



CLCA Advertising for Educators

Below is a list of available advertising options with CLCA and their respective prices. All advertisements must align with the CLCA mission to support and advocate for Canadian Lactation Consultants. All organizations interested in advertising with CLCA must be [WHO Code compliant](#). Advertising with CLCA is subject to approval by the CLCA Board of Directors.

Preferred Education Partner (PEP) opportunities:

CLCA welcomes all IBCLC educators to apply for a CLCA Preferred Education Partnership. Preferred Education Partners receive exclusive advertisement opportunities, including:

Opportunity	Analytics	PEP Levels		
		GOLD	SILVER	BRONZE
1 year (12 months) listings on the CLCA Preferred Education Partners Page: Includes banner & information blurb (with quarterly updates). Only PEP Members are listed.	500+ views per quarter	✓	✓	✓
CLCA Newsletter (sent once a quarter): Includes 1 advertisement or article. Topics require board approval.	Mailing list contains 768 contacts	✓	✓	
Social Media Postings via Facebook & Twitter: Once per quarter	Followers: FB-654 / Twitter-448	✓		

Preferred Educator Partner (PEP) Advertisement pricing:

Level	Amount
GOLD	\$4,000 CAD*
SILVER	\$3,200 CAD*
BRONZE	\$2,400 CAD*

*Rate includes 1-year (Jan-Dec) advertising.

Advertisement Opportunities, à la cart pricing

Opportunity	Analytics	Pricing
CLCA Newsletter (4 issues a year, sent once a quarter): Includes 1 article with image	Mailing list contains 768 contacts	\$800 CAD for full year or \$250 CAD per newsletter
Social Media Posting (Facebook & Twitter)	Followers: FB-654 Twitter-448	\$800 CAD for full year (includes 4 postings, 1 per quarter*) or \$250 CAD per post

***Includes a total of 4 articles (one per quarter): January, April, July and October**