

### Single-Insertion Rates

	<i>Regular</i>	<i>Volume 124 Advertisers*</i>
Full page (6" wide x 8.75" high)	\$1,155	\$780
Half page (6" wide x 4.25" high)	\$755	\$500

\* *Volume rates require at least one insertion in each issue of volume 124.*

### Journal Information

**Trim:** 7.5 inches (wide) x 10.5 inches (high)

**Printing method:** web offset,  
computer-to-plate

**Text stock:** 45# white matte-coated paper

**Text printing:** black ink only

### Specifications

- No bleeds, color, or quarter-page ads.

### Advertising Policy

- Ads must fit the specifications.
- Content and appearance of advertisements are subject to publisher's approval.
- No cash discount.
- No agency discount.
- New advertisers must send payment with their insertion orders.
- Insertion orders must precede or accompany materials.
- Tear sheets will accompany invoice.
- The MLA will bill advertisers directly or through an agency; in either case, advertisers are responsible for prompt payment of money due *PMLA*.

### ONLY ADS IN ELECTRONIC FORM ARE ACCEPTED

Please consult the MLA Web site ([www.mla.org/pmla\\_advertising](http://www.mla.org/pmla_advertising)) for instructions on preparing and sending electronic ads. All electronic ads should be submitted in Adobe Acrobat PDF format and e-mailed to [pdfads@mla.org](mailto:pdfads@mla.org). In addition to the PDF file, please mail (do not fax) a hard-copy laser proof of the ad at 100% of the document's size to the address below.

### PLEASE REMEMBER TO E-MAIL YOUR LIST FOR THE INDEX OF AUTHORS ADVERTISED TO

[aschneider@mla.org](mailto:aschneider@mla.org). Please include your Web site address. See "Index Features" at [www.mla.org/pmla\\_advertising](http://www.mla.org/pmla_advertising) for instructions.

Please reserve \_\_\_\_\_ page(s) of advertising space in the \_\_\_\_\_ issue of *PMLA*. I understand that the total cost will be \$\_\_\_\_\_.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
Your name

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Advertising agency (if applicable)

\_\_\_\_\_  
Telephone

### RETURN TO

Annabel Schneider  
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