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: 3,900

Frequency: Quarterly

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>26-Nov-18</td>
<td>03-Dec-18</td>
<td>12-Dec-18</td>
</tr>
<tr>
<td>August</td>
<td>10-Jun-19</td>
<td>17-Jun-19</td>
<td>26-Jun-19</td>
</tr>
<tr>
<td>November</td>
<td>11-Sep-19</td>
<td>18-Sep-19</td>
<td>27-Sep-19</td>
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Print advertising rates

Black and white rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,665</td>
<td>$1,635</td>
<td>$1,420</td>
<td>$1,350</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,335</td>
<td>$1,135</td>
<td>$1,080</td>
<td>$970</td>
</tr>
<tr>
<td>¼ page</td>
<td>$800</td>
<td>$785</td>
<td>$685</td>
<td>$650</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: 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:
2019 ILCA Conference, 24-27 July, Atlanta, Georgia
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.

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8x10.5</td>
<td>8.75x11.25</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.75 x 10.5</td>
<td>3.75 x 11.25</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8 x 5</td>
<td>8.75 x 5</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3.75 x 5</td>
<td>3.75 x 5</td>
</tr>
</tbody>
</table>

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. 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

Contact Details
FOR DISPLAY AND CLASSIFIED ADVERTISING
Amy Blackmore
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FOR ARTWORK DELIVERY
Sajeeli Henry
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: sajeeli.henry@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