

# PMLA

*Publications of the Modern Language Association of America*

## 2011 VOLUME ADVERTISING IN *PMLA*

We thank those of you who were 2010 *PMLA* volume advertisers and invite you to remain with us for 2011. If you were not a volume advertiser this past year, we hope you'll consider the benefits of signing on for 2011. *PMLA* is sent to more than 30,000 scholars and teachers of literature and language and has about 2,100 library subscribers around the world, making its circulation among the largest for a humanities journal. *PMLA* is also available electronically to libraries. Subscribers to the electronic version continue to receive the print issues, giving advertisers unsurpassed exposure. The wide range of distinguished scholarship makes *PMLA* ideal for advertising books (or, on occasion, other items of interest to our members) on almost any subject.

### ***PMLA* advertising rates will not change in 2011.**

Volume advertisers receive preferred placement and a significant discount on rates: \$795 for a full page (since the regular rate is \$1,180, that's a savings of \$385 on each advertisement) and \$510 for a half page (a savings of \$260 per page over the regular rate of \$770). The two volume advertisers who place the largest number of ads in 2011 will be offered cover positions II and III for volume 127; *the back cover of PMLA will be available to volume advertisers on the November (MLA Convention Program) issue only.*

### The Volume Agreement

Volume advertisers agree to place at least one ad in each issue of volume 126 (the 2011 issues). The issues are January, March (Fall Textbook Preview), May, October (Spring Textbook Preview and special topic: Celebrity, Fame, Notoriety), and November (the essential Program for the MLA convention).

If you agree that volume advertising should be a part of your advertising strategy, please sign and return the volume-advertising agreement form (go to [www.mla.org/PMLA\\_advertising](http://www.mla.org/PMLA_advertising)) by 1 October. Note that volume agreements begin with the January issue of *PMLA*. The January reservations deadline is 5 October; the January materials deadline is 19 October (extensions may be available; please write or call). Complete information about advertising in *PMLA*, including rates, deadlines, and order forms, is available at [www.mla.org/PMLA\\_advertising](http://www.mla.org/PMLA_advertising).

Please call or write if you have any questions. I look forward to working with you in 2011.

Best wishes,

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