



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

## **Guidelines for Advertisers**

**2014 Breastfeeding and Parenting Conference  
Crowne Plaza Monroe, Jamesburg, NJ**

April 11-13, 2014

### **GENERAL POLICY AND INFORMATION**

All advertisements must be compatible with La Leche League International (LLLI) principles and policies and in adherence with the World Health Organization (WHO) International Code of Marketing of Breast Milk Substitutes. The advertisements should be of some value to (most) people attending the Conference. Ads accepted previously may become unacceptable due to changes in LLLI policies and/or philosophy. 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.

The Conference Program Booklet is distributed to over 300 people at the conference.

Advertisements must be output-ready (jpeg referred) or a camera-ready hard copy. If reformatting is required, an additional fee may be assessed.

### **ENDORSEMENT**

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

### **ITEMS NOT PERMITTED**

Unacceptable advertisements include:

- Infant formula
- Baby bottles and nipples except as used in conjunction with breastfeeding pumps and breastfeeding aid products.
- Pacifiers
- Tobacco products and alcoholic beverages
- Contraceptive 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.