



Effective January 1, 2008

Rate Card 17

Lamaze International – the leader in childbirth education for nearly 50 years – promotes, supports, and protects normal birth through education and advocacy. Lamaze Certified Childbirth Educators reach over 2,000,000 parents a year in the United States alone. A survey done in 2003 shows 94 percent of members read the *JPE* and 94 percent find it useful in their practice. The majority of Lamaze International members are childbirth educators.

The Journal of Perinatal Education – The Official Publication of Lamaze International

1. Rates (Black and white)

	1x	2x	4x
Full page	\$1,125	\$1,040	\$970
1/2 page	\$750	\$660	\$640
1/4 page	\$640	\$600	\$545
1/8 page	\$350	\$325	\$300

2. Color Rates

Standard PMS Color	\$410 each
Matched Color	\$455 each
4-Color	\$890

3. Cover and Preferred Position Rates

Cover 2: 25% of earned black and white
 Cover 3: 15% of earned black and white
 Cover 4: 50% of earned black and white
 Opposite masthead: 20% of earned black and white
 Opposite first article: 20% of earned black and white
 (No premium on Cover 3 if used in conjunction with Cover 4.)

4. Earned Rates

Based on accumulated space and/or frequency during a 12-month period. Fifteen percent discount to recognized advertising agencies. No cash discount.

5. Closing Dates

Issue	Space	Material	Mail
Spring	1/7/08	1/17/08	3/1/08
Summer	4/4/08	4/16/08	6/1/08
Fall*	7/7/08	7/23/08	9/1/08
Winter	10/6/08	10/16/08	12/1/08

*Annual conference issue with conference information. Lamaze International 2008 Annual Conference. September 11-14, 2008. The Galt House Hotel & Suites, Louisville, KY.

6. Circulation

Circulation: 2,600
 Frequency: Quarterly

7. Market

The Journal of Perinatal Education® reaches childbirth educators, certified nurse-midwives, physicians, nurse practitioners and other professionals involved with perinatal education and maternal/child health care.

8. Specifications

	Width	Height
Full page	5 15/16 in	9 1/4 in
Full page, bleeds all sides	8 5/8 in	11 1/4 in
1/2 page (horizontal)	5 15/16 in	4 5/8 in
1/2 page (vertical)	2 7/8 in	9 1/4 in
1/4 page	2 7/8 in	4 5/8 in
1/8 page	2 7/8 in	2 5/16 in

9. Mechanical Requirements

Acceptable Formats: Macintosh platform, Adobe Illustrator, Pagemaker, Quark Xpress, Adobe InDesign
Preferred digital formats: PDF (with fonts embedded), .tif, .jpg, .eps
Minimum resolutions: Grayscale/halftones: 300dpi
 Grayscale/halftone-line combinations: 600dpi
 One-color line: 1000 dpi
 Four-color all (halftone, line, combinations): 300dpi
Trim Size: 8 3/8" x 11"
Binding: Perfect adhesive
Screen: Black and white, 120 or 133 line preferred
 Furnished with print or tearsheet Veloxes
 Color, 133 line preferred
 Two sets of proofs are preferred. When no proof is furnished, the publisher reserves the right to make a color key at a charge to the advertiser at \$50 per color.
Inserts: 3,000 required per issue, \$150 tip-in charge.
Note: Reproduction materials will not be released prior to publication. Materials will be returned only upon request, and will be destroyed after 12 months unless the publisher is notified that the ad will be repeated.

10. Lamaze Contact Information

All advertising order forms and advertising inquiries:
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*All advertising must be approved by Lamaze International