

### Fast FAQs about advertising with ICEA:

- ✓ The quarterly *International Journal of Childbirth Education (IJCE)* is exclusively available in digital format to approximately 1600 members.
- ✓ The *IJCE* is the oldest journal specifically for childbirth educators.
- ✓ Each quarter, the *IJCE*, *ICEA newsletter* and the *ICEA.org website* reaches childbirth educators, certified nurse midwives, professional midwives, physicians, nurse practitioners, doulas, and other maternal child health professionals *worldwide*.

### Price per Issue (US Funds):

<u>Ad Size</u>	<u>One Issue</u>	<u>Two Issues</u>	<u>Three Issues</u>	<u>Four Issues</u>
<b>Back Cover – Half Page</b> 4 color 7.5" x 4.875"	\$750	\$700	\$600	\$500
<b>Inside Front Cover</b> Full Page ~ 4 Color 7.5" x 10"	\$1200	\$1090	\$985	\$600
<b>Inside Back Cover</b> Full Page ~ 4 Color 7.5" x 10"	\$1100	\$990	\$885	\$500
<b>Full Page</b> 7.5" x 10" B/W	\$900	\$800	\$700	\$400
<b>Half Page – B/W</b> 7.5" x 4.875" (H)	\$600	\$545	\$485	\$300
<b>1/4 Page</b> 3.625" x 4.875" (H) 4.875" x 3.625" (V)	\$400	\$360	\$320	\$200
<b>1/8 Page</b> 3.25" x 2.125" (H)	\$260	\$245	\$215	\$130
<b>Journal Sponsorship</b> (Text Credit to sponsor on footer of each spread of the IJCB)	\$500	\$450	\$400	\$350

### *For extra savings, why not bundle with an ad in the ICEA E-Newsletter or on ICEA.org?*

The ICEA newsletter and ICEA.org website are great places to showcase your business! ICEA's E-Newsletter is published monthly and emailed to approximately 2,000 members. The E-Newsletter informs members of research updates, organizational updates, and continuing education opportunities. ICEA.org has thousands of visitors monthly and provides a great resource for educators, expecting parents and industry professionals. Deadline is the 15th of the month prior to insertion month. All ads featured in the newsletter and on ICEA.org are static ads, preferably in .jpg format. File size should not exceed 60 KB.

**ICEA Enewsletter – Price per Issue (US Funds):**

<u>Ad size</u>	<u>One Issue</u>	<u>Four Issues</u>	<u>Eight Issues</u>	<u>Twelve Issues</u>
160x600	\$75	\$70	\$65	\$50
160x300	\$45	\$40	\$35	\$25

**ICEA.org Banner Ads – Price per month (US Funds):**

<u>Ad size</u>	<u>One Month</u>	<u>Four Months</u>	<u>Eight Months</u>	<u>Twelve Months</u>
300x600	\$225	\$200	\$175	\$150
200x600	\$200	\$175	\$150	\$125
200x200	\$150	\$125	\$100	\$75

\* Receive a 50% reduction in E-newsletter and/or icea.org ad costs when combined with an ICJE advertisement.

***ICJE Advertising Submission Requirements:***

Deadlines are December 1, March 1, June 1, and September 1.

Preferred Digital Format: PDF (with fonts embedded) for print ads. .JPG, .BMP, .TIFF accepted for banner ads.

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