

# La Leche League International

## 2016 Advertising Insertion Order Form

Please fill out completely and scan or email back to [LLLI](mailto:llli@llli.org).

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

**breastfeeding**  
TODAY

### 2015 Order Schedule

Issue	Ad Size	Materials Due	Url to Link Ad	Frequency (3 issues or 6 issues)
<input type="checkbox"/> Issue 1 (Feb)		1 February 2015		
<input type="checkbox"/> Issue 2 (May)		1 May 2015		
<input type="checkbox"/> Issue 3 (July)		10 July 2015		
<input type="checkbox"/> Issue 4 (Sept)		1 September 2015		
<input type="checkbox"/> Issue 5 (Oct)		1 November 2015		

### Total Cost

Prepayment required for all advertisers.

Total Gross Cost                      \$ \_\_\_\_\_

Authorized Signature \_\_\_\_\_

By signing or typing your name you consent to the terms of this order

Date \_\_\_\_\_

Send submissions to Catherine Wilson at [cwilson@llli.org](mailto:cwilson@llli.org)

# ADVERTISING GUIDELINES AND TERMS OF CONTRACT

## CODE OF ETHICS: FUNDING

LLLI fully supports the WHO International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly resolutions relevant to the International Code, passed before October 2006 (referred to all together in this document as the 'International Code'). LLLI and all LLL representatives will protect the LLLI reputation as a responsible, reliable provider of accurate, up-to-date information and mother-to-mother support for breastfeeding and will maintain sufficient autonomy and independence in order to work effectively on the LLLI Mission.

### 1. Variety of funding sources

LLLI, LLL entities and LLL representatives may seek a diverse range of funding from memberships, individual donations, contributions, grants from acceptable charitable foundations, governments or public agencies and acceptable commercial sources (see below). LLLI, LLL entities and LLL representatives shall choose sources of funding carefully. Before choosing a funding source, we will research its products and ownership structure, using our international networks and any relevant publications in print and online.

### 2. Funding and protection of LLLI reputation

Representatives of LLLI shall consider the effects on our reputation before accepting any kind of funding from outside sources. LLLI, LLL entities and LLL representatives may accept funding from commercial sources and from not-for-profit organizations whose aims do not conflict with LLLI purpose, philosophy and principles. LLLI or the relevant LLL entity shall be the final decision-maker as to content and context of all LLLI or LLL entity programs, publications and messages.

### 3. Support of the International Code

Written agreements and contracts governing sponsorship will include the information that LLLI fully supports the WHO International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly resolutions relevant to the International Code, passed before October 2006. LLLI shall not enter into sponsorship or endorsement or licensing agreements with any corporation that violates the International Code nor accept advertisements from such corporations. The term 'corporation' includes subsidiaries and parent companies of known International Code violators (see 1).

New contracts shall specify that breaches of this provision that occur or become apparent during the term of the contract will result in the contract being terminated.

### 4. Advertisements

All LLLI and LLL publications may include advertisements. Acceptance of advertisements does not constitute an endorsement. Statements to this effect shall be made in publications.

### The following shall not be advertised in any LLLI publication:

- Any product that has been documented as harmful to the breastfed baby.
- Any product incompatible with LLLI purpose or philosophy.

## BILLING

All advertisers must prepay for any advertisement insertion order. Penalty for late payment: 1.5% monthly after 30 days.

## 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 editorial pages. Requested placement of ads cannot be guaranteed.

**BY SIGNING THIS CONTRACT ADVERTISER/AGENT HAS READ AND IS IN AGREEMENT WITH THE ABOVE LISTED ADVERTISING TERMS AND GUIDELINES.**

Authorized by (Advertiser): \_\_\_\_\_

Date: \_\_\_\_\_

Received by LLLI Representative: \_\_\_\_\_

Date: \_\_\_\_\_