

# Advertising Rates And Specifications - 2018



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

Readership profile: Lactation consultants, nurses, midwives, nutritionists/dietitians, 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

### Online

[journals.sagepub.com/home/jhl](http://journals.sagepub.com/home/jhl)

### Print distribution

North America: 99%

Europe: 1%

### Digital usage

Southeast Asia: 5.2% Australasia: 7.4%

Other: 26.1%

Northern Europe: 10.8%

North America: 50.5%

## Advertising Rates & Information

### Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
February	22-Nov-17	01-Dec-17	12-Dec-17
May	13-Mar-18	20-Mar-18	29-Mar-18
August	08-Jun-18	15-Jun-18	26-Jun-18
November	11-Sep-18	18-Sep-18	27-Sep-18

### 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%

### Print advertising rates

#### Black and white rates

Frequency	1x	3x	6x	12x
1 page	\$1,585	\$1,550	\$1,350	\$1,285
½ page	\$1,265	\$1,240	\$1,080	\$1,025
¼ page	\$760	\$745	\$650	\$615

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

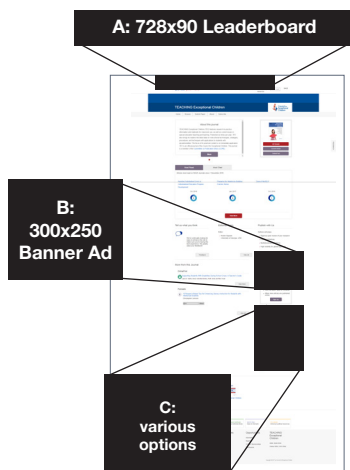
- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

### Event sponsorship:

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



## Online Advertising



### 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

## Policy and Guidelines

Trim size: 8.5 x 11

Binding: Perfect Bind

Ad dimensions are listed in inches.

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

	Non-Bleed	Bleed
Full page	8x10.5	8.75x11.25
1/2 page vertical	3.75 x 10.5	
1/2 page horizontal	8 x 5	
1/4 page vertical	3.75 x 5	

### 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](http://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. 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 1/4" 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](http://www.ilca.org/JHLadpolicy)

## Contact Details

#### FOR DISPLAY AND CLASSIFIED ADVERTISING

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#### FOR ARTWORK DELIVERY

Sajeevi Henry  
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E-mail: [advertising@sagepub.com](mailto: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  
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