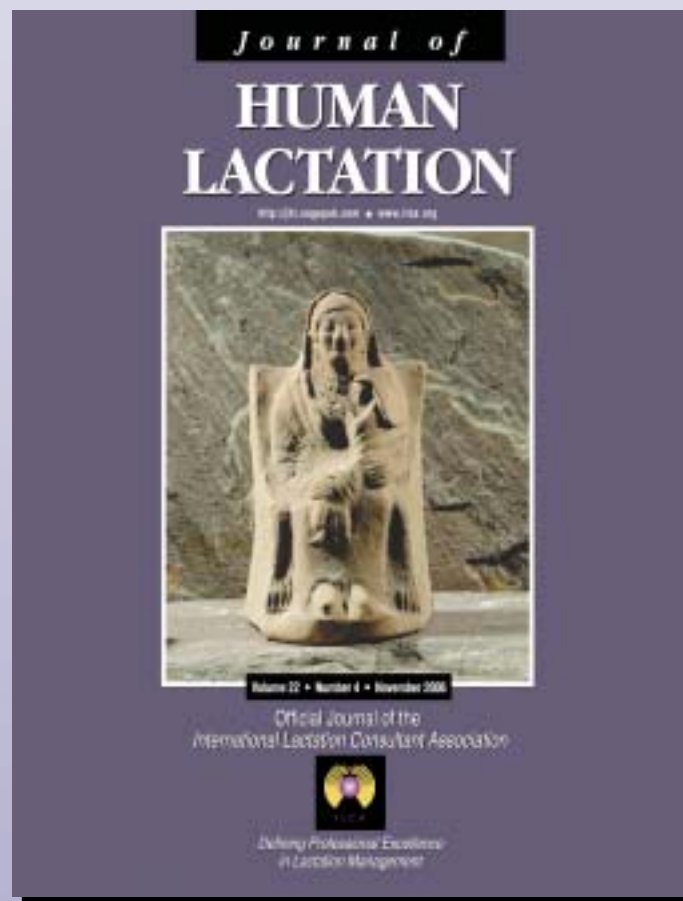


Journal of

HUMAN LACTATION

Official Publication of the International Lactation Consultant Association



ADVERTISING RATES & SPECIFICATIONS

Effective January 2007

 **SAGE Publications**

JOURNAL OF HUMAN LACTATION

GENERAL INFORMATION

FREQUENCY:

Quarterly

PUBLISHER:

SAGE Publications
2455 Teller Road
Thousand Oaks, California 91320 USA
Phone: (805) 499-0721
Fax: (805) 499-8096

SOCIETY AFFILIATION:

Official Journal of the International Lactation Consultant Association (ILCA)

EDITOR:

M. Jane Heinig, *University of California, Davis, U.S.A.*

ADVERTISING REPRESENTATIVE:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 499-8096
E-mail: advertising@sagepub.com

BONUS DISTRIBUTION:

| Issue | Conference | Date | Location |
|--------|--|---------------------|-------------------|
| May | Pediatric Academic Societies | May 5-8, 2007 | Toronto, Canada |
| August | Int'l Lactation Consultant Association | August 15-19 2007 | San Diego, CA |
| | American Academy of Pediatrics | October 27-30, 2007 | San Francisco, CA |

DESCRIPTION:

Written for professionals by professionals, the **Journal of Human Lactation** 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.

The **Journal of Human Lactation** 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 women, infants and children.

READERSHIP:

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

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.

JOURNAL OF HUMAN LACTATION

CLOSING DATES – 2007

February Issue

| | |
|--------------------------|------------|
| Space Reservations..... | 12/15/2006 |
| Ad Materials..... | 12/22/2006 |
| Pre-Printed Inserts..... | 1/3/2007 |
| Mail Date | 1/22/2007 |

May Issue

| | |
|--------------------------|-----------|
| Space Reservations..... | 3/23/2007 |
| Ad Materials..... | 3/30/2007 |
| Pre-Printed Inserts..... | 4/9/2007 |
| Mail Date | 4/25/2007 |

August Issue

| | |
|--------------------------|-----------|
| Space Reservations..... | 6/18/2007 |
| Ad Materials..... | 6/25/2007 |
| Pre-Printed Inserts..... | 7/5/2007 |
| Mail Date | 7/23/2007 |

November Issue

| | |
|--------------------------|------------|
| Space Reservations..... | 9/21/2007 |
| Ad Materials..... | 9/28/2007 |
| Pre-Printed Inserts..... | 10/8/2007 |
| Mail Date | 10/24/2007 |

Cancellations not accepted after closing dates for space reservations and must be submitted in writing.

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.

ADVERTISING RATES – 2007

B/W

| Frequency | 1x | 4x | 8x | 12x |
|-----------|-------|-------|-------|-------|
| Full page | \$805 | \$775 | \$740 | \$705 |
| ½ page | \$480 | \$460 | \$440 | \$420 |
| ¼ page | \$340 | \$325 | \$310 | 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.

COLOR RATES:

| | |
|---|-------|
| Additional Standard Color (Cyan, Magenta, Yellow), per ad, extra | \$495 |
| Additional Pantone Color, per ad, extra..... | \$630 |
| 3 or 4 color, per ad, extra | \$905 |

COVER AND PREFERRED POSITION RATES:

(non-cancelable)

| | |
|----------------------------|-----------------------|
| Inside Front Cover: | Earned B&W rate + 25% |
| Inside Back Cover: | Earned B&W rate + 25% |
| Back Cover: | Earned B&W rate + 50% |
| Facing Table of Contents: | Earned B&W rate + 25% |
| Facing Inside Front Cover: | Earned B&W rate + 25% |
| Other specified positions: | Earned B&W rate + 10% |

AGENCY COMMISSION: 15%

CLASSIFIED/RECRUITMENT ADVERTISING:

\$4.00 per word (minimum charge is \$160 per ad)

INSERTS (BOUND):

- 2 page insert – 3 times the earned black/white rate
- 4 page insert – 5 times the earned black/white rate
- 8 page insert – 8 times the earned black/white rate

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Sample must be submitted to the Publisher for approval. Please call for rates.

PAYMENT TERMS:

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

ONLINE ADVERTISING OPPORTUNITIES

<http://jhl.sagepub.com>

| BANNER ADVERTISING | Advertiser Rate | | Non-Advertiser Rate | |
|-------------------------------|------------------|-------------------|---------------------|-------------------|
| | 6-month exposure | 12-month exposure | 6-month exposure | 12-month exposure |
| Home Page Banner – Rotating | \$365 | \$635 | \$730 | \$1,270 |
| Run of Site Banner – Rotating | \$310 | \$545 | \$625 | \$1,090 |

- Maximum of 5 rotating banners will be placed at any time. If others are not sold, then advertisers will receive bonus exposure for no additional cost.
- Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

BANNER SPECIFICATIONS:

Home Page Banner: 140 pixels wide x 60 pixels high
Run of Site Banner: 170 pixels wide x 60 pixels high
Acceptable file formats: GIF, Animated GIF, JPG, PNG

Other opportunities such as sponsored e-mail alerts are available. Please contact us for more information.

JOURNAL OF HUMAN LACTATION

MECHANICAL REQUIREMENTS

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. PDF must be created using Adobe Acrobat Distiller. Files created in PDF Library cannot be accepted. All images within PDF must be created in TIFF or EPS format. 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. If other colors are present in the file, then we will charge accordingly.

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** (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.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

FILE SUBMISSION INSTRUCTIONS:

Please supply files on one of the following media: lomega Zip (100 or 250), CD-ROM, or e-mail. Please include a SWOP-certified proof and the pre-flight report with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

REQUIREMENTS FOR FILM:

All film must be right-reading emulsion side down. All reproduction materials must have registered marks, center marks, and trim marks clearly indicated. Whenever possible, advertisements should be supplied by digital format. Each negative must be clearly marked for color. All color pages must be accompanied by an identifiable SWOP-compliant proof.

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 for minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

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.

ADDRESSES & NUMBERS

FOR ADVERTISING & REPRINT INQUIRIES AND ARTWORK DELIVERY:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7763
Fax: 805-499-8096
E-mail: advertising@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Ship to:
Mary Ruth
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 ext. 8077

FOR SUPPLEMENT SALES:

Bob Vrooman
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-499-0721 ext. 7594
Fax: 805-499-8096