

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 ~8000 Average 23% open rate	Members & Non-Members	125 px x 642 px png or jpg
Homepage Footer	~2000 page visits/month	Members & Non-Members	450 px X 150 px png or jpg
Homepage Slider	~2000 page visits/month	Members & Non-Members	Variable png or jpg
Website Banner (seen throughout site)	~6,200 site visits/month	Members & Non-Members	TBD png or jpg
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
Website Banner (seen throughout site)	\$500	\$1000	\$775	\$1800
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.

