

# *Clinical* **Lactation**

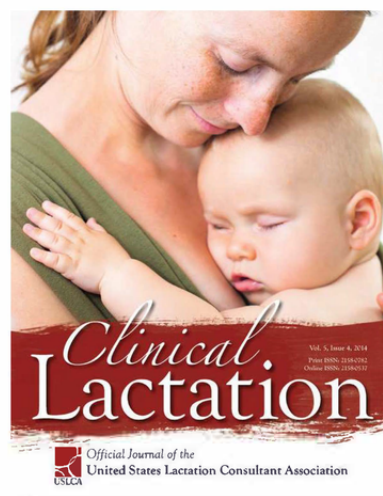
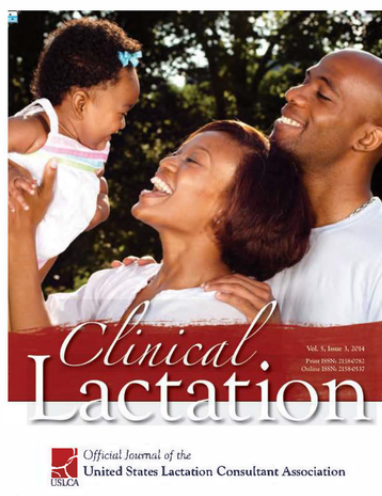
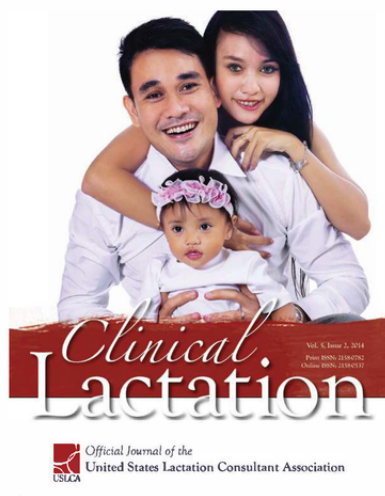
The Official Journal of the United States Lactation Consultant Association

Featuring  
A New Look!



## 2022 Media Kit

# Reach the Target Audience for Your Products and Services



**Looking for more ways to contact potential customers?**

**Want to showcase your product or service in the perfect venue?**

Then take advantage of a great marketing opportunity in a new journal from the United States Lactation Consultant Association.

*Clinical Lactation* is the official journal of the US Lactation Consultant Association. Published quarterly and distributed to over 2,400 lactation consultants and health care providers, this journal places your products or services in front of an audience that is most likely to use or recommend them. As breastfeeding rates continue to climb, make sure that mothers and healthcare providers have access to the products and services that they may need to reach maternal and national breastfeeding goals.

*Clinical Lactation* is a practical journal that presents articles designed to enhance the health professional's ability to improve lactation care and services. The journal's practical applications represent an important resource for lactation consultants, nurses, and midwives and is a well-respected venue for you to showcase your products and services.

Please read the enclosed Advertising Prospectus for all the details of a distinct and exceptional means of reaching a desired customer base that is actively seeking better approaches to enhancing the breastfeeding experience of the mothers they serve.

The Board of Directors of the US Lactation Consultant Association welcomes your participation in improving lactation care and services for all breastfeeding mothers.



## Clinical Lactation Print Advertising Guidelines 2022

Clinical Lactation is written specifically to provide practical approaches and interventions to aid clinicians in support of breastfeeding families. It is packed with up-to-date information about issues, trends, programs, policy, practice and education.

### Publication Schedule

	2022 VOLUME 13 NUMBER 1	NUMBER 2	NUMBER 3	NUMBER 4	2023 VOLUME 14 NUMBER 1
Space Close	1/05/22	4/05/22	7/05/22	11/04/22	1/05/23
Art Due	1/12/22	4/12/22	7/12/22	10/11/22	1/12/23
Street Date	2/15/22	5/17/22	8/16/22	11/15/22	2/14/23

### Four Color Advertising Rates

Size	1 Issue (COST PER ISSUE)	2 Issues (COST PER ISSUE)	3 Issues (COST PER ISSUE)	4 Issues (COST PER ISSUE)
Inside Front Cover	\$1,320	\$1,210	\$1,100	\$990
Inside Back Cover	\$1,320	\$1,210	\$1,100	\$990
Back Cover	\$1,495	\$1,320	\$1,210	\$1,100
Full Page	\$1,155	\$1,100	\$1,045	\$935
Half Page	\$860	\$740	\$715	\$660
Quarter Page	\$660	\$605	\$550	\$520

### Black and White Advertising Rates

Size	1 Issue (COST PER ISSUE)	2 Issues (COST PER ISSUE)	3 Issues (COST PER ISSUE)	4 Issues (COST PER ISSUE)
Full Page	\$1,045	\$990	\$935	\$900
Half Page	\$720	\$690	\$660	\$600
Quarter Page	\$540	\$500	\$475	\$410

## Clinical Lactation Online Advertising Guidelines 2022

ClinicalLactation.org is the online resource for the digital edition of the journal. Each issue's articles are posted approximately 3 weeks before the print edition is distributed. USLCA members as well as other interested professionals and the public may freely access the full text of each article, which can be read online or downloaded and saved for offline viewing. The digital edition provides your advertising message with targeted visibility!

### Rates

	Full Rate
Leaderboard/eTOC	\$799/month

### Mechanical and Production Requirements, Online

Size	Width	Height
Leaderboard	728 px	90 px



**Leaderboard**  
728 x 90 px



**Full Banner**  
468 x 60 px

## Submission

Ad materials should be e-mailed to [Mmclaughlin@springerpub.com](mailto:Mmclaughlin@springerpub.com) maintaining the following guidelines:

GIF or JPG file format  
Maximum File Size: 60k

Reporting: Impressions, click-through rate, and total clicks provided upon request.

### Terms and Conditions

Insertion orders must be received 3 weeks prior to closing. Cancellations are accepted 15 days prior to closing.

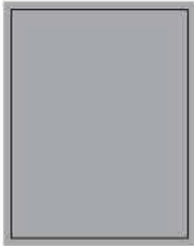
Agency commission is 15%.

Advertisers appearing in *Clinical Lactation* must comply with the International Code of Marketing Breast-Milk Substitutes as well as current WHA resolutions. All advertisements are subject to review and approval by the United States Lactation Consultants Association which reserves the right to reject or discontinue any advertisement. For a complete list of the USLCA's advertising policy visit [www.uslca.org](http://www.uslca.org).

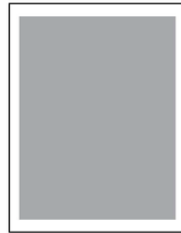
# Clinical Lactation Print Advertising Guidelines 2022

## Mechanical and Production Requirements

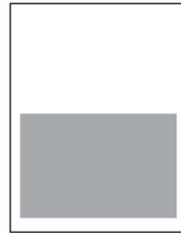
Size	Width	Height
<b>Cover Positions</b>	8.75"	11.25"
<b>Full Page</b> Trim Size Image Area Bleed	8.5" 7.5" 8.75"	11" 9.5" 11.25"
<b>Half Page</b> Horizontal Vertical	6.875" 3.375"	4.625" 9.5"
<b>Quarter Page</b>	3.375"	4.625"



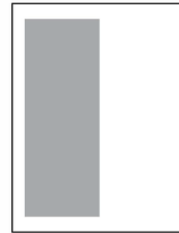
**Cover Positions and Full Page Bleeds**  
Trim: 8.5" x 11" with 0.125" bleed on all four sides  
Total Ad Material Size: 8.75" x 11.25"



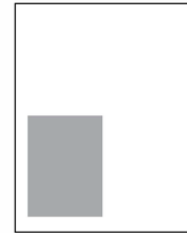
**Full Page**  
7.5" x 9.5"



**Half Page Horizontal**  
6.875" x 4.625"



**Half Page Vertical**  
3.375" x 9.5"



**Quarter Page**  
3.375" x 4.625"

## Submission

Ad materials should be e-mailed to [Mmclaughlin@springerpub.com](mailto:Mmclaughlin@springerpub.com) maintaining the following guidelines:

- PDF files preferred
- TIFF and EPS files also accepted
- All fonts and logos embedded
- All color artwork must be in CMYK

For more information, please contact:  
Monique McLaughlin  
Senior Sales Manager, Recruitment & Education  
646-838-1427  
[mmclaughlin@springerpub.com](mailto:mmclaughlin@springerpub.com)