

2016 La Leche League International Online Media Kit

About La Leche League International

Happy Mothers, Breastfed Babies

For nearly 60 years, La Leche League International (LLLI) has been a global forum, marketplace, and education & training platform for mothers, health care professionals and the public to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother. La Leche League International (LLLI), a nonprofit, nonpolitical, and nonsectarian organization, now has a presence in 72 countries, materials in 23 languages, and an annual supporting membership of over 20,000 mothers led by nearly 7,000 accredited LLL Leaders.

Brand Footprint

570K

Website Monthly UVs

61%

New Users

83%

Mobile UVs

117K

Facebook likes

4K

Twitter followers



Ad Sales Contact
Catherine Wilson email: cwilson@lila.org

An international magazine full of inspiring stories, helpful information, news and reviews for expectant parents, breastfeeding mothers, their families and supporters, at all stages of the parenting journey.

Brand Footprint

366K

Online Readers

4min

Avg. Time on Mag

75%

New Users

20.5K

Facebook likes

89%

Mobile UVs

Advertising Rates & Specs						
Display Ads	Dimensions	Max. File Size	Animation Length	Max Loops	Rate	
Homepage Headline Slider	1000px x 115px	40K	n/a	3	6 Issues: \$4,500	3 Issues: \$2500
Right Sidebar – Small	345px x 95px	40K	n/a	3	6 Issues: \$ 850	3 Issues: \$ 475
Right Sidebar – Medium	345px x 180px	40K	n/a	3	6 Issues: \$1,125	3 Issues: \$ 625
Right Sidebar – Large	345px x 280px	40K	n/a	3	6 Issues: \$2,250	3 Issues: \$1,250

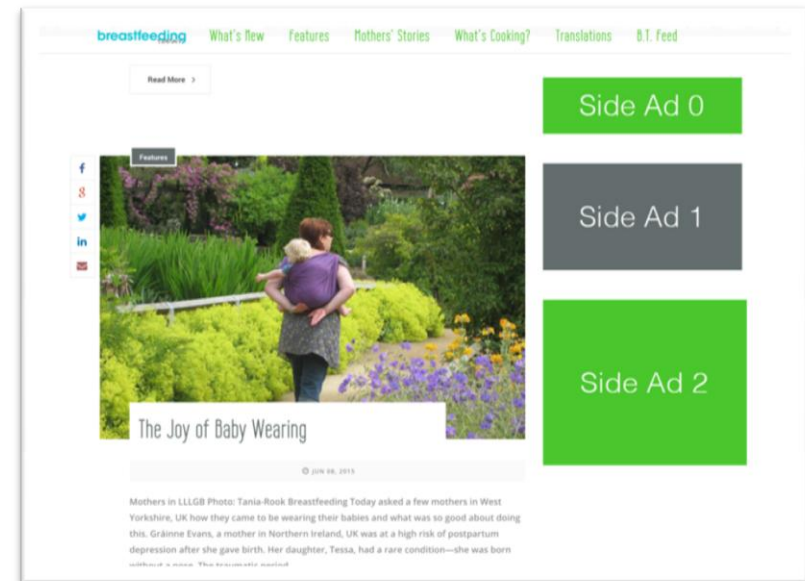
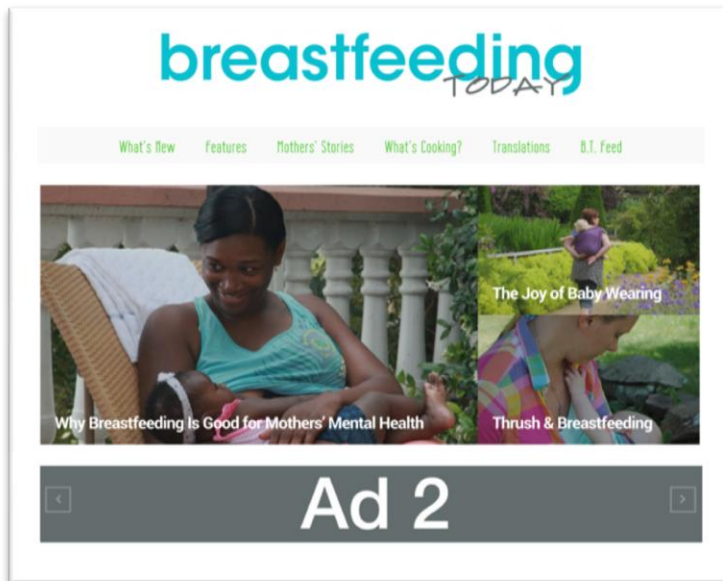
Calendar & Closing Dates		
	Editorial & Ad Booking	Materials Due
Issue 1 (January)	15 December 2015	1 January 2016
Issue 2 (April)	15 March 2016	1 April 2016
Issue 3 (July)	15 June 2016	10 July 2016
Issue 4 (October)	15 September 2016	1 October 2016

Send submissions to Catherine Wilson at cwilson@lila.org



Below are examples showing the Slider ad and three sidebar size options.

Ad Placement Examples



La Leche League International Website



Banner advertising opportunities are available on the La Leche League International website specifically targeted to expecting families, mothers who need breastfeeding support, health care professionals, LLL Leaders and supporters worldwide. Gain exposure for your brand on the website that receives more than 52,000 unique visits per month and serves as a forum and information source where parents go to find mother-to-mother breastfeeding support.

Home Page Banner Advertising Rates & Specs

Display Ads	Dimensions	Max. File Size	Animation Length	Max Loops	Rate
Home Page Slider	443px x 321px		n/a	3	12 Months: \$8,000 6 Months: \$4,500
Right Sidebar Square	120px x 120px		15 sec	3	12 Months: \$6,000 6 Months: \$3,500
Right Sidebar Rectangle	120px x 60px		15 sec	3	12 Months: \$4,500 6 Months: \$2,500

LLLI Store Banner Advertising Rates & Specs

Display Ads	Dimensions	Max. File Size	Animation Length	Max Loops	Rate
Main Page Slider	650px x 255px		n/a	3	12 Months: \$2,500 6 Months: \$1,500
Right Sidebar	120px x 150px		15 sec	3	12 Months: \$2,000 6 Months: \$1,275

La Leche League International Advertising Standards

The La Leche League International Advertising Standards policy applies to all promotional activities, targeted to professionals and/or consumers, for commercial purposes by any person or entity. All advertising must be consistent with the [philosophy](#) and principles of La Leche League International, and cannot negatively impact the reputation of La Leche League International. Advertisements must support the World Health Organization International Code of Marketing of Breastmilk Substitutes. LLLI reserves the right to reject any advertisement that does not meet its standards or contextual arrangement.