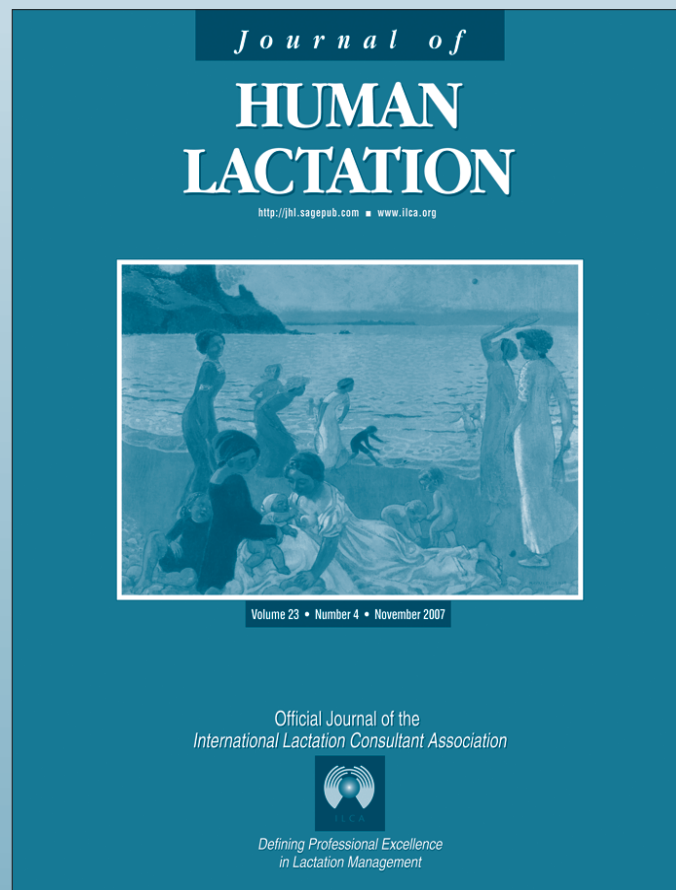


*Journal of*

# HUMAN LACTATION

Official Publication of the International Lactation Consultant Association



**ADVERTISING RATES & SPECIFICATIONS**  
*Effective January 2009*



# 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](mailto:advertising@sagepub.com)

**BONUS DISTRIBUTION:**

Issue	Conference	Date	Location
May	International Lactation Consultant Association (ILCA)	July 22-26, 2009	Orlando, FL

**DESCRIPTION:**

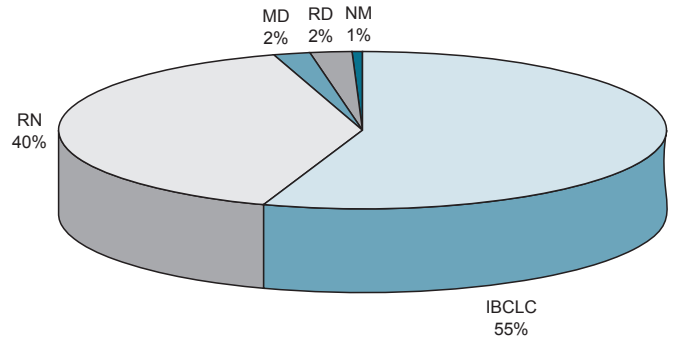
Written for professionals by professionals, the **Journal of Human Lactation** deals with practical, everyday topics related to breastfeeding; such as patient counseling, socio-cultural issues, practical discussions of diseases and conditions, care plans developed to help mothers and babies that require 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.

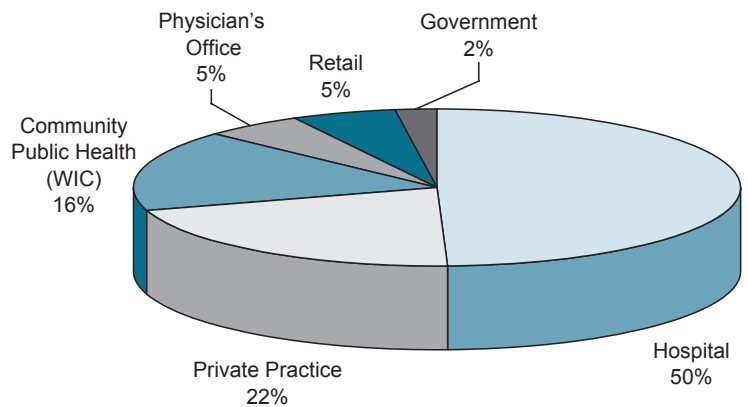
**READERSHIP:**

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

**ILCA MEMBER CREDENTIALS**



**FIELDS OF PRACTICE**



**IMPACT FACTOR:** 1.359

**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 – 2009

### February Issue

Space Reservations.....	12/1/2008
Materials Closing.....	12/6/2008
Inserts Due.....	12/16/2008
Mail Date.....	1/2/2009

### May Issue

Space Reservations.....	3/13/2009
Materials Closing.....	3/18/2009
Inserts Due.....	3/28/2009
Mail Date.....	4/16/2009

### August Issue

Space Reservations.....	6/6/2009
Materials Closing.....	6/11/2009
Inserts Due.....	6/21/2009
Mail Date.....	7/10/2009

### November Issue

Space Reservations.....	9/12/2009
Materials Closing.....	9/17/2009
Inserts Due.....	9/27/2009
Mail Date.....	10/16/2009

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 – 2009

### B/W

Frequency	1x	4x	8x	12x
Full page	\$895	\$860	\$825	\$785
½ page	\$525	\$505	\$480	\$455
¼ page	\$375	\$360	\$345	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.....	\$545
Additional Pantone Color, per ad, extra.....	\$695
3 or 4 color, per ad, extra.....	\$995

### 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 Inside Front Cover:	Earned B&W rate + 25%
Other specified positions:	Earned B&W rate + 15%

**AGENCY COMMISSION:** 15%

### INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate
4 page insert – 5 times the earned black/white rate
6 page insert – 6 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>

Please see separate rate card for online rates.

# JOURNAL OF HUMAN LACTATION

## ARTWORK SPECIFICATIONS

Trim Size: 8 1/2" w x 11" h

	<b>Non-Bleed</b>	<b>Bleed</b>
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. 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 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.

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: 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.

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:

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](mailto:advertising@sagepub.com)

### FOR ARTWORK DELIVERY:

Advertising Coordinator  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: 805-410-7772  
Fax: 805-499-8096  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### DELIVER 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 SUPPLEMENT SALES:

Carolyn Saenz  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: 215-279-7597  
Fax: 805-499-8096  
E-mail: [carolyn.saenz@sagepub.com](mailto:carolyn.saenz@sagepub.com)