspecialty, and recognition in CNS marketing campaigns related to Nexus. Company chooses the cases based on clinical relevance. Company will receive quarterly reports and updates on Nexus usage and placement of two sponsored cases within the

pediatric or trauma subspecialty.



Nexus Support Opportunities Continued

Case Level Advertising

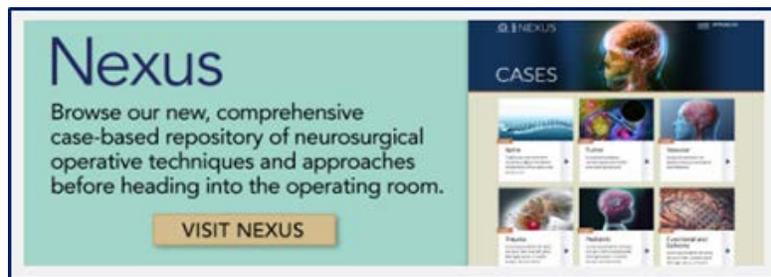
Banner Ad \$3,000



An individual banner ad placed within any case of your choice on Nexus. This opportunity includes quarterly reports and updates on Nexus usage.

Sponsored Cases or Approaches \$5,000

Develop your own case/approach in the same format as the rest of the site. This opportunity include spotlights for specific technology used. Videos need to be in MP4 format and size limit is 100MB. Images should be in JPG or PNG format.



Neurosurgery Advertising

If your company wishes to advertise in our digital version of Neurosurgery or Operative Neurosurgery, please go to the following website for available opportunities and pricing:

<http://www.oupmediainfo.com/#!/mediakit/neurosurgery>

For all questions regarding advertising in Neurosurgery please reach out to:

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