Advertising Rates And Specifications - 2018

Society Affiliation: International Lactation Consultation Association® (ILCA®)

Readership profile: Lactation consultants, nurses, midwives, nutritionists/dieticians, public health workers, social workers, therapists, and physicians.

Editor: Joan E. Dodgson, Ph.D., MPH, RN, FAAN

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.

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.

Journal Information

Print

Circulation: 5,800
Frequency: Quarterly

Print distribution

North America: 99%
Europe: 1%

Online

journals.sagepub.com/home/jhl

Advertising Rates & Information

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>22-Nov-17</td>
<td>01-Dec-17</td>
<td>12-Dec-17</td>
</tr>
<tr>
<td>August</td>
<td>08-Jun-18</td>
<td>15-Jun-18</td>
<td>28-Jun-18</td>
</tr>
<tr>
<td>November</td>
<td>11-Sept-18</td>
<td>18-Sept-18</td>
<td>27-Sept-18</td>
</tr>
</tbody>
</table>

Print advertising rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,585</td>
<td>$1,550</td>
<td>$1,350</td>
<td>$1,285</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,265</td>
<td>$1,240</td>
<td>$1,080</td>
<td>$1,025</td>
</tr>
<tr>
<td>¼ page</td>
<td>$760</td>
<td>$745</td>
<td>$650</td>
<td>$615</td>
</tr>
</tbody>
</table>

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%

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: Full page 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.

Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)

- Reprints
- Supplements
- Special Sections
- Custom Publications

Event sponsorship:

2018 ILCA Conference, 18-21 July 2018, Portland, Oregon, United States

SAGE Publishing
Digital advertising solutions:

- **A:** 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- **B:** 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- **C:** Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper
  Lower middle, right of page

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

File Submission Instructions

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

**JHL INSERTS**

Tipped-in 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 ¼” from the trim.

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

**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.

**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*. www.ilca.org/JHLadpolicy

**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**

Sajeeshi 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/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