

Lamaze International Advertising Rate Card



Effective January 1, 2009

Lamaze International – the leader in childbirth education for nearly 50 years – promotes, supports, and protects birth through education and advocacy. Lamaze Certified Childbirth Educators reach over 2 million parents a year in the United States alone. A recent survey shows that 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

Volume 18

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. 2009 Closing Dates

Issue	Space	Material	Mail
Winter	1/2	1/23	2/27
Spring	4/8	4/22	5/29
Summer*	7/8	7/22	8/30
Fall	10/7	10/21	11/30

*Bonus distribution at annual conference which includes updated conference information. Lamaze International 2009 Annual Conference, October 1-4, 2009. Disney's Coronado Springs, Walt Disney World, Florida.

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

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 destroyed after 12 months unless the publisher is notified that the ad will be repeated.

10. Lamaze Contact Information

All advertising order forms, advertising inquiries, advertisement approval and all materials:

Jeanne Mendelson

Lamaze International

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Washington, DC 20036

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E-mail: jmendelson@lamaze.org

Web: www.lamaze.org

*All advertising must be approved by Lamaze International

Lamaze International Website– www.Lamaze.org

Web site Banner Ad Rates

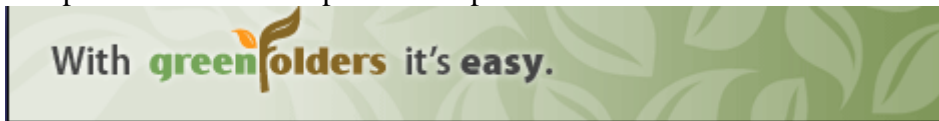
Lamaze International’s home page receives an average of 133,584 page views per month. At less than a penny a hit, the return on investment is priceless!

Display	Width	Height	Price
Banner Ads	468 pixels	60 pixels	\$650 per month
Banner Ads	440 pixels	100 pixels	\$650 per month
Right or Left Content Pane – Option 1	140 pixels	78 pixels	\$450 per month for 3 months
Right or Left Content Pane – Option 2	140 pixels	190 pixels	\$500 per month for 3 months

Premium positions (in the sizes listed above) on the Find a Lamaze Class Page (year contracts only): \$6,000

Samples:

Sample Banner Ad: 468 pixels x 60 pixels



Sample Banner Ad: 440 pixels x 100 pixels



Sample Content Pane Ad – Option 1: 140 pixels x 78 pixels



Sample Content Pane Ad – Option 2: 140 pixels x 190 pixels



Lamaze International e-Advertising

Lamaze Genesis

Genesis is the official Lamaze member e-newsletter. Produced quarterly, *Genesis* provides members with the latest developments on natural birth, teaching tips, ideas for increasing attendance in their classes, advocacy information, event schedules, member updates and important deadlines. Current and past issues are available in the Members Only section of the Lamaze Web site. Prices are for each edition, based on how many issues you choose.

	1x	2x	3x	4x
Top Banner Position	\$1,000	\$800	\$600	\$400
Positions Below the Top	\$600	\$500	\$400	\$300

Lamaze e-News

Lamaze *e-News* is a free monthly e-newsletter intended for parents, childbirth educators, health professionals and birth advocates. It includes breaking birth news, research highlights, information on upcoming events, and tips for parents and educators. Reaching approximately 13,000 educators/parents/birth advocates monthly, this is a prime opportunity to reach birth advocates.

Lamaze International Advertising Regulations

Advertising Rules and Regulations

All advertising must be consistent with the principles of Lamaze International, and must not do anything to negatively affect the reputation, which Lamaze International has developed. Acceptable advertisers are those products and/or services, which are appropriate to and consistent with the needs or interests of maternal/child health professionals, expectant parents, parents of infants and children, or infants and children. All advertising in Lamaze professional or consumer publications must adhere to *Advertising Guidelines for Professional and Consumer Publications*. Attachment I that can be found at www.lamaze.org or provided by your advertising sales person.