



CANADIAN LACTATION CONSULTANT ASSOCIATION  
ASSOCIATION CANADIENNE DES CONSULTANTES EN LACTATION

## 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.

### Advertisement Packages:

CLCA welcomes all educators to apply for a CLCA Advertisement Package. Packages includes exclusive advertisement opportunities, including:

| Opportunity  | Analytics                                 | Package Level |        |        |
|--|---|---------------|--------|--------|
|  |   | GOLD          | SILVER | BRONZE |
| <b>1 year (12 months) listings on the CLCA Educators page:</b> Includes banner & information blurb (with quarterly updates). | 500+ views per quarter                    | ✓             | ✓      | ✓      |
| <b>CLCA Newsletter (sent once a quarter):</b> Includes 1 advertisement or article. Topics require board approval.            | Mailing list contains 1,214 contacts      | ✓             | ✓      |        |
| <b>Social Media Postings via Facebook, Twitter and Instagram:</b> Once per quarter   | Followers: FB-868 /Twitter-453/ Insta-106 | ✓             |        |        |

### Advertisement Package Pricing:

| Package Level                                       | Amount       |
|---|--------------|
| <b>GOLD</b>   | \$4,000 CAD* |
| <b>SILVER</b>                                       | \$3,200 CAD* |
| <b>BRONZE</b>                                       | \$2,400 CAD* |
| <b>*Rate includes 1-year (Jan-Dec) advertising.</b> |              |

### Advertisement Opportunities, à la cart pricing:

| Opportunity  | Analytics                                       | Pricing   |
|--|---|---|
| <b>CLCA Newsletter (4 issues a year, sent once a quarter):</b> Includes 1 article with image | Mailing list contains 1,214 contacts            | \$800 CAD for full year<br>or<br>\$250 CAD per newsletter                                 |
| <b>Social Media Posting (Facebook, Twitter and Instagram)</b>                                | Followers:<br>FB-868 / Twitter-453<br>Insta-106 | \$800 CAD for full year (includes 4 postings, 1 per quarter*)<br>or<br>\$250 CAD per post |
| <b>*Includes a total of 4 articles (one per quarter): January, April, July and October</b>   |   |   |

Submit your requests to [office@clca-accl.ca](mailto:office@clca-accl.ca)