

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	Required Size
Email	Sent to ~12,000 Average 27% open rate	125 px x 642 px png or jpg
Homepage Footer	~8,600 page visits/month	450 px X 150 px png or jpg
Homepage Tile	~8,600 page visits/month	300 px X 300 px png or jpg
Sidebar Widget	~8,600 site visits/month	300 px X 300 px png or jpg
<i>Clinical Lactation</i>	Unavailable	Variable



Pricing:

	Member Pricing		Non-member Pricing	
	1 Month	3 Months	1 Month	3 Months
Email <i>(1 email per month purchased)</i>	\$150	\$400	\$250	\$675
Website Homepage Footer	\$200	\$550	\$325	\$900
Homepage Tile	\$500	\$1350	\$750	\$2025
Sidebar Widget	\$1000	\$2700	\$1500	\$4000
Bundle two website or email opportunities for a 10% discount				
<i>Clinical Lactation</i>	Sold by Springer Publishing. Visit https://uslca.org/wp-content/uploads/2018/03/Clinical-Lactation-2022-Media-Kit-Final.pdf for details.			

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.