

ADVERTISING OPPORTUNITIES WITH JOURNAL OF HUMAN LACTATION

Official Publication of the International Lactation Consultant Association



All Advertising subject to ILCA approval.

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	4x	8x	12x
1 page	\$1,160	\$1,140	\$1,080	\$2,025
½ page	\$930	\$910	\$865	\$820
¼ page	\$560	\$545	\$520	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above)..... \$1,125

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

2014 DEADLINES

February

Space reservation due:	11/27/2013
Materials due:	12/2/2013
Inserts due:	12/9/2013

May

Space reservation due:	3/13/2014
Materials due:	3/18/2014
Inserts due:	3/25/2014

August

Space reservation due:	6/9/2014
Materials due:	6/13/2014
Inserts due:	6/20/2014

November

Space reservation due:	9/11/2014
Materials due:	9/16/2014
Inserts due:	9/23/2014

INSERTS AND OTHER HIGH IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:

- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:

- **Cover Tips** – An exclusive way to place your message front and center with each journal reader.

Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%	Facing Table of Contents	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover	Earned B&W rate + 50%	Other specified positions	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.



DIGITAL OFFERINGS

JOURNAL WEBSITE: <http://jhl.sagepub.com>

ONLINE ADVERTISING RATES

- Leaderboard (728 x 90).....\$75 CPM
- Skyscraper (160 x 600).....\$75 CPM

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

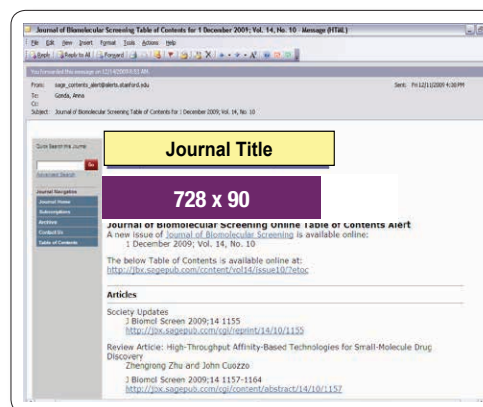
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



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GENERAL INFORMATION

FREQUENCY: Quarterly

PRINT CIRCULATION: 5,570 Paid

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320
USA. Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: Anne Merewood, PhD, MPH, IBCLC
Associate Professor of Pediatrics, Boston University School of Medicine

SOCIETY AFFILIATION: International Lactation Consultant Association® (ILCA®)

ABOUT ILCA:

The International Lactation Consultant Association® (ILCA®) is the professional association for International Board Certified Lactation Consultants® (IBCLC®) and other health care professionals who care for breastfeeding families. ILCA membership is open to all who support and promote breastfeeding; you can join at anytime and do not need to be an IBCLC to become a member.

ABOUT THE JOURNAL:

Written for professionals by professionals, the *Journal of Human Lactation (JHL)* deals with practical, everyday topics related to breastfeeding; such as patient counseling, socio-cultural issues, practical discussions of diseases and conditions, care plans developed to help mothers and babies that require special care, economics of breastfeeding, and practical training for lactation consultants.

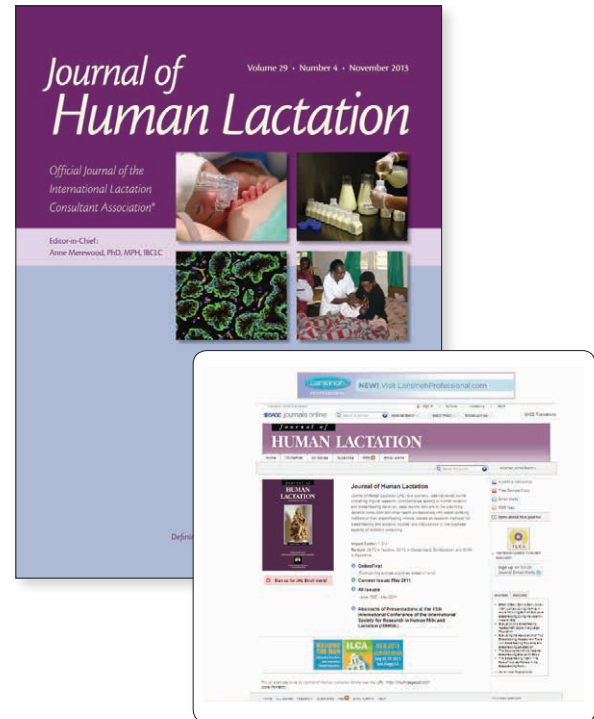
JHL is the official journal of the International Lactation Consultant Association® (ILCA®). The International Lactation Consultant Association® promotes the professional development, advancement, and recognition of lactation consultants worldwide for the benefit of breastfeeding for women, infants and children.

READERSHIP:

Lactation consultants, nurses, midwives, nutritionists/dietitians, public health and social workers, therapists, and physicians.

FIELDS OF PRACTICE:

Hospital - 49%
Private Practice - 21%
Community Public Health (WIC) - 16%
Physician's Office - 6%
Retail - 6%
Government - 2%



ILCA ADVERTISING POLICY

ILCA POLICY:

Advertising involving any ILCA media must be consistent with this Policy and with ILCA's Vision and Mission Statements (implemented through the ILCA Strategic Plan), ILCA's By-laws, and the International Code of Marketing of Breast-milk Substitutes and all subsequent WHA resolutions.

All advertisers must be in compliance with the ILCA ADVERTISING POLICY in order to place an advertisement in Journal of Human Lactation.

VISIT [WWW.ILCA.ORG](http://www.ilca.org) TO REVIEW ILCA ADVERTISING POLICY:

http://www.ilca.org/files/resources/advertising_opportunities/ILCA_Advertising_Policy.pdf.

GENERAL POLICY:

All advertising is subject to the publisher's and association's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

Insertions made after printed space reservation deadline are noncancelable. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

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BONUS DISTRIBUTION CALENDAR – 2014

ISSUE	CONFERENCE DISTRIBUTION	DATES - 2014	LOCATION
May	Int'l Lactation Consultant Assoc (ILCA)	July 23-26	Phoenix, AZ

*Bonus distribution at these conferences is not guaranteed. SAGE will make every effort to distribute the issues as scheduled but is not responsible for compensation to advertisers if journals do not make shipments as planned.

ARTWORK SPECIFICATIONS

Trim Size: 8 1/2" w x 11" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/4" w x 11 1/4" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim
 Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If

a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 5" x 7".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING:

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 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7474
 Fax: (805) 375-5282
 E-mail: kelsey.ohle@sagepub.com

FOR ARTWORK DELIVERY:

Anna Gonda
 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7772
 Fax: (805) 410-7009
 E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)
 Ship To:
 Mary Heiliger
 CSR
 Sheridan Press
 450 Fame Avenue
 Hanover, PA 17331 USA
 Phone: (800) 635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg
 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7763
 Fax: (805) 410-7009
 E-mail: reprint@sagepub.com