Brain Stimulation

Overview

**BRAIN STIMULATION** extends across the entire field of neuromodulation, including noninvasive and invasive techniques and technologies that alter brain function through the use of electrical, magnetic, radiowave, or focally targeted pharmacologic stimulation. This includes investigations that study the effects of brain stimulation on basic processes, such as gene expression and other aspects of molecular biology, neurochemical regulation, functional brain activity, sensorimotor function, and cognitive and affective processes at the systems level.

**BRAIN STIMULATION** seeks the highest level of research on the biophysics and biopsychophysics of stimulation paradigms as well as the use of these techniques as a probe to outline patterns of neural connectivity. As an equal partner with this basic emphasis, the journal will have strong representation of research on the therapeutic potential and adverse effects of the stimulation technologies. The inclusion of research in therapeutics will represent not only clinical trials, but also conceptual pieces, discussions of ethics as they pertain to this field, services research, etc.

**Display Advertising**

Adam Moorad  **United States**
212-633-3122
a.moorad@elsevier.com

Robert Bayliss  **Europe**
44 20 7424 4454
r.bayliss@elsevier.com

Virginia Van Homrigh  **APAC**
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib  **Canada**
514-730-8837
derekjohnzakaib@gmail.com

**Recruitment Advertising**

Philip Prigal  **Global**
347-556-0473
p.prigal@elsevier.com

**Audience**

Psychiatrists, neurosurgeons, neuroscientists, and neurologists

---

**Global Print Circulation**

- Online Only

**Avg. Global Monthly Visits**

12,852

**Avg. Global Monthly Unique Visitors**

10,066

**Avg. Global Monthly Page Views**

20,747

**Avg. Global eTOC Distribution**

1,594
**Digital Specs**

### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitiial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif, HTML5†, 3rd party tags

**TRACKING PIXELS**
- Yes

**MAX FILE SIZE**
- 200 KB

**MAX ANIMATION (TIME/LOOPS)**
- 15 seconds/3 loops

**PRESTITIAL FREQUENCY**
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability and interpretation

1.1 The Client is solely responsible for obtaining approvals from all relevant regulatory bodies or agencies before placing any order. Elsevier shall be entitled to any reasonable expenditure, such as legal fees and expenses, in obtaining any such regulatory approvals or licenses.

6. Distribution

6.1 The Client shall be solely responsible for all business, sales, and marketing activities related to the Products and shall be responsible for all costs and expenses associated with such activities.

6.2 The Client shall be solely responsible for ensuring that the Products are delivered to the Client's premises and that all delivery and transportation costs are borne by the Client.

6.3 The Client shall be solely responsible for any costs incurred in connection with the delivery of the Products, whether such costs are borne by the Client or by a third party.

6.4 The Client shall be solely responsible for any loss or damage to the Products during transportation or delivery.

7. Title, risk, and ownership

7.1 Legal and beneficial title to any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until payment in full has been made.

7.2 Legal and beneficial title to any intellectual property rights in any intangible Products supplied by Elsevier to the Client shall remain with Elsevier until payment in full has been made.

8. Liability and claims

8.1 To the extent permitted by law, Elsevier will not be liable for any direct, indirect, special, punitive, incidental, or consequential damages arising from the performance or non-performance of the Services for any reason, whether or not such damages were foreseeable.

8.2 To the extent permitted by law, Elsevier will not be liable for any loss, damages, or costs, including but not limited to, lost profits, lost savings, or any other indirect or consequential damages.

9. Termination

9.1 Either party may terminate this TC upon written notice if the other party fails to perform its obligations under the TC.

9.2 Either party may terminate this TC upon written notice if the other party is insolvent or becomes bankrupt.

10. Amendment and modification

10.1 Any modification to this TC must be in writing and signed by both parties.

10.2 Any waiver of any right or condition under this TC must be in writing and signed by both parties.

11. Audit

11.1 The Client shall allow Elsevier or its authorized representative at any reasonable time to have access to the Client's premises (or such other premises as specified by Elsevier) for the purpose of inspecting the Client's facilities, books and records to verify the Client's compliance with this TC.

12. Miscellaneous

12.1 This TC is governed by the laws of the country where the Products are supplied and shall be interpreted according to such laws.

12.2 The Client shall not assign or transfer any rights or obligations under this TC without the prior written consent of Elsevier.

12.3 This TC may be terminated by either party upon written notice to the other party.

12.4 This TC shall be deemed to be for the benefit of both parties and their respective successors and assigns.

12.5 This TC shall be construed in accordance with the laws of the country where the Products are supplied.

12.6 This TC contains the entire agreement between the parties and supersedes all prior negotiations, understandings, and agreements.

12.7 No waiver by either party of any default or breach or any failure to exercise its rights or to enforce its obligations hereunder shall be deemed to be a waiver of any other default or breach or any failure to exercise its rights or to enforce its obligations hereunder.

12.8 The Client and Elsevier each hereby waives any right to join or intervene in any action or proceeding to which the other party is a party, and waives any right to participate in any action or proceeding to which the other party is a party.

12.9 The Client and Elsevier each hereby waives any right to a jury trial.

12.10 The Client and Elsevier each hereby waives any right to a trial by a judge.

12.11 The Client and Elsevier each hereby waives any right to a trial by a judge.

12.12 The Client and Elsevier each hereby waives any right to a trial by a judge.

12.13 The Client and Elsevier each hereby waives any right to a trial by a judge.

12.14 The Client and Elsevier each hereby waives any right to a trial by a judge.

12.15 The Client and Elsevier each hereby waives any right to a trial by a judge.