

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 125 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 over 250 language designations or 133 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 (7,400), in women's studies (6,700), in American literature (9,900), and in English literature (12,000).
- 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.

Modern
Language
Association

MLA



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, or *Excel* file, sent by e-mail

American Literature

D017	American Literature to 1800.....	1,490
D018	19th-Century American Literature.....	4,300
D019	Late-19th- and Early-20th-Century American Literature.....	3,900
D020	20th-Century American Literature.....	8,200
D076	Black American Literature and Culture.....	2,750
D080	American Indian Literatures.....	950
D082	Asian American Literature.....	950
D084	Chicana and Chicano Literature.....	1,080
	<i>American Literature Divisions (17–20 merged)</i>	9,900

Comparative Studies

D001	Comparative Studies in Medieval Literature.....	1,300
D002	Comparative Studies in Renaissance and Baroque Literature.....	1,200
D003	Comparative Studies in Romanticism and the 19th Century.....	1,650
D004	Comparative Studies in 20th-Century Literature.....	4,000
D005	Comparative Studies in 18th-Century Literature.....	750
D034	European Literary Relations (including translation)... <i>Comparative Studies Divisions (01–05 merged)</i>	1,000 7,225

English Literature

D021	Old English Language and Literature.....	900
D022	Middle English Language and Literature, Excluding Chaucer.....	1,350
D023	Chaucer.....	1,300
D024	Literature of the English Renaissance, Excluding Shakespeare.....	2,300
D025	Shakespeare.....	2,800
D026	17th-Century English Literature.....	1,800
D027	Restoration and Early-18th-Century English Literature.....	1,400
D028	Late-18th-Century English Literature.....	1,800
D029	The English Romantic Period.....	2,300
D030	The Victorian Period.....	3,100
D031	Late-19th- and Early-20th-Century English Literature.....	2,700
D032	20th-Century English Literature.....	3,500
D033	English Literature Other Than British and American.....	1,300
	<i>English Literature Divisions (21–33 merged)</i>	12,000

Foreign Languages And Literatures

D015	African Literatures.....	900
D087	Arabic Literature and Culture.....	525
D016	East Asian Languages and Literatures to 1900.....	350

D083	East Asian Languages and Literatures after 1900.....	550
D066	Slavic and East European Literatures.....	650

French Literature

D051	French Medieval Language and Literature.....	650
D052	16th-Century French Literature.....	475
D053	17th-Century French Literature.....	500
D054	18th-Century French Literature.....	575
D055	19th-Century French Literature.....	1,275
D056	20th-Century French Literature.....	1,800
D057	Francophone Literatures and Cultures.....	1,400
	<i>French Literature Divisions (51–57 merged)</i>	3,850

German Literature

D058	German Literature to 1700.....	350
D059	18th- and Early-19th-Century German Literature.....	850
D060	19th- and Early-20th-Century German Literature.....	1,250
D061	20th-Century German Literature.....	1,400
	<i>German Literature Divisions (58–61 merged)</i>	2,050

Hispanic Literature

D078	Colonial Latin American Literatures.....	900
D064	Latin American Literature from Independence to 1900.....	1,100
D065	20th-Century Latin American Literature.....	2,900
D067	Medieval Hispanic Languages, Literatures, and Cultures.....	725
D068	16th- and 17th-Century Spanish Poetry and Prose.....	900
D069	18th- and 19th-Century Spanish Literature.....	825
D070	20th-Century Spanish Literature.....	1,650
D071	16th- and 17th-Century Spanish Drama.....	650
D073	Luso-Brazilian Language and Literature.....	630
	<i>Latin American Literature Divisions (64, 65, and 78 merged)</i>	3,100
	<i>Spanish Literature Divisions (67–71 merged)</i>	2,600

Italian Literature

D062	Medieval and Renaissance Italian Literature.....	725
D063	17th-, 18th-, and 19th-Century Italian Literature.....	375
D079	20th-Century Italian Literature.....	600
	<i>Italian Literature Divisions (62, 63, and 79 merged)</i>	1,125

Genre Studies

D008	Drama (history, criticism, and theory).....	2,400
D009	Film (history, criticism, and theory).....	3,900
D010	Nonfiction Prose Studies, Excluding Biography and Autobiography (history, criticism, and theory)....	1,200
D011	Poetry (history, criticism, and theory).....	3,700
D012	Prose Fiction (history, criticism, and theory).....	3,800
D014	Literary Criticism (history of criticism; theory of literature).....	7,400
D046	Methods of Literary Research.....	1,400
D077	Autobiography, Biography, and Life Writing.....	2,200

Interdisciplinary Approaches

D006	Women's Studies in Language and Literature.....	6,700
D007	Ethnic Studies in Language and Literature.....	2,600
D013	Popular Culture.....	4,150
D035	Anthropological Approaches to Literature (including myth, folklore, and ritual).....	2,100
D036	Linguistic Approaches to Literature.....	1,050
D037	Philosophical Approaches to Literature (including history of ideas).....	4,100

D038	Psychological Approaches to Literature	1,800
D039	Literature and Religion.....	2,400
D040	Sociological Approaches to Literature.....	1,700
D041	Literature and Other Arts	3,600
D072	Literature and Science	1,900
D074	Children's Literature.....	1,100
D075	Gay Studies in Language and Literature.....	2,050
D085	Disability Studies.....	500
D086	Postcolonial Studies in Literature and Culture	4,800

Language Studies

D042	Language and Society.....	1,600
D043	Language Theory.....	1,200
D044	Applied Linguistics.....	1,350
D045	Language Change.....	800
D081	History and Theory of Rhetoric and Composition	1,600
<i>Language Studies Divisions (42–45 and 81 merged)</i>		3,650

Teaching

D047	The Teaching of Language	3,200
D048	The Teaching of Literature	5,000
D049	The Teaching of Writing.....	5,000
D050	Teaching as a Profession	3,200
<i>Teaching Divisions (47–50 merged)</i>		9,400

New Lists of Professional Interest

The association has added forty-six 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.

G049	Age Studies.....	185
G001	Anglo-Irish Literature	1,500
G003	Arthurian Literature.....	950
G004	Bibliography and Textual Studies	1,225
G005	Canadian Literature in English.....	650
G006	Catalan Language and Literature.....	250
G007	Celtic Languages and Literatures	450
G008	Classical Studies and Modern Literature	1,900
G009	Cognitive Approaches to Literature	1,300
G010	Comparative Romance Linguistics.....	425
G011	Computer Studies in Language and Literature	1,400
G031	Cuban and Cuban Diaspora Cultural Production.....	525
G012	Folklore and Literature	1,900
G013	General Linguistics.....	1,000
G014	Germanic Philology	750
G015	Hebrew Literature	175
G017	Interdisciplinary Approaches to Culture and Society.....	7,500
G018	Italian American Literature	425
G019	Jewish American Literature.....	575
G020	Jewish Cultural Studies.....	725
G021	Law as Literature	900
G022	Lexicography	250
G023	Literature of the United States in Languages Other Than English.....	925

G024	Lusophone Literatures and Cultures outside Portugal and Brazil	250
G025	Media and Literature	4,425
G026	Mexican Cultural and Literary Studies	1,100
G027	Netherlandic Language and Literature	150
G028	Old Norse Literature and Language.....	275
G029	Opera as a Literary and Dramatic Form	600
G030	Part-Time Faculty Members	1,275
G032	Present-Day English Language	1,075
G033	Provençal Language and Literature	200
G034	Puerto Rican Literature and Culture.....	625
G035	Romance Literary Relations	1,175
G036	Romanian Studies	150
G037	Scandinavian Languages and Literatures.....	250
G038	Science Fiction and Utopian and Fantastic Literature.....	2,000
G039	Scottish Literature.....	425
G040	Sephardic Studies	190
G041	Slavic Literatures and Cultures.....	550
G042	South Asian Languages and Literatures.....	500
G043	Southern Literature	1,300
G044	Translation.....	2,500
G046	The Two-Year College	1,175
G045	Travel Literature	1,800
G048	Yiddish Literature.....	200

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, or *Excel* file, sent by e-mail

Rate

\$105 per thousand (prorated)

Approximate quantities of major languages:

English.....	2,945
Spanish.....	2,565
French.....	2,050
German.....	1,415
Classics (Greek and Latin).....	790
Japanese.....	870
Italian	735
Russian.....	600
Chinese.....	805
Arabic.....	520
All foreign language administrators	3,835
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





MLA Membership Lists

The association's membership numbers approximately 30,000 in the United States and 3,500 abroad (approximately 1,300 in Canada).

Rate

\$95 per thousand (prorated)

Format availability

ASCII, comma delimited, text file, or *Excel* file, sent by e-mail

English	23,000
Spanish	5,000
French	4,000
German	2,300
Italian	1,000
All foreign language members	16,000

Membership lists can be selected according to over 250 language designations.

Members can also be selected by 133 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)

NCOA certification add \$40 per list

- 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)

- The MLA does not rent e-mail addresses.

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.
- 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

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Fax 646 576-5160

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