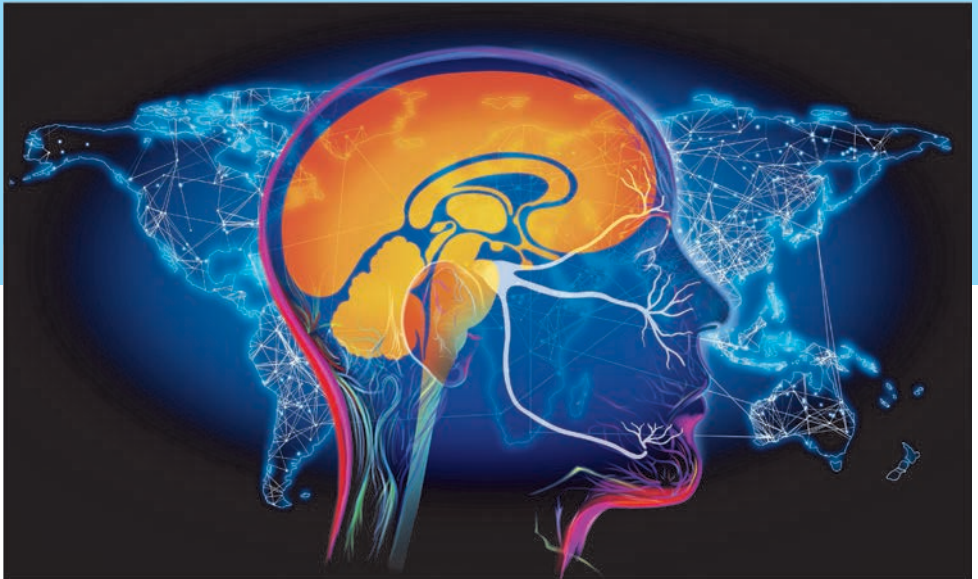


WFNS Journal

The Official Publication of the World Federation of Neurosurgical Societies

Editor-in-Chief
Anil Nanda



Sponsorship Opportunity



Sponsorship Opportunity

Promoting Medical Development While Building Your Brand



The exceptional special issues published in WFNS Journal deserve to be shared with the widest possible audience via a trusted authority in the field.

WFNS Journal is an **Open Access (OA)** journal, meaning that all content is **freely available** to anyone on the internet, ensuring maximum readership and visibility.

We are planning special issues for 2025 that we are currently seeking sponsors for:

- *Global Application of Evidence-Based Medicine: Adapting Guidelines to Real-World Scenarios* by Alba Scerrati, Luca Ricciardi
- *Neurosurgery in Africa: Charting A Path to Excellence* by M. Temitayo Shokunbi

Further special issue topics on trauma and endovascular neurosurgery to be announced online and via LinkedIn.

We would like to offer **industry partners** the opportunity to sponsor the publication of a special issue in WFNS Journal.

Your sponsorship will enable the widespread dissemination of important knowledge to a global audience resulting in medical developments.

Additionally, WFNS Journal presents your brand with opportunities to **increase brand awareness** and **engage with your community** of influential current and prospective customers.

Benefits of Publishing Open Access (OA)

Increased visibility through Open Access publications!

The special issues guest edited by our esteemed continental and section editors will achieve maximum visibility on a global scale. Studies have shown that publishing an article Open Access **increases its overall reach and visibility** as articles are read and cited more than articles behind the paywall by a broad and interdisciplinary audience.

Authors prefer publishing their articles OA because of the benefits, but importantly because they also retain the copyright of their article.

These invaluable publication benefits do come at cost, which is why OA articles are funded by Article Processing Charge

(APCs), which cover the costs associated with producing and publishing an article. The APC cost is often a barrier to publication; however, with your sponsorship of a special issue, these authors will be delighted to not have to cover this cost. We will notify the authors that the publication and widespread dissemination of their research was made possible by you. **Your company details will be listed in the article under funding information.** Your sponsorship ensures engagement with your brand and creates goodwill among this influential group of neurosurgeons who represent current and prospective customers.

**OPEN
ACCESS**

Benefits:

Open Access Articles vs. Paywalled Articles

- OA articles are downloaded nearly 4x more
- OA articles are cited 1.5x more
- OA articles 4x more likely to be picked up by the news media

Sponsorship Packages

Your sponsorship will achieve maximum visibility for your company and increase your reputation as a trusted company in this space



Customer Engagement & Goodwill

OA Publication Enablement: Coverage of APCs

By covering the article APCs, you are engaging with and creating goodwill among this influential group of neurosurgeons who represent current and prospective customers as they will be notified that your sponsorship made publication possible.

The Silver Package includes APC coverage of 5 articles, valued at \$9,500.

The Gold Package includes APC coverage of 10 articles, valued at \$19,000.



Brand Visibility

Advertising Online

Advertising on the WFNS Journal content page (logo and link) where readers access the journal articles. Advertising on the journal's LinkedIn account.

The Silver Package includes an online banner for one month in an ad space by your choice valued at \$850 and one post on LinkedIn.

The Gold Package includes an online banner for three months in an ad space by your choice valued at \$2,550 and one post on LinkedIn.



Community Engagement

E-Mail Newsletters

Thieme regularly releases dedicated newsletters that will highlight your brand (logo and link) to readers of the WFNS Journal, as well as to readers of journals in neurosurgery.

The Silver Package includes one e-mail campaign, valued at \$2,500.

The Gold Package includes one e-mail campaign, valued at \$2,500.



Online Advertising Options

WFNS Journal offers several opportunities to build visibility to the journal's community of readers and healthcare professionals. Don't miss out on the digital advertising opportunities!

Items	Price per Quarter
Link and logo on the journal product page*	\$ 1,000
WFNS Journal Newsletter	\$ 2,500

* currently unavailable.

Online ad banner	Pixels	Format	Price per month
Premium Content Ad	680 x 200	GIF, JPEG, HTML, Flash	\$ 850
Medium Rectangle	300 x 250	GIF, JPEG, HTML, Flash	\$ 550
Wide Skyscraper	160 x 600	GIF, JPEG, HTML, Flash	\$ 550
Halfpage ad	300 x 600	GIF, JPEG, HTML, Flash	\$ 750

Article Processing Charge (APC) for Open Access Publication	Price per Article
WFNS Journal APC per article	\$ 1,900

WFNS Journal Advertising Options

Show your brand in an Open Access journal and benefit from increased visibility!

The screenshot illustrates the WFNS Journal website interface, highlighting four distinct advertising opportunities:

- 1 Premium Content Ad:** A large yellow banner at the top of the main content area.
- 2 Medium Rectangle:** A list of articles displayed in the main content area, including titles like 'Surgical Technical Nuance of Endoscopic Cerebral Bypass Surgery Using the Nitaka-MCSD Endoscope'.
- 3 Wide Skyscraper:** A vertical sidebar on the right side of the page, featuring a 'Publish here!' button and a 'Celebrating Excellence in Neurosurgical Research' section.
- 4 Halfpage Ad:** A section at the bottom of the sidebar, providing submission information and key links.

Additional details visible on the website include the Thieme logo, navigation links (Home, Products, Services, Help, Contact, News), a search bar, and a 'Full-text search' option. The sidebar also lists 'Accepted Manuscripts', 'Issue', and 'Most Read'.

- ▲ Different online ad banner on WFNS Journal website:
 - 1 Premium Content Ad
 - 2 Medium Rectangle
 - 3 Wide Skyscraper
 - 4 Halfpage Ad
- ◀ Announcement in the WFNS Journal newsletter

We look forward to working with you!

Please contact WFNS Journal
publisher to discuss your options.

Jessica Bogensberger

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