

USLCA Advertising

Below is a list of available advertising opportunities with USLCA and their respective prices. All advertisements must align with USLCA's mission to advance the IBCLC in the United States and comply with the International Code of Marketing Breast-Milk Substitutes as well as current WHA resolutions. Advertising with USLCA is not a product endorsement and is subject to approval of the USLCA Board of Directors.



Opportunities:

| Opportunity | Average Reach | Advertising Eligibility | Required Size |
|---------------------------|--|-------------------------|-----------------|
| Open list serve email | Sent to ~8500 Average 35% open rate | Members & Non-Members | 642 px X 125 px |
| Homepage Footer | ~5000 site visits/month | Members & Non-Members | 450 px X 150 px |
| Homepage Slider | ~5000 site visits/month | Members & Non-Members | Variable |
| Marketplace | Unavailable | Members Only | N/A |
| Job Board* | Unavailable | Members & Non-Members | N/A |
| <i>Clinical Lactation</i> | Unavailable | Members & Non-Members | Variable |



Pricing:

| Opportunity | Member 1 Month | Member 3 Months | Non-Member 1 Month | Non-Member 3 Months |
|-----------------------------|--|-----------------|--------------------|---------------------|
| Email | \$75 | \$175 | \$100 | \$275 |
| Homepage Footer | \$125 | \$350 | \$150 | \$400 |
| Email & Footer Bundle | \$175 | \$475 | \$225 | \$625 |
| Homepage Slider | \$300 | \$750 | \$500 | \$1300 |
| Marketplace | FREE | FREE | Unavailable | Unavailable |
| Job Posting* & Email Bundle | N/A | N/A | \$175 | N/A |
| Job Posting* | FREE | N/A | \$100 | N/A |
| <i>Clinical Lactation</i> | Sold by Springer Publishing. Visit http://uslca.org/wp-content/uploads/2018/03/2018-Springer-Ad-Rates.pdf for details. | | | |

*60 day posting

To purchase advertising space with USLCA please visit www.USLCA.org/advertising for an application.

For questions please contact USLCA at 202-738-1125 or info@uslca.org.

