



# **La Leche League of the Garden State**

## **2014 Breastfeeding and Parenting Conference**

Crowne Plaza Monroe, Jamesburg, NJ

April 11-13, 2014

## **Guidelines for Advertisers**

### **GENERAL POLICY AND INFORMATION**

All advertisements must be compatible with La Leche League International (LLLI) policies and in adherence with the World Health Organization (WHO) International Code of Marketing of Breast Milk Substitutes. Ads accepted previously may become unacceptable due to changes in LLLI policies. The LLL of the Garden State Area Network Council and Conference Workgroup will have final approval of all advertisements. Deadline for ad submission is March 29, 2014.

Advertisements should be of some value to most people attending the conference. Your ad must be output-ready (jpeg format preferred) or a camera-ready hard copy in black ink on white paper printed on a laser printer to assure the highest quality reproduction. Your ad will be printed in the exact size and layout you submit. If an ad is not submitted in copy-ready form, an additional fee may be charged based on our costs. Full page, half page, quarter page, and business card advertisements are available.

### **ENDORSEMENT**

Acceptance of an advertisement does not constitute an endorsement by LLLI or LLL of the Garden State Area Network. A disclaimer to that effect will be printed in the Conference Program Booklet which will be distributed to all conference participants.

### **ITEMS NOT PERMITTED**

Advertisements for the following items will not be accepted:

- Infant formula
- Baby bottles and nipples except as used in conjunction with breastfeeding pumps and breastfeeding aid products.
- Pacifiers
- Tobacco products and alcoholic beverages
- Contraceptives and/or contraceptive devices

**PRIVILEGE OF REGULATION AND REFUSAL**

LLL of the Garden State reserves the right to regulate or prohibit any advertising deemed inappropriate or unacceptable.