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.

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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