

MLA Membership Lists

The association's membership numbers approximately 30,000 in the United States and 3,500 abroad (approximately 1,200 in Canada). Membership lists are available for seven language designations.

Rate
\$95 per thousand (prorated)
Format availability
ASCII, comma delimited, text file, sent by e-mail
1" x 4" pressure-sensitive labels, 20 per sheet
<i>\$35 per thousand additional charge for pressure-sensitive labels</i>

English	23,000
Spanish and Portuguese	4,500
French	3,200
German	1,900
Italian600
Russian and other Slavic languages350
Asian languages400
All foreign language lists combined	12,000

Members can also be selected by 131 fields of professional interest.

General Information

Counts

The MLA's lists are updated daily. We will be happy to provide you with exact counts.

Rates

Members \$95 per thousand (prorated)

High-definition lists \$115 per thousand (prorated)

Departmental administrators \$105 per thousand (prorated)

- There is a \$5 postage and handling fee on domestic and Canadian orders.
- Overseas customers please add \$35 to cover Air Parcel Post charges.
- The figures above represent the minimum charge per order.
- There is a 20% discount for not-for-profit organizations providing proof of their not-for-profit status.

Formats

Electronic text
ASCII, comma delimited, or Excel file (please specify)

Pressure-sensitive
Peel-off, stick-on labels (1" x 4") 20 labels per sheet

\$35 per thousand additional charge for pressure-sensitive labels

Selection Options

Zip code sequence

Alphabetical sequence

State or zip code ranges

Domestic, domestic and Canada, foreign

Nth name

Key code (5-character maximum)

Terms and Conditions

Use

Lists may be used only to promote material of professional interest to MLA members. The lists are rented for one-time mailing only and may not be copied, reused, or used by anyone other than the original renter. We reserve the right to refuse orders. The name of the MLA may not be used in connection with mailings.

Fulfillment

- Orders will normally be processed within three days of receipt.
- Orders are shipped UPS within the United States and parts of Canada.
- Next-day and second-day service are available for an additional charge.
- The MLA does not provide mailing services.

Billing and Payment

- Terms are net payment 30 days from date of invoice.
- We reserve the right to request prepayment.

To Order

All orders must be in writing and must include a sample mailing piece.

Please send orders and inquiries to List Rentals

Modern Language Association
26 Broadway, 3rd Floor
New York, NY 10004-1789
646 576-5146
Fax 646 576-5160
listrental@mla.org

Modern
Language
Association

MLA



Mail your promotions to the members of the largest organization for teachers and scholars in higher education.

Whether your direct mail promotion advertises a summer seminar on composition studies, a new work on literary criticism, or the latest software, MLA mailing lists can be targeted to your audience.

- **33,500 English and foreign language teachers and scholars**
- **over 5,000 administrators in higher education**

Why MLA Lists?

MLA members are enthusiastic purchasers of books and computer products, and they frequently travel to conferences. Nearly one-third of the membership attends the MLA convention each year, and, according to a recent survey, 40% attends two or more professional meetings each year.

Last year over 150 book and journal publishers, scholarly associations, conference organizers, and software manufacturers rented MLA mailing lists. If you are planning a meeting or if your company produces

- college-level texts
- scholarly monographs or collections of essays
- academic journals or periodicals on issues in education
- software for foreign language teaching, writing labs, or humanities scholarship
- personal computer hardware or peripherals

then MLA lists are the best choice for your promotions.

Other Benefits

- Membership lists can be selected according to seven language designations or 131 fields of scholarly and professional concern—from Chaucer studies to popular culture.
- The MLA has the largest membership lists of scholars who specialize in literary theory and criticism (5,500), in women's studies (5,700), in American literature (9,500), and in English literature (12,200).
- The MLA also maintains a list of over 5,000 departmental administrators that breaks down into over 250 language designations.
- All lists can be broken down by geographic region.
- MLA lists are updated daily.



High-Definition Lists

These categories represent the major scholarly and professional concerns of MLA members and indicate active involvement by the members in specific fields. The lists can be selected individually or in any combination; lists can be merged to eliminate duplicates.

Rate

\$115 per thousand (prorated)

Format availability

ASCII, comma delimited, text file, sent by e-mail
1" x 4" pressure-sensitive labels, 20 per sheet
\$35 per thousand additional charge for pressure-sensitive labels

American Literature

D017	American Literature to 1800	1,125
D018	19th-Century American Literature	3,300
D019	Late-19th- and Early-20th-Century American Literature	3,250
D020	20th-Century American Literature	6,700
D076	Black American Literature and Culture	2,100
D080	American Indian Literatures	575
D082	Asian American Literature	650
D084	Chicana and Chicano Literature	700
<i>American Literature Divisions (17–20 merged)</i>		9,500

Comparative Studies

D001	Comparative Studies in Medieval Literature	1,150
D002	Comparative Studies in Renaissance and Baroque Literature	900
D003	Comparative Studies in Romanticism and the 19th Century	1,150
D004	Comparative Studies in 20th-Century Literature	2,800
D005	Comparative Studies in 18th-Century Literature	500
D034	European Literary Relations (including translation)	550
<i>Comparative Studies Divisions (01–05 merged)</i>		5,900

English Literature

D021	Old English Language and Literature	750
D022	Middle English Language and Literature, Excluding Chaucer	1,200
D023	Chaucer	1,100
D024	Literature of the English Renaissance, Excluding Shakespeare	2,100
D025	Shakespeare	2,500
D026	17th-Century English Literature	1,600
D027	Restoration and Early-18th-Century English Literature	1,200
D028	Late-18th-Century English Literature	1,450
D029	The English Romantic Period	1,900
D030	The Victorian Period	2,700
D031	Late-19th- and Early-20th-Century English Literature	2,250
D032	20th-Century English Literature	2,800
D033	English Literature Other Than British and American	1,100
<i>English Literature Divisions (21–33 merged)</i>		12,200

Foreign Languages And Literatures

D015	African Literatures	650
------	---------------------	-----

D016	East Asian Languages and Literatures to 1900	250
D083	East Asian Languages and Literatures after 1900	375
D066	Slavic and East European Literatures	535

French Literature

D051	French Medieval Language and Literature	550
D052	16th-Century French Literature	350
D053	17th-Century French Literature	400
D054	18th-Century French Literature	450
D055	19th-Century French Literature	950
D056	20th-Century French Literature	1,500
D057	Francophone Literatures and Cultures	1,150
<i>French Literature Divisions (51–57 merged)</i>		3,700

German Literature

D058	German Literature to 1700	300
D059	18th- and Early-19th-Century German Literature	700
D060	19th- and Early-20th-Century German Literature	1,000
D061	20th-Century German Literature	1,150
<i>German Literature Divisions (58–61 merged)</i>		1,900

Hispanic Literature

D078	Colonial Latin American Literatures	650
D064	Latin American Literature from Independence to 1900	900
D065	20th-Century Latin American Literature	2,600
D067	Medieval Hispanic Languages, Literatures, and Cultures	575
D068	16th- and 17th-Century Spanish Poetry and Prose	750
D069	18th- and 19th-Century Spanish Literature	625
D070	20th-Century Spanish Literature	1,400
D071	16th- and 17th-Century Spanish Drama	475
D073	Luso-Brazilian Language and Literature	500
Latin American Literature Divisions (64, 65, and 78 merged)		2,750
<i>Spanish Literature Divisions (67–71 merged)</i>		2,300

Italian Literature

D062	Medieval and Renaissance Italian Literature	550
D063	17th-, 18th-, and 19th-Century Italian Literature	300
D079	20th-Century Italian Literature	450
<i>Italian Literature Divisions (62, 63, and 79 merged)</i>		875

Genre Studies

D008	Drama (history, criticism, and theory)	1,900
D009	Film (history, criticism, and theory)	2,800
D010	Nonfiction Prose Studies, Excluding Biography and Autobiography (history, criticism, and theory)	650
D011	Poetry (history, criticism, and theory)	2,800
D012	Prose Fiction (history, criticism, and theory)	2,500
D014	Literary Criticism (history of criticism; theory of literature)	5,500
D046	Methods of Literary Research	550
D077	Autobiography, Biography, and Life Writing	1,350

Interdisciplinary Approaches

D006	Women's Studies in Language and Literature	5,700
D007	Ethnic Studies in Language and Literature	1,800
D013	Popular Culture	2,700
D035	Anthropological Approaches to Literature (including myth, folklore, and ritual)	1,250
D036	Linguistic Approaches to Literature	650
D037	Philosophical Approaches to Literature (including history of ideas)	2,750

D038	Psychological Approaches to Literature	1,100
D039	Literature and Religion	1,550
D040	Sociological Approaches to Literature	1,000
D041	Literature and Other Arts	2,300
D072	Literature and Science	1,250
D074	Children's Literature	700
D075	Gay Studies in Language and Literature	1,450
D081	History and Theory of Rhetoric and Composition	1,200
D085	Disability Studies	300
D086	Postcolonial Studies in Literature and Culture	4,000

Language Studies

D042	Language and Society	1,100
D043	Language Theory	800
D044	Applied Linguistics	1,100
D045	Language Change	550
<i>Language Studies Divisions (42–45 merged)</i>		2,200

Teaching

D047	The Teaching of Language	2,050
D048	The Teaching of Literature	3,000
D049	The Teaching of Writing	3,500
D050	Teaching as a Profession	1,400
<i>Teaching Divisions (47–50 merged)</i>		7,000

New Lists of Professional Interest

The association recently added forty-three lists representing areas of professional interest, which include fields in multicultural studies (e.g., Jewish American literature), less commonly taught languages and literatures (Provençal and Catalan), specialized areas of study (comparative Romance linguistics), and professional groups (part-time faculty members). Any of these lists can be merged with the high-definition lists on the previous two pages.

G001	Anglo-Irish Literature	1,200
G002	Arabic Literature and Culture	350
G003	Arthurian Literature	700
G004	Bibliography and Textual Studies	975
G005	Canadian Literature in English	450
G006	Catalan Language and Literature	150
G007	Celtic Languages and Literatures	250
G008	Classical Studies and Modern Literature	1,700
G009	Cognitive Approaches to Literature	850
G010	Comparative Romance Linguistics	275
G011	Computer Studies in Language and Literature	1,100
G031	Cuban and Cuban Diaspora Cultural Production	250
G012	Folklore and Literature	1,250
G013	General Linguistics	700
G014	Germanic Philology	575
G015	Hebrew Literature	110
G017	Interdisciplinary Approaches to Culture and Society	6,500
G018	Italian American Literature	325
G019	Jewish American Literature	400
G020	Jewish Cultural Studies	550
G021	Law as Literature	550
G022	Lexicography	125
G023	Literature of the United States in Languages Other Than English	500

G024	Lusophone Literatures and Cultures outside Portugal and Brazil	150
G025	Media and Literature	3,350
G026	Mexican Cultural and Literary Studies	725
G028	Old Norse Literature and Language	160
G029	Opera as a Literary and Dramatic Form	425
G030	Part-Time Faculty Members	775
G032	Present-Day English Language	675
G033	Provençal Language and Literature	140
G034	Puerto Rican Literature and Culture	425
G035	Romance Literary Relations	800
G036	Romanian Studies	100
G037	Scandinavian Languages and Literatures	170
G038	Science Fiction and Utopian and Fantastic Literature	1,400
G039	Scottish Literature	250
G040	Sephardic Studies	125
G041	Slavic Literatures and Cultures	415
G042	South Asian Languages and Literatures	400
G043	Southern Literature	1,000
G044	Translation	1,700
G046	The Two-Year College	850
G045	Travel Literature	1,050
G048	Yiddish Literature	110

Departmental Administrators

The MLA's comprehensive lists of two- and four-year college and university departmental administrators are available for over 250 languages—from Afrikaans to Zulu—and for administrators from more than 500 ESL and EFL departments. Selection can be limited to those departments that offer PhD or MA degrees.

Format availability

ASCII, comma delimited, text file, sent by e-mail
1" x 4" pressure-sensitive labels, 20 per sheet
\$35 per thousand additional charge for pressure-sensitive labels

Rate

\$105 per thousand (prorated)

Approximate quantities of major languages:

English	2,930
Spanish	2,550
French	2,040
German	1,415
Classics (Greek and Latin)	760
Japanese	850
Italian	720
Russian	590
Chinese	730
Arabic	505
All foreign language administrators	3,670
All administrators	5,420

The MLA also has 3 specialized lists of administrators:

Ethnic studies	300
Language and area studies	285
Women's studies	645

