

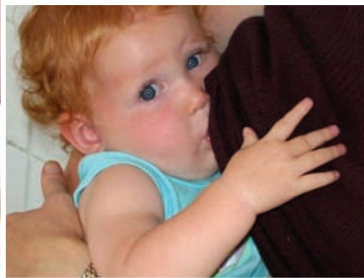
advertising makes cents

with La Leche League International



reputation

philosophy



retention

reputation

La Leche League International (LLLI) is recognized as *the* world authority on breastfeeding information and support. LLLI, a nonprofit, nonpolitical, and nonsectarian organization, is accredited by the American Medical Association to provide continuing education credits to healthcare professionals. Celebrating 50 years since conception, LLLI now has a presence in 65 countries, has materials in 23 languages, and a membership of over 20,000 mothers led by nearly 7,000 accredited LLL Leaders.

philosophy

LLLI promotes a parenting philosophy that contributes to building strong, healthy communities around the world. This is done by encouraging mothering through breastfeeding, gentle discipline, attachment-style parenting, alert childbirth, father involvement, and whole foods nutrition.

retention

One of the greatest benefits of advertising in LLLI publications is the high retention rate by LLLI members and Leaders. After subscribers read each issue, these periodicals are retained and often shared with new mothers, members, and Leaders around the world through each Group's lending library. Leaven is also now available to Leaders online.



ReNata Bauder, Advertising Manager

rbauder@llli.org

957 N. Plum Grove Road

P.O. Box 4079

Schaumburg, IL 60168.4079

office: 847.519.7730 ext 254

home: 703.327.2687

.new. beginnings™

Advertiser Guide

NEW BEGINNINGS is a bimonthly publication for members of La Leche League International: it is provided as a benefit in all categories of LLL membership. Each issue reaches 22,000 members in 60 countries. Regular Membership Dues are \$40 per year.

It is imperative that advertising placed in LLLI publications be congruent and in harmony with the basic philosophy of LLLI. Advertisements will be accepted based on the advertisement's ability, through its design and content, to support that philosophy in a satisfactory manner.

General Policy

Products must be compatible with LLLI principles and policies and marketed in accordance with the WHO International Code of Marketing of Breast Milk Substitutes.

Endorsements

Acceptance of an advertisement does not constitute LLLI endorsement. This information will appear as a notation in the publication.

Advertisements Requiring Special Permission

An organization which promotes a cause, supports either or both sides of a controversial issue, and/or advocates a particular procedure, method, or system, related, however vaguely, to health must have the express permission of LLLI to advertise. Advertisements accepted previously may become unacceptable due to changes in their and/or LLLI policies and/or philosophy.

Products NOT Permitted

The following products are not to be advertised:

- Infant formula.
- Baby bottles and nipples/teats.
- Pacifiers and nipple shields (not rigid plastic breast shells or breast shields).
- Tobacco products and alcoholic beverages.
- Contraceptives and/or contraceptive devices.

Products Permitted with Caution

The following products may be advertised with caution.

- Foods intended for children of an appropriate age.
- Food supplements, vitamins, minerals, and medication.

Advertising Code

All advertising shall be attractive, factual, and dignified and shall be calculated to provide

useful product and service information. The use of superlatives, exaggerated claims, and flamboyant methods of product presentation should be avoided.

The advertising, exhibit, or promotion of a product:

- Shall not violate, or assist in violating, any government regulation or statute.
- Shall not relate to products or services which have been judged worthless, dangerous, or of secret composition by official action of appropriate agencies or by consultants of La Leche League International.
- Shall not include claims of a type which have been subject to unfavorable decisions by the Federal Trade Commission or the Food and Drug Administration.
- Shall not include products or services that are harmful to family life.

Billing, Discount, & Commission

Bills are rendered five working days after publication and are due within 30 days from the date of invoice. The agency commission is 15% of gross. Please pay in US funds.

Penalty for late payment: 1.5% monthly after 60 days.

Discounts are available for those who advertise in both NEW BEGINNINGS and LEAVEN. Ask the Advertising Manager for details.

Contracts

One-year contracts are accepted at current rates. Orders beyond one year are accepted at rates prevailing at the time of the insertion. Proper notification will be given of any rate change. If a contract is cancelled before completion, the advertiser is subject to penalty.

All advertisements are accepted and published entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter

thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation or right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such publications.

The publisher reserves the right to reject any advertisement for any reason.

The publisher reserves the right to cancel any advertisement at any time prior to date of publication. The publisher reserves the right to add the word "advertisement" at the bottom of any page which, in her judgment, too closely resembles NEW BEGINNINGS editorial pages.

With the exception of provisions stated herein to the contrary, follow AAA/ABP Bulletin of Recommended Standard for Advertising Material of Offset Publications.

Valued advertisers can be listed on the LLLI Web site for an additional fee

www.lalecheleague.org

QUESTIONS?

Direct questions or requests for more information to ReNata Bauder at rbauder@llli.org



LA LECHE LEAGUE
INTERNATIONAL

957 N. Plum Grove Road
Schaumburg IL 60173

Phone 847.519.7730 · Fax 847.969.0460

www.llli.org

The magazine is saddle-wire bound, 8" x 10.75"

Covers

Four-color ads are accepted for covers 2, 3 and 4 on a one, three, and six time basis.

	1x	3x	6x
Cover 2	\$3,962	\$3,402	\$3,213
Cover 3	\$3,500	\$2,955	\$2,760
Cover 4	\$4,200	\$3,780	\$3,570

Display Ads

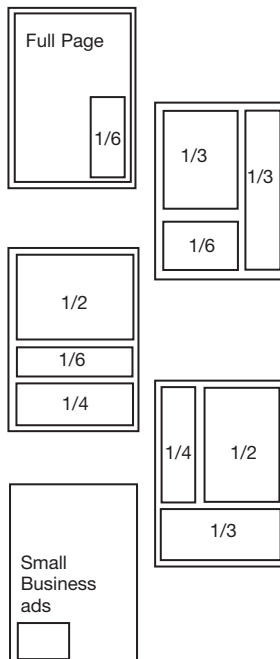
Full page, half page, 1/3, 1/4 or 1/6 page ads are accepted for internal pages on a one, three, or six time basis. These are one, two, or four color. Position of these ads is determined by editorial staff except for Feature Ad, which faces Editorial page.

One or two color:	1x	3x	6x
Full Page	\$2,280	\$2,040	\$1,938
Feature Ad			
-Page 2	\$2,500	\$2,250	\$2,165
1/2 Page	\$1,620	\$1,458	\$1,376
1/3 Page	\$1,140	\$1,026	\$968
1/4 Page	\$900	\$810	\$766
1/6 Page	\$670	\$610	\$580

Four color:	1x	3x	6x
Full Page	\$2,736	\$2,448	\$2,326
Feature Ad-			
Page 2	\$3,000	\$2,700	\$2,598
1/2 Page	\$1,944	\$1,750	\$1,651
1/3 Page	\$1,368	\$1,231	\$1,162
1/4 Page	\$1,080	\$972	\$919
1/6 Page	\$804	\$732	\$696

Advertisement size:

- Full page no bleed: 7.75" x 10.5"
- Full page with bleed (trim size 8 x 10.75) 8.5" x 11.25"
- 1/2 page horizontal: 7.125" x 4.75"
- 1/2 page vertical: 4.75" x 7.125"
- 1/3 page horizontal: 7.125" x 3.125"
- 1/3 page vertical option #1: 2.1875" x 9.375"
- 1/3 page vertical option #2: 4.75" x 6"
- 1/4 page horizontal: 7.125" x 2.375"
- 1/4 page vertical: 2.1875" x 7.125"
- 1/6 page horizontal option #1: 7.125" x 1.5625"
- 1/6 page horizontal option #2: 4.75" x 3"
- 1/6 page vertical: 2.1875" x 4.75"
- Small Business: 3.5" x 2.25"



Bleed Pages

Bleeds are available for full page covers and internal full page ads.

Inserts

Four page/card insertion available. Advertiser provides printed folded four page insert for 20,000 USA subscribers. Call for details.

Small Business ads

AD SIZE

- Only one size is available, measuring 3.5" wide x 2.25" high
- Ads are in 2 color unless specified as 4 color; a 10% surcharge will be added

ADVERTISING RATES

- One issue, one ad \$302
- Three issues/one year, each ad \$275
- Six issues/one year, each ad \$253

No further discounts apply to these rates. You will be billed within one week of date of publication; payment must be made within 30 days or ad will not be accepted for future issues. If a contract is cancelled before completion, advertiser is subject to a penalty.

- New advertisers must send payment in advance
- Add 10% surcharge for 4 color ad
- Penalty for late payment: 1.5% monthly after 30 days
- Multiple insertions will appear in consecutive issues unless otherwise specified

Half-tones should be shot at 150 line screen.

Ads should be submitted in print-ready PDF on a CD using Quark XPress, Adobe Illustrator, or Adobe Photoshop. Include all fonts and artwork. A hard copy of ad and the NEW BEGINNINGS Magazine Advertisement Submission Form must be included with all ads.

Multiple insertions will appear in consecutive issues unless otherwise specified. Ads not meeting the above requirements may be refused or adjusted to meet these specifications. Additional production work will be charged to the advertiser.

Published Bimonthly	Closing Date	Ad Deadline	Publication Date
Issue 1	Jan 1	Jan 15	Feb 15
Issue 2	Mar 1	Mar 14	Apr 15
Issue 3	May 1	May 10	Jun 16
Issue 4	Jul 1	Jul 10	Aug 15
Issue 5	Sept 1	Sept 10	Oct 15
Issue 6	Nov 1	Nov 10	Dec 15

- An insertion order and rough draft of all new or revised ad copy must be forwarded to the Advertising Manager by the closing date.
- Advertisement with print out and advertisement submission form are due on or before the ad deadline.
- Cancellations are not accepted after closing date.

QUESTIONS?

Direct questions or requests for more information to ReNata Bauder at rbauder@lilli.org



LA LECHE LEAGUE
INTERNATIONAL

957 N. Plum Grove Road
Schaumburg IL 60173

Phone 847.519.7730 · Fax 847.969.0460

www.lilli.org



New Beginnings Magazine Advertisement Submission Form

**THIS FORM MUST BE
FILLED OUT COMPLETELY
IN ORDER TO RUN YOUR
ADVERTISEMENT**

Advertising questions contact:

ReNata Bauder
office: 847.519.7730 ext254
home: 703.327.2687
rbauder@llli.org

Technical questions contact:

Pat Gager
847-519-7730 ext. 250
PGager@llli.org

Company name _____

Contact person _____

Phone number _____

Email address _____

Name of document _____
(your_company_name_ad)

Advertisement size:

- ___ Small Business: 3.5" x 2.25"
- ___ Full page no bleed: 7.75" x 10.5"
- ___ Full page with bleed (trim size 8 x 10.75) 8.5" x 11.25"
- ___ Half page horizontal: 7.125" x 4.75"
- ___ Half page vertical: 4.75" x 7.125"
- ___ Third page horizontal: 7.125" x 3.125"
- ___ Third page vertical option #1: 2.1875" x 9.375"
- ___ Third page vertical option #2: 4.75" x 6"
- ___ Quarter page horizontal: 7.125" x 2.375"
- ___ Quarter page vertical: 2.1875" x 7.125"
- ___ Sixth page horizontal option #1: 7.125" x 1.5625"
- ___ Sixth page horizontal option #2: 4.75" x 3"
- ___ Sixth page vertical: 2.1875" x 4.75"

Applications: (Any Advertisements created outside these listed applications must be saved as a TIFF file)

___ QuarkXpress 4-6, ___ Adobe Illustrator 9-10,
___ Adobe Photoshop 5-7, ___ Adobe Acrobat 4-7
(pdf of distiller settings available)

Fonts:

___ Screen fonts included, Printer fonts included, Fonts used in support files included

or

___ Used "convert to outline" in Illustrator

Graphics: (*all must be checked*)

- ___ Graphics are saved as eps, tiff or pdf
- ___ Graphics have a resolution between 266 and 300 dpi
- ___ Graphics colors are either grayscale or cmyk
- ___ Graphics are flattened images
- ___ Graphics have a line screen of 133

Proofs:

___ A hard copy proof of your Advertisement is included

Note: additional charges will occur if ad does not meet these requirements

Disk submission:

Advertisements which have a file size greater than 2MB must be sent on a non-returnable CD along with a printout of your ad and this form filled out completely to:

La Leche League International
Attn: Pat Gager
1400 N. Meacham Road
Schaumburg IL 60173 USA

Email submission:

Advertisements which have a file size smaller than 2MB have the option to fax a printout of the ad and this form to attn: Pat Gager 847-519-0035 and email the ad to: PGager@llli.org.

LEAVEN

ADVERTISER GUIDE

LEAVEN is a quarterly magazine published by La Leche League International Inc., exclusively for LLL Group Leaders. Each issue reaches 6,500 Leaders as a benefit of membership. Basic Leader Dues are \$36.00 per year.

LEAVEN is also available to Leaders on line in a PDF format.

It is imperative that advertising placed in LLLI publications be congruent and in harmony with the basic philosophy of LLLI. Advertisements will be accepted based on the advertisement's ability, through its design and content, to support that philosophy in a satisfactory manner.

General Policy

Products must be compatible with LLLI principles and policies and marketed in accordance with the WHO International Code of Marketing of Breast Milk Substitutes.

Endorsements

Acceptance of an advertisement does not constitute LLLI endorsement. This information will appear as a notation in the publication.

Advertisements Requiring Special Permission

An organization which promotes a cause, supports either or both sides of a controversial issue, and/or advocates a particular procedure, method, or system, related, however vaguely, to health must have the express permission of LLLI to advertise. Advertisements accepted previously may become unacceptable due to changes in their and/or LLLI policies and/or philosophy.

Products NOT Permitted

The following products are not to be advertised:

- Infant formula.
- Baby bottles and nipples/teats.
- Pacifiers and nipple shields (not rigid plastic breast shells or breast shields).
- Tobacco products and alcoholic beverages.
- Contraceptives and/or contraceptive devices.

Products Permitted with Caution

The following products may be advertised with caution.

- Foods intended for children of an appropriate age.
- Food supplements, vitamins, minerals, and medication.

Advertising Code

All advertising shall be attractive, factual, and dignified and shall be calculated to provide useful product and service information. The use

of superlatives, exaggerated claims, and flamboyant methods of product presentation should be avoided.

The advertising, exhibit, or promotion of a product:

- Shall not violate, or assist in violating, any government regulation or statute.
- Shall not relate to products or services which have been judged worthless, dangerous, or of secret composition by official action of appropriate agencies or by consultants of La Leche League International.
- Shall not include claims of a type which have been subject to unfavorable decisions by the Federal Trade Commissioner the Food and Drug Administration.
- Shall not include products or services that are harmful to family life.

Billing, Discount, & Commission

Bills are rendered five working days after publication and are due within 30 days from the date of invoice. The agency commission is 15% of gross. Please pay in US funds.

Penalty for late payment: 1.5% monthly after 60 days.

Discounts are available for those who advertise in both LEAVEN and NEW BEGINNINGS. Ask the Advertising Manager for details.

Contracts

One-year contracts are accepted at current rates. Orders beyond one year are accepted at rates prevailing at the time of the insertion. Proper notification will be given of any rate change. If a contract is cancelled before completion, the advertiser is subject to penalty.

All advertisements are accepted and published entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser

and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation or right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such publications.

The publisher reserves the right to reject any advertisement for any reason.

The publisher reserves the right to cancel any advertisement at any time prior to date of publication. The publisher reserves the right to add the word "advertisement" at the bottom of any page which, in her judgment, too closely resembles LEAVEN editorial pages.

With the exception of provisions stated herein to the contrary, follow AAA/ABP Bulletin of Recommended Standard for Advertising Material of Offset Publications.

Valued advertisers can be listed on the LLLI Web site for an additional fee

www.llli.org

QUESTIONS?

Direct questions or requests for more information to ReNata Bauder at rbauder@llli.org



LA LECHE LEAGUE
INTERNATIONAL

957 N. Plum Grove Road
Schaumburg IL 60173

Phone 847.519.7730 · Fax 847.969.0460
www.llli.org



LEAVEN Magazine Advertisement Submission Form

**THIS FORM MUST BE
FILLED OUT COMPLETELY
IN ORDER TO RUN YOUR
ADVERTISEMENT**

Advertising questions contact:
ReNata Bauder
office: 847.519.7730 ext 254
home: 703.327.2687
rbauder@llli.org

Technical questions contact:
Pat Gager
847-519-7730 ext. 250
PGager@llli.org

Company name _____

Contact person _____

Phone number _____

Email address _____

Name of document _____
(your_company_name_ad)

Advertisement size:

- ___ Full page no bleed: 7.625" x 10"
- ___ Full page with bleed (trim size: 8.5" x 10.875") 8.75" x 11.25"
- ___ Half page horizontal: 7.625" x 5"
- ___ Half page vertical: 5" x 6"
- ___ Quarter page horizontal: 7.625" x 2.5"
- ___ Quarter page vertical: 2.375" x 6"

Applications: (Any Advertisements created outside these listed applications must be saved as a TIFF file)

- ___ QuarkXpress 4-6, ___ Adobe Illustrator 9-10,
- ___ Adobe Photoshop 5-7, ___ Adobe Acrobat 4-7
(pdf of distiller settings available)

Fonts:

___ Screen fonts included, Printer fonts included, Fonts used in support files included

or

___ Used "convert to outline" in Illustrator

Graphics: (*all must be checked*)

- ___ Graphics are saved as eps, tiff or pdf
- ___ Graphics have a resolution between 266 and 300 dpi
- ___ Graphics colors are either grayscale or PMS spot color (ask for PMS color of the issue your ad will appear in)
- ___ Graphics are flattened images
- ___ Graphics have a line screen of 150

Proofs:

___ A hard copy proof of your Advertisement is included

Note: additional charges will occur if ad does not meet these requirements

Disk submission:

Advertisements which have a file size greater than 2MB must be sent on a non-returnable CD along with a printout of your ad and this form filled out completely to:

La Leche League International
Attn: Pat Gager
957 N. Plum Grove Road
Schaumburg IL 60173 USA

Email submission:

Advertisements which have a file size smaller than 2MB have the option to fax a printout of the ad and this form to Pat Gager at 847-519-0035 and email the ad to PGager@llli.org.

The magazine is saddle-wire bound and 8.5" x 10.875"

Covers

Covers 2 and 4 are sold on one, two, or four time basis. If a contract is cancelled before completion, the advertiser is subject to a penalty. These are one or two color process using black and one PMS color (standard throughout issue).

	1x	2x per issue	4x per issue
Cover 2	\$1,600	\$1,360	\$1,280
Cover 3	\$1,500	\$1,275	\$1,200
Cover 4	\$1,700	\$1,445	\$1,360

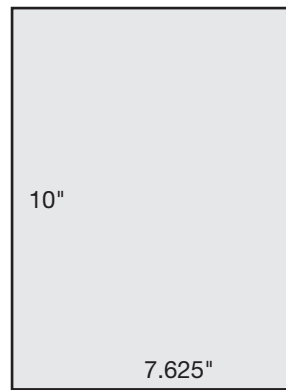
Internal Pages

Full, half, and 1/4 page ads are accepted for internal pages on a one, three, or six-time basis. These are one or two color process using black and one PMS color (standard throughout the issue). Position of these ads is determined by editorial staff.

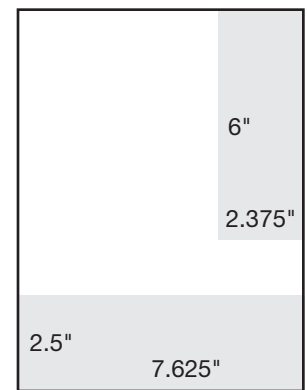
2 Color Process	1x	2x (per issue)	4x (per issue)
Full Page	\$1,300	\$1,105	\$1,040
Half Page	\$750	\$638	\$600
One-fourth Page	\$450	\$382	\$360

	Width	Depth
Covers 2, 3, and 4	7.625"	10"
Full page internal	7.625"	10"
Half page internal	7.625" 5"	5" 6"
One-fourth internal	7.625" 2.375"	2.5" 6"

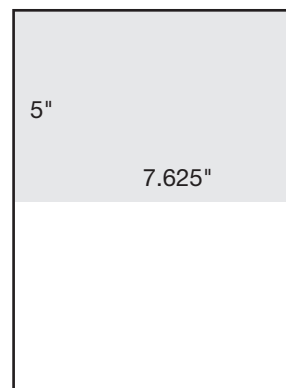
- Bleeds are available for full page covers and internal full-page ads. NOTE: Bleed insertions should specify either right or left hand pages. Instructions for positioning bleed advertisements to trim size, showing bleed, should be noted.
- Bleed covers 2, 3, 4, and internal full page ads measure 8.75" wide x 11.25" deep.
- Submit ad on CD in print ready PDF using Quark XPress, Adobe Photoshop, or Adobe Illustrator. Provide a hard copy of the ad along with disk including all fonts and artwork. See disk submission form for details.
- All halftones should be shot at 150 line screen.
- Multiple insertions will appear in consecutive issues unless otherwise specified.



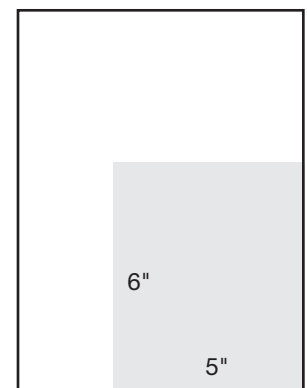
Covers and Full Page Internal



One-Fourth Internal



Half Page Internal



Half Page Internal

Published Bimonthly	Closing Date	Ad Deadline	Publication Date
Issue 1	Feb 1	Feb 15	Mar 15
Issue 2	Apr 15	Apr 25	Jun 1
Issue 3	Jul 15	Jul 25	Sept 1
Issue 4	Oct 15	Oct 24	Dec 1

An insertion order and rough draft of any new or revised ad copy must be sent to the Advertising Manager by the closing date. All ads are due by the ad deadline date. Cancellations are not accepted after closing date.

QUESTIONS?

Direct questions or requests for more information to ReNata Bauder at rbauder@lilli.org



LA LECHE LEAGUE

957 N. Plum Grove Road
Schaumburg IL 60173

Phone 847.519.7730 · Fax 847.969.0460
www.lilli.org



L A L E C H E L E A G U E
I N T E R N A T I O N A L

957 N. Plum Grove Road
Schaumburg IL 60173
800-LALECHE
www.llli.org

Mailing List Data Card

List Manager:

ReNata Bauder
Advertising and Exhibits Manager
957 N. Plum Grove Road
Schaumburg, IL 60173
office phone: 847.519.7730 ext254
office fax: 847.969.0460
hme office phone: 703.372.2687
RBauder@lli.org

Profile:

Mothers (Members) who breastfeed their babies.
Lactation Specialists (Leaders) who help nursing mothers.
Health Care Professionals who support breastfeeding.

Suggested Uses:

This list has been used successfully by consumer mail order catalogues, magazines, and organizations that want to reach expectant mothers, new mothers, and families with young children.

Selections and Pricing:

Members	21,400	\$95/M
Leaders (Lactation Specialists)	4,500	\$180/M
Physicians & Health Professionals (Support Breastfeeding)	5,000	\$200/M

Additional Selections:

State / Zip Code: \$5/M

Method of Addressing:

Email or CD

Remarks:

Average unit of sale: \$40 membership fee
Sample mailing piece required for approval.
Minimum Order: \$300



L A L E C H E L E A G U E

Mailing List Order Form

Date _____

Company/Renter _____

Address _____

City, State, Zip _____

Phone _____

Company/Renter agrees that this list is rented on a one-time only basis and cannot be reused or resold under any circumstances. Only literature authorized by LLLI may be mailed. This LLLI Mailing List represents unique, confidential, and unpublished data and material, and LLLI reserves all rights in such property. Violations of the agreement will be subject to Company/Renter to legal and equitable remedies.

Authorized Signature _____

Position/Title _____

Specific Instructions _____

Selection

(Members / Leaders / Healthy Professionals)

_____ Quantity x \$ _____ /M \$ _____

Additional Selections

(State / Zip)

_____ Quantity x \$ _____ /M \$ _____

Total Order \$ _____

Check # _____ Credit Card # _____ Exp. Date _____
(Visa or MasterCard)