



SURGICAL NEUROLOGY INTERNATIONAL

MEDIA INFORMATION AND STATISTICAL DATA

May, 2017

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EXECUTIVE SUMMARY— 5/17/2017

Surgical Neurology International (SNI) is an open-access, Internet Journal of Neurosurgery and Neuroscience. *SNI*'s content can be read, watched, or downloaded completely FREE of charge. Advertisers receive statistics regarding the success and penetration of their advertisement, allowing for intelligent advertising choices based on a clear ROI. Since its inception in March of 2010, *SNI* has grown to be read in 229 countries and territories by over 20,000 readers a month, making it one of the most widely read neurosurgical journals in the world.

SNI has developed and launched a new, easy to use Web site, *SNI 2.0*. Viewers can access the Web site at www.sni.global or by Google: Surgical Neurology International. This Web site is a full departure from traditional medical journals. The Home page features a beautiful picture that changes, depicting countries around the world, and a SEARCH bar. Using a new powerful search function, you can enter any topic to obtain a comprehensive listing from among our 1500 scientific papers published in the last 7 years, 76 lectures from the UCLA Residency training program on Neurology and Neurosurgery, over 1200 Videos on various aspects of cranial neurosurgery by Professor Juha Hernesniemi and others, 40 theses, free e-books, and more. *SNI* contains a whole neurosurgical database of information available to our readers in one place. Any reader can print the abstract, the paper, or the PDF for their use, or even translate any of the scientific papers into 103 languages. Readers can sign up to have papers on selected topics sent to their e-mail, or saved to be read later. The Table of Contents is sent monthly to newsletter subscribers free of charge.

SNI offers very attractive options for a company wishing to advertise their product(s) or service(s). Chief among these options is a “popup ad,” which appears in the center of the page every time a visitor clicks on any one of our educational offerings. Once the ad is on-screen, the visitor has the options of clicking the ad to visit the advertiser’s chosen Web page, or dismissing the ad to continue with their chosen article or video. This prominent ad placement has resulted in up to a 1.0% click-through rate (CTR), which is significantly above the industry standard. Unlike with traditional print advertising, statistics detailing impressions and clicks are provided to the advertiser. For the average advertiser, the popup ad will direct up to 300 visitors per month to the company’s Web site. Other advertising alternatives include banner ads and a special section devoted to videos of the company’s products.

SNI offers many other options for an advertiser that are not available in two-dimensional print media, at a much lower cost, with the opportunity to change the content every month. See the attached Advertising Opportunities for a detailed review of the options available. We encourage you to browse through our new site, after which we would like to schedule an Internet-based meeting to discuss the options available, our philosophies, and your goals in greater detail. We will work with you to design an advertising campaign that will best suit your company’s product or service.



ADVERTISING OPPORTUNITIES

1) Major Advertising Options

- a) **Banner Ad.** Appears on article search results page and includes a link to the company's Web site or online ad.
 - i) Up to three sponsors will have ads in the banner rotation, which appear in random order.
 - ii) Cost: \$1,000/month (minimum three months) or \$10,000/per year. Banner ad shall be provided by the sponsor.

- b) **Popup Ad.** Appears on all inside content pages. The "popup" ad appears over the page display, and must be clicked to uncover the content. With a size of 610 pixels by 580 pixels, the popup ad offers significantly more screen real estate than a traditional banner ad. The ad can be linked to the sponsor's Web site, product page, or lead-collection page.
 - i) Flexibility: each popup ad can be changed once per month, at no additional charge, meaning that a different product can be highlighted each month. Statistics, including click-through rate, are provided, allowing the sponsor to see which ad gets the best results.
 - ii) Up to three sponsors will have ads in the popup rotation, which appear in random order. An exclusive, non-compete option is available at an additional charge, preventing a competitor's advertisement from appearing in the same rotation.
 - iii) Popup ads can be targeted to specific countries, cities, or area codes.
 - iv) Cost: \$2,000/month (minimum three months) or \$20,000/per year. Popup ad content shall be provided by the sponsor.

- c) **New Product Videos/Infomercials.** A company can have its own self-produced video demonstrating a product or products. Duration of the video can be up to five minutes.
 - i) A company can use surgical videos to demonstrate their product.
 - ii) View current video ads in the New Products Section (<http://surgicalneurologyint.com/new-products/>).
 - iii) Cost: \$500/ year. Prices may change depending upon the traffic recorded. Each company produces its own finished video according to Web site specifications.

d) **Special Biomedical Editions of *SNI: New Products for Neurosurgery***

- i) This new feature *SNI* will launch in 2017, and provides a 30-minute preview of New Products from Manufacturers. Each manufacturer will be allotted 5 minutes of time to promote their product(s) in video or lecture format. Because we believe that 30 minutes is the limit that a neurosurgeon can spend to see this information, spaces will be allotted on a first-come first-serve basis.
 - ii) Depending upon the demand and reception of this new idea, additional 30-minute Special Biomedical Editions of *SNI: New Products for Neurosurgery* will be offered.
 - iii) The initial cost will be \$1000 for a 5-minute video space for a biomedical company. This cost covers all the subsequent services described.
 - iv) One 5-minute space will be allowed per company in each special edition, depending upon demand.
 - v) Each Special Biomedical Edition of *SNI: New Products for Neurosurgery* will be archived under the New Products section of *SNI*, for continued viewing by *SNI* readers over time. There will be an opportunity to provide information on hits for each Special Edition.
 - vi) There will be an advertisement noting the new Special Biomedical Manufacturers Edition of *SNI: New Products for Neurosurgery* on the sidebar of each paper that is read in *SNI*, thus assuring that the new section can be brought to our readers' attention.
- e) **Monthly Newsletter.** The monthly newsletter including the table of contents is sent to 11,000 neurosurgeons, summarizing each month's papers. It has a 25% open rate, which is high for the publishing industry. Newsletters are also sent from editors of supplements, to the same distribution list, several times a year.
- i) Limited space is available for banner ads, which appear at the beginning and end of the newsletter.
 - ii) Cost: \$500/month per advertisement, minimum 3 months.

2) Other Options

- a) *SNI* will work with each advertiser to maximize its market penetration. There are multiple other creative ways that can be developed to promote a company and its products:
- i) Symposium sponsor on subject of company's choice.
 - (1) The cost to be determined by the project.
 - ii) Webinar (Web-based seminar):
 - (1) Interactive features can be arranged.
 - (2) Costs to be determined depending upon project.

- iii) An Academic Contribution to support the author's publication fee (\$400), for those papers accepted from developing countries where payment is not possible.

3) Major Sponsors

- a) Sponsors who place ads valued at \$30,000 or above/year will be named Major Sponsors. A Major Sponsor is allowed a popup ad, banner ad, space in New Product Videos and *SNI: New Products for Neurosurgery*, supplement sponsorship, space in the *SNI* newsletter (if available), and other options to use ads without any additional cost to the sponsoring company.

*** Payment shall be made in advance of the placement of any ad. ***



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Ad Specifications

Online Ad Banner Sizes:

Search results page banner ad: 610px width by 100px height

Article page pop-up ad: 610px width by 580px height

Please provide a static GIF or JPEG banner

Ad File Sizes: Banner Ad materials hosted by Surgical Neurology International® have a max size of 50k

Our Web site -- www.sni.global -- uses a responsive web site design, which responds to the size of the screen of the visitor. Here is how the banner zones change relative to popular devices.

Your ad will scale to fit the appropriate dimensions. Please plan your ad accordingly.

Personal Computer



Tablet



Smart Phone



Send Ad Materials to:

editor@surgicalneurologyint.com

Phone: 1-760-349-6600

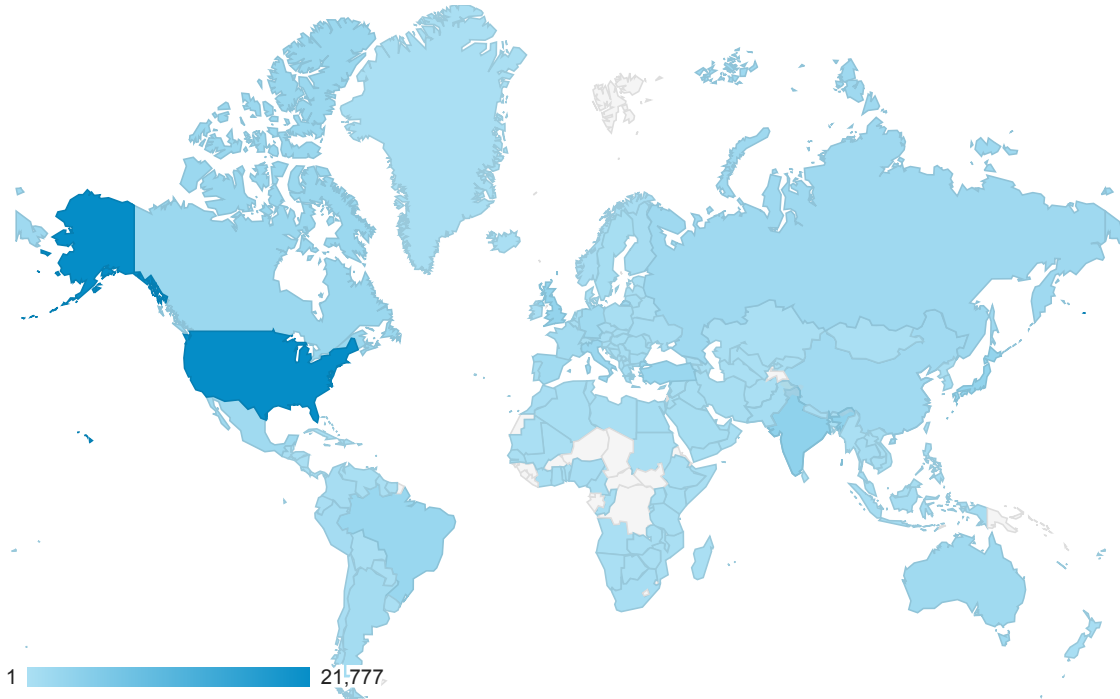
Jan 1, 2017 - Apr 30, 2017

Location

All Users
100.00% Sessions

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	64,656 % of Total: 100.00% (64,656)	73.25% Avg for View: 73.20% (0.07%)	47,362 % of Total: 100.07% (47,329)	74.91% Avg for View: 74.91% (0.00%)	1.80 Avg for View: 1.80 (0.00%)	00:01:46 Avg for View: 00:01:46 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	21,777 (33.68%)	79.84%	17,386 (36.71%)	82.41%	1.41	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. India	3,581 (5.54%)	66.04%	2,365 (4.99%)	70.06%	2.33	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Japan	3,044 (4.71%)	48.85%	1,487 (3.14%)	55.62%	2.50	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. United Kingdom	2,937 (4.54%)	81.61%	2,397 (5.06%)	83.08%	1.41	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Brazil	2,217 (3.43%)	58.37%	1,294 (2.73%)	60.49%	2.26	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Turkey	2,108 (3.26%)	76.90%	1,621 (3.42%)	65.89%	2.19	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Italy	2,008 (3.11%)	68.28%	1,371 (2.89%)	69.92%	1.85	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Canada	1,974 (3.05%)	79.64%	1,572 (3.32%)	81.31%	1.50	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Russia	1,487 (2.30%)	61.67%	917 (1.94%)	56.96%	2.60	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Germany	1,355 (2.10%)	70.92%	961 (2.03%)	69.82%	1.98	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 180

Advertiser Statistics for April, 2017

All clicks on April:

383

All impressions on April:

56868

CTR (April):

0.67%

1	6	1586	ctr: 0.38%
2	8	1632	ctr: 0.49%
3	13	1822	ctr: 0.71%
4	9	1879	ctr: 0.48%
5	7	1916	ctr: 0.37%
6	14	1914	ctr: 0.73%
7	4	1774	ctr: 0.23%
8	13	1644	ctr: 0.79%
9	10	1858	ctr: 0.54%
10	11	2042	ctr: 0.54%
11	20	2013	ctr: 0.99%
12	18	1991	ctr: 0.90%
13	15	2232	ctr: 0.67%
14	11	2087	ctr: 0.53%
15	6	1711	ctr: 0.35%
16	19	1884	ctr: 1.01%
17	33	2244	ctr: 1.47%
18	17	2051	ctr: 0.83%
19	8	1913	ctr: 0.42%
20	19	1829	ctr: 1.04%
21	20	1587	ctr: 1.26%
22	8	1610	ctr: 0.50%
23	10	1623	ctr: 0.62%
24	15	1963	ctr: 0.76%
25	9	2008	ctr: 0.45%
26	3	1917	ctr: 0.16%
27	11	2199	ctr: 0.50%
28	25	2204	ctr: 1.13%
29	14	1894	ctr: 0.74%
30	7	1841	ctr: 0.38%