

Sponsorship Opportunities eanPages



EANpages – industry sponsored advertorial and image banners

The EAN news blog www.eanpages.org is a service to EAN members and the neurological community worldwide. Important news items are published on a regular basis by neurologists for neurologists. In addition a monthly newsletter is sent out every first Tuesday bringing the blog news directly to the subscribers' mailboxes. During the EAN Congress, EAN provides special EANpages issues to bring the congress to EAN members and the neurological community, not able to attend the congress in person.

Statistics

EANPages/Average open rate: 22.5%

EANPages/Average click through: 4%

EANPages/Averages unsubscribe: 0.05%

Subscribers of the EAN Pages newsletters: < 82,000

EAN Pages – Industry Sponsored Advertorial

Industry partners have the opportunity to submit an article as a paid “advertorial” for publishing on the EAN blog www.eanpages.com. The article will also be published in the associated EANpages newsletter.

- Advertorials have to follow the enclosed guidelines and will be clearly marked as industry sponsored content.
- A maximum of **two advertorials per month** are available on a first come first serve basis. The newsletter is sent out every first Tuesday of each month.
- For the **congress month 6 advertorials in total** (split up in 3 EANpages newsletter) are available. The EANpages congress newsletter are sent out as follows: one newsletter two weeks before the congress, two newsletters during the congress days
- The submitting industry partner needs to be sponsor of the past or upcoming EAN Congress

Costs per EANpages advertorial (except congress EANpages advertorials)	€ 20,000
Costs per congress EANpages advertorial	€ 25,000

Image Banner in EANpages Newsletter

Industry partners have the opportunity to include a banner image inclusive link in the EANpages Newsletter sent out on the first Tuesday of each month.

- The image banner needs to be company or EAN congress related (no product placement or advertisement of other congress allowed). Detailed specs can be found below.
- A dedicated industry sponsored content section will be included in the newsletter. Banners must be approved by EAN.
- The submitting industry partner needs to be sponsor of the past or upcoming EAN Congress

Costs per image banner and link (except congress EANpages newsletter)	€ 10,000
Costs per congress EANpages newsletter	€ 12,500

Please contact industry@ean.org for any questions and bookings.

EANpages Advertorial Guidelines

Process

The editor of EANpages will review all advertorials prior to publication and provide requests to revise content where appropriate. EAN reserves the right to reject advertorial submissions if they infringe upon the editorial principles of this document and will do so based upon decision of the EANpages Editor.

Any uncertainties or questions as to the advertorial's adherence to the editorial requirements, will be decided by the EANPages editor who will request explanation and revisions from the submitting sponsor.

- Texts for advertorials must be submitted to EAN for review one month prior to the planned publication date.
- If the submitted text does not meet the specified requirements, the advertiser should be prepared to make changes to the text in order to comply with advertorial requirements and re-submit the text within 5 working days to avoid missing publication deadlines.

Content

The article should be non-promotional in tone and should avoid any appearance of promoting any specific product, service or technology. It should aim to inform the reader and give them an objective view of the topic. While advertorials may go into detail, they should be written in a conversational, magazine style, rather than in academic journal style. Do not use sub-headings such as "Abstracts" "Procedures" "Results" headers, as these will be changed. Avoid the passive voice or an academic journal article tone whenever possible.

- The introduction of the Advertorial describes the organization's interest in the topic and finish by describing the objective and what your organisation wants to achieve.
- Submissions should not resemble research papers, review articles or commentary articles (do not use subheads for 'Results', 'Discussion' etc).
- The advertorial can be used to highlight the research at your organization or institute, with specific reference to the research at your organization in the opening and closing paragraphs.
- The text should not detail original research findings but discuss work in a summary form.
- Background scientific information should be kept to the minimum of necessary detail; the primary objective of advertorial if it is based on research is to demonstrate the research at your institution and your involvement in this field.

The following content will NOT be accepted Advertorials in EANpages:

- Events hosted by Independent Medical Education providers or educational activities not organised solely by the Advertiser or EAN as the main topic
- Sessions or activities at any neurology events other than those organised by EAN as the main topic
- Any quotes from experts who are currently serving as an officer of EAN
- Any content authored by anyone who is currently serving as an officer of EAN

This list is not exclusive and EAN reserves the right to reject any content that it deems contrary to these guidelines or which is detrimental to the interests of the readers of EANpages.

Audience

EANpages is an open web blog, which is not restricted to specific users or members of EAN. Therefore, EAN cannot guarantee the profession or qualifications of any readers of the advertorial content. It is also not possible to restrict the content to any specific group, e.g. prescribers-only, or to geographic regions for compliance reasons. It is important for authors to bear this in mind when drafting the content to ensure compliance with applicable laws and regulations.

Format

- The disclaimer text below will be included at the top of every advertorial: *This advertisement feature has been posted and paid for by [advertiser name]. The Advertiser retains sole responsibility for all content in this text. Any views and opinions contained in this article do not represent those of the European Academy of Neurology.*
- The company logo will appear prominently on the top of the page immediately above the disclaimer text.
- The text of the advertorial will appear on a beige-coloured background in black font to differentiate it from non-sponsored content.
- The title should not exceed 10 words. The word “ADVERTORIAL” will be added to the beginning of the title at publication.
- Authors names should be listed in full along with their email address and affiliation

Text format

- Length should not exceed 2,500 words.
- Do not use subheadings like a scientific journal, i.e. abstract, method, results etc.
- Use British English

Figures & images

- Advertorials should include no more than 3 figures.
- One figure equals: one image OR diagram OR chart OR table.
- Images should be provided as TIFFs or JPEGs in CMYK with width of at least 400 pixels
- All submitted advertorial must be accompanied by your advertiser’s logo with the same image specifications as above.

EANpages Newsletter – Image banner and link specs

Technical Specifications

Format: PNG. File (transparent background recommended)

Dimension: 660px (width) x 120px (height) with max. of 72dpi

Size: <1MB

Content Guidelines:

Allowed:

- Content must be general brand awareness– no specific product or service promotion
- Promotion of satellite symposia or booths at EAN congress is permitted
- No editorial content: original scientific articles, advertorials, news articles, opinion articles, or similar content may be promoted

Not Allowed:

- Advertising of any events at other medical or scientific events or independent medical education events

Links:

- Links must lead to the main page of the sponsor’s website or to a subpage which is not predominately aimed at highlighting a specific product or service
- Links to information about a satellite symposia or other sponsored events at EAN congresses are allowed.
- No linking to third-party websites or to media websites.
- Linking to the main social media profile of a sponsor is allowed

Newsletter Design Mock-up:

