Advertise in the *Journal of Perinatal Education* – The Official Publication of Lamaze International

Advertising Rate Card

**Effective January 1, 2014**

Published by Lamaze International, the *Journal of Perinatal Education* is the leading peer-reviewed journal specifically for childbirth educators. A recent survey shows that 94 percent of Lamaze International members read *JPE* and find it useful in their practice. The majority of Lamaze International members are childbirth educators, who in turn reach over 2 million parents a year in the United States alone.

**Rates (black and white)**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,150</td>
<td>$1,065</td>
<td>$995</td>
</tr>
<tr>
<td>½ Page</td>
<td>$775</td>
<td>$685</td>
<td>$665</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$665</td>
<td>$625</td>
<td>$570</td>
</tr>
<tr>
<td>⅛ Page</td>
<td>$375</td>
<td>$350</td>
<td>$325</td>
</tr>
</tbody>
</table>

**Color Rate (Added to ad rates above)**

4-color ......................................... $890

**Cover and Preferred Position Rates**

Cover 2 ................................. 25% of black and white rate
Cover 3 ................................. 15% of black and white rate
Cover 4 ................................. 50% of black and white rate
Opposite Masthead ..................... 20% of black and white rate
Opposite First Article ................. 20% of black and white rate

**2014 Closing Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation Deadline</th>
<th>Materials Due</th>
<th>Publication Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter (issue #1)</td>
<td>12/1/13</td>
<td>12/10/14</td>
<td>1/15/14</td>
</tr>
<tr>
<td>Spring (issue #2)</td>
<td>3/1/14</td>
<td>3/10/14</td>
<td>4/15/14</td>
</tr>
<tr>
<td>Summer (issue #3)</td>
<td>6/1/14</td>
<td>6/10/14</td>
<td>7/15/14</td>
</tr>
<tr>
<td>Fall (issue #4)</td>
<td>9/1/14</td>
<td>9/10/14</td>
<td>10/15/14</td>
</tr>
</tbody>
</table>

Circulation: ..................................... 2,600
Frequency: ..................................... Quarterly

**Specifications**

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5 ⅜/16 in</td>
<td>9 ⅓ in</td>
</tr>
<tr>
<td>Full Page, Bleeds all Sides</td>
<td>8 ⅝ in</td>
<td>11 ⅜ in</td>
</tr>
<tr>
<td>½ page (horizontal)</td>
<td>5 ⅛/16 in</td>
<td>4 ⅜ in</td>
</tr>
<tr>
<td>½ page (vertical)</td>
<td>2 ⅞ in</td>
<td>9 ⅜ in</td>
</tr>
<tr>
<td>¼ page</td>
<td>2 ⅝ in</td>
<td>4 ⅜ in</td>
</tr>
<tr>
<td>⅛ page</td>
<td>2 ⅞ in</td>
<td>2 ⅛/16 in</td>
</tr>
</tbody>
</table>

**Ad Material Requirements**

- PDF Files are preferred
- Other acceptable formats: TIFF or EPS files
- All fonts and graphics must be embedded
- 4-Color (CMYK) files should be at 300 ppi
- Grayscale files should be at 300 ppi
- Line art should be 1,200 ppi
- Keep live matter 0.5" from trim and gutter
- All advertisements less than a full-page in size must have a border
- Advertisements must conform to our mechanical dimensions

**Trim Size:**

8 ⅝" x 11"

**Binding:**

Perfect adhesive

**Inserts:**

3,000 required per issue, $300 tip-in charge

To inquire about sponsorship opportunities, please contact Anne Wilson: (312) 673-5795 / awilson@lamaze.org or Jennifer Shupe: (312) 673-5742 / jshupe@lamaze.org.
**A. Reserve the following advertising space for my company (check one)**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page b/w</td>
<td>$1,150</td>
<td>$1,065</td>
<td>$995</td>
</tr>
<tr>
<td>½ Page b/w</td>
<td>$775</td>
<td>$685</td>
<td>$665</td>
</tr>
<tr>
<td>¼ Page b/w</td>
<td>$665</td>
<td>$625</td>
<td>$570</td>
</tr>
<tr>
<td>1/8 Page b/w</td>
<td>$375</td>
<td>$350</td>
<td>$325</td>
</tr>
</tbody>
</table>

**B. Check, if applicable**

- 4-color ................................... ❑ $890

**C. Cover and Preferred Position Rates (check one, if applicable)**

- Cover 2 ................ 25% of black and white rate
- Cover 3 ................ 15% of black and white rate
- Cover 4 ................. 50% of black and white rate
- Opposite Masthead ...... 20% of black and white rate
- Opposite First Article ... 20% of black and white rate

**D. Issue (check all that are applicable)**

- Winter (Publication Date: 1/15/14)
- Spring (Publication Date: 4/15/14)
- Summer (Publication Date: 7/15/14)
- Fall (Publication Date: 10/15/14)

Total A: $________________________
Total B: $________________________
Total C: $________________________

Total Investment: $________________

**CONTACT INFORMATION**

Name_________________________________________ Title________________________
Company Name________________________________ Address_____________________
City________________________ State_________ ZIP/Postal Code ________________ Country____________
Tel___________________________ Fax_____________________
Email_________________________ Website_________________________
Authorized Signature: __________________________ DATE:_____________________

Complete this form and return to Anne Wilson: awilson@lamaze.org or Jennifer Shupe: jshupe@lamaze.org as a PDF attachment.

**FULL PAYMENT REQUIRED WITH THIS FORM**

- Check: Make check payable to Journal of Perinatal Education, Department 3197, Washington, DC 20042
- Credit Card: Lamaze International is PCI compliant. Upon receipt of this form, Lamaze International will email an invoice to the main contact for payment.