ADVERTISING OPPORTUNITIES WITH
JOURNAL OF HUMAN LACTATION
Official Publication of the International Lactation Consultant Association
All Advertising subject to ILCA approval.

2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 page</td>
<td>$1,495</td>
<td>$1,465</td>
<td>$1,275</td>
<td>$1,210</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,195</td>
<td>$1,170</td>
<td>$1,020</td>
<td>$970</td>
</tr>
<tr>
<td>¼ page</td>
<td>$720</td>
<td>$705</td>
<td>$610</td>
<td>$580</td>
</tr>
</tbody>
</table>

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.

2017 DEADLINES

<table>
<thead>
<tr>
<th>Month</th>
<th>Space reservation</th>
<th>Materials</th>
<th>Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>22 November 2016</td>
<td>1 December 2016</td>
<td>12 December 2016</td>
</tr>
<tr>
<td>May</td>
<td>13 March 2017</td>
<td>20 March 2017</td>
<td>29 March 2017</td>
</tr>
<tr>
<td>August</td>
<td>8 June 2017</td>
<td>15 June 2017</td>
<td>26 June 2017</td>
</tr>
<tr>
<td>November</td>
<td>11 September 2017</td>
<td>18 September 2017</td>
<td>27 September 2017</td>
</tr>
</tbody>
</table>

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

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. A sample must be submitted to the publisher for approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover .......................................................... Earned B&W rate + 35%
Inside Back Cover............................................................ Earned B&W rate + 25%
Back Cover ........................................................................ Earned B&W rate + 50%
Facing Table of Contents ...................................................... Earned B&W rate + 30%
Facing First Text Page ......................................................... Earned B&W rate + 25%
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.
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GENERAL INFORMATION

**FREQUENCY:** Quarterly

**PRINT CIRCULATION:** 5,000 Paid

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

**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 lactation, such as parent counseling, socio-cultural issues, practical discussions of diseases and conditions, care plans developed to help parents and babies that require special care, the economics of lactation, and practical training for lactation specialists.

JHL is the official journal of the International Lactation Consultant Association (ILCA). The International Lactation Consultant Association promotes the International Board Certified Lactation Consultant (IBCLC) profession worldwide through leadership, advocacy, professional development, and research. Its vision is world health transformed through breastfeeding and skilled lactation care.

**READERSHIP**
Lactation consultants, nurses, midwives, nutritionists/dieticians, public health and social workers, therapists, and physicians.

**FIELDS OF PRACTICE**
- Hospital - 44%
- Private Practice - 15%
- Community/Public Health - 13%
- Home Visits - 6%
- Physician’s Office - 4%
- Clinic/Birthing Center - 3%
- Other - 15%

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 relevant 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 TO REVIEW ILCA ADVERTISING POLICY**
www.ilca.org/JHLadpolicy

**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 non-cancelable. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, the publisher will run the most recent artwork submitted. If no artwork is on hand, the advertiser will still be responsible for payment on the space reserved.
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2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 ILCA Conference, 19-22 July 2017, Toronto, Ontario, Canada</td>
<td>Contact SAGE Representative for details</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 1/2” w x 11” h

<table>
<thead>
<tr>
<th>Size/Type</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7” w x 10” h</td>
<td>8 3/4” w x 11 1/4” h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼” 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.

Live matter: ¼” from trim
Linescreen: 133-150

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.

Postage 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.

DIGITAL ADVERTISING DISCLAIMER:
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING
Steve Clark
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7078
Fax: (805) 375-5282
E-mail: steve.clark@sagepub.com

FOR ARTWORK DELIVERY
Sajeevi Henry
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/asked)
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

2017 SPECIAL EVENTS AND OPPORTUNITIES

EVENT AND OPPORTUNITY

2017 ILCA Conference, 19-22 July 2017, Toronto, Ontario, Canada

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