

# 2017 SUPPORT OPPORTUNITIES

## YEAR-ROUND OPTIONS

Our year-round 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 CNS.ORG \$6,000\*

With just over 30,000 unique web visits/month on average [cns.org](http://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.*

### SKYSCRAPER AD ON CONGRESS QUARTERLY ONLINE \$5,000

With approximately 13,000 unique page views per year, Congress Quarterly online is an excellent place to put your company ad. This opportunity will put your image with hyperlink for one year on the online version of one issue of the Congress Quarterly. Image requirements are 300x250 72 DPI. This opportunity is limited to 2 companies per issue.

### EBLAST TO MEMBERSHIP \$5,000

Send out your information to our members with an eblast. Can be sent to 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 4 companies. Only 1 corporate eblast will be sent per quarter.

### BANNER AD ON CONGRESS WEEKLY \$5,000

Our Congress Weekly is sent to our entire email list every week (over 9,300 subscribers) 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.*

### 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

The CNS has 6,018 people who like our FB page with 5,944 people who actively follow. A message placed on Facebook is limited to 2 sentences, hyperlink, and image and/or video.

#### LINKEDIN MESSAGE

The CNS has 3,430 followers on LinkedIn. A message placed on LinkedIn is limited to 2 sentences, hyperlink, and image.

#### TWITTER MESSAGE

The CNS has 4,987 followers on Twitter. A message placed on twitter is limited to 140 characters including hyperlink, and image.

## NON-CME WEBINARS \$15,000

Webinars are a great opportunity to have knowledgeable faculty discuss utilization of your products and techniques. Content must be approved by the CNS. Opportunity Includes pre-promotion to membership, posting on the website, and archiving.

## CME WEBINAR EDUCATIONAL GRANT

The CNS helps surgeons enhance their knowledge base, advance their practice, and gain the necessary skills to improve patient care by offering webinars throughout the year. These webinars, which can be watched live or via an archived version, allow our surgeons to earn CME hours. We have three (3) different options for supporting this effort. Please contact the CNS for a list of available webinars.

## LIVE WEBINAR COVERAGE \$5,000

Help offset the expenses of creating and providing a live CME Webinar. An educational grant in support of a live webinar would include recognition prior to the webinar thanking your company for the support.

## ACCESS CODES \$15,000

An access codes grant provides your company with 100 access codes to a CME webinar that you can provide to surgeons to allow them to view a webinar complimentary.

## OPEN ACCESS ARCHIVE \$30,000

An open access archive grant allows a webinar to be free to all surgeons who wish to watch the archived version.

## CONTACT INFORMATION

Please note that if there is an opportunity that you wish to participate in that you do not see listed, we are always willing to work with you to create new opportunities.

**To participate in any of the above opportunities or to suggest a new opportunity please reach out to:**

Sydney Manola  
*Manager of Corporate Development*  
Phone: 847-805-4480  
Email: [smanola@cns.org](mailto:smanola@cns.org)

## NEUROSURGERY ADVERTISING

If your company wishes to advertise in either our print or online version of *Neurosurgery* or *Operative Neurosurgery*, please follow the link for available opportunities and pricing: <http://www.oupmediainfo.com/#!/mediakit/neurosurgery>

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

Felecia Robinson  
*Corporate Accounts Manager*  
Phone: 919-677-0977 x 5252  
Email: [Felecia.robinson@oup.com](mailto:Felecia.robinson@oup.com)

***Thank you for your Support of the Congress of Neurological Surgeons.***