

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.

- ⇒ 33,000 English and foreign language teachers and scholars
- over 6,500 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 130 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 137 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 (9,600), in women's studies (7,800), in American literature (11,500), and in English literature (12,000).
- The MLA also maintains a list of over 6,500 departmental administrators that breaks down into over 250 language designations.
- All lists can be broken down by geographic region.
- MLA lists are updated daily.



# **MLA Membership Lists**

The association's membership numbers approximately 30,000 in the United States and 2,700 abroad (approximately 1,300 in Canada).

#### Rate

\$105 per thousand (prorated)

### Format availability

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

English	23,000
Spanish	. 5,000
French	. 4,100
German	. 2,300
Italian	. 1,000
All foreign language members	11,000

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

Members can also be selected by 137 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 \$105 per thousand (prorated)

High-definition lists \$125 per thousand (prorated)

Departmental administrators \$115 per thousand (prorated)

NCOA certification add \$50 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.
- New York State sales tax added to all New York orders. Please provide proof if you are tax exempt.

#### **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**

#### Hee

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 Modern Language Association 26 Broadway, 3rd floor New York, NY 10004-1789 646 576-5150 Fax 646 576-5160 listrental@mla.org 11-12

# **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

\$125 per thousand (prorated)

### Format availability

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

### **American Literature**

D017	American Literature to 1800	1,800
D018	19th-Century American Literature	5,000
D019	Late-19th- and Early-20th-Century American Literature	4,700
D020	20th-Century American Literature	9,200
D076	Black American Literature and Culture	3,200
D080	American Indian Literatures	1,300
D082	Asian American Literature	1,200
D084	Chicana and Chicano Literature	1,500
Ameri	ican Literature Divisions (17–20 merged)	11,500

### **Comparative Studies**

	_	
D001	Comparative Studies in Medieval Literature	1,600
D002	Comparative Studies in Renaissance and	
	Baroque Literature	1,500
D003	Comparative Studies in Romanticism and	
	the 19th Century	2,200
D004	Comparative Studies in 20th-Century Literature	5,400
D005	Comparative Studies in 18th-Century Literature	1,000
D034	European Literary Relations (including translation)	1,500
Comp	arative Studies Divisions (01–05 merged)	8,900

### **English Literature**

D021	Old English Language and Literature	1,050
D022	Middle English Language and Literature,	
	Excluding Chaucer	1,550
D023	Chaucer	1,500
D024	Literature of the English Renaissance,	
	Excluding Shakespeare	2,500
D025	Shakespeare	3,300
D026	17th-Century English Literature	2,100
D027	Restoration and Early-18th-Century English Literature	1,650
D028	Late-18th-Century English Literature	2,300
D029	The English Romantic Period	2,800
D030	The Victorian Period	3,700
D031	Late-19th- and Early-20th-Century English Literature	3,500
D032	20th-Century English Literature	4,300
D033	English Literature Other Than British and American	1,500
Englis	h Literature Divisions (21–33 merged)	12,000

D015African Literatures1,200D087Arabic Literature and Culture700D016East Asian Languages and Literatures to 1900400D083East Asian Languages and Literatures after 1900700D066Slavic and East European Literatures800

**Foreign Languages and Literatures** 

### **French Literature**

D051	French Medieval Language and Literature	800
D052	16th-Century French Literature	525
D053	17th-Century French Literature	600
D054	18th-Century French Literature	700
D055	19th-Century French Literature	1,500
D056	20th-Century French Literature	
D057	Francophone Literatures and Cultures	
	h Literature Divisions (51–57 merged)	
1161161	TERETARIATE DIVISIONS (31 37 Mergea)	4,200
Geri	nan Literature	
D058	German Literature to 1700	400
D059	18th- and Early-19th-Century German Literature	1,000
D060	19th- and Early-20th-Century German Literature	1,400
D061	20th-Century German Literature	1,600
Germa	an Literature Divisions (58–61 merged)	
	anic Literature	
_		
D078	Colonial Latin American Literatures	
D064	Latin American Literature from Independence to 1900	
D065	20th-Century Latin American Literature	3,300
D067	Medieval Hispanic Languages, Literatures, and Cultures	800
D068	16th- and 17th-Century Spanish Poetry and Prose	1,000
D069	18th- and 19th-Century Spanish Literature	
D070	20th-Century Spanish Literature	
D071	16th- and 17th-Century Spanish Drama	
D073	Luso-Brazilian Language and Literature	
	American Literature Divisions (64, 65, and 78 merged)	
	sh Literature Divisions (67–71 merged)sh	
Spani	sti Literature Divisions (07—71 mergeu)	2,700
Itali	an Literature	
Itali	all Literature	
D062		900
_	Medieval and Renaissance Italian Literature	
D062	Medieval and Renaissance Italian Literature17th-, 18th-, and 19th-Century Italian Literature	475
D062 D063 D079	Medieval and Renaissance Italian Literature	475 700
D062 D063 D079 Italiar	Medieval and Renaissance Italian Literature	475 700
D062 D063 D079 Italian	Medieval and Renaissance Italian Literature	475 700 1,300
D062 D063 D079 <i>Italian</i> <b>Gen</b> :	Medieval and Renaissance Italian Literature	475 700 1,300
D062 D063 D079 Italian	Medieval and Renaissance Italian Literature	475 700 1,300
D062 D063 D079 <i>Italian</i> <b>Gen</b> :	Medieval and Renaissance Italian Literature	475 700 1,300 2,900 5,300
D062 D063 D079 Italian <b>Gen</b> : D008 D009	Medieval and Renaissance Italian Literature	475 700 1,300 2,900 5,300
D062 D063 D079 Italian <b>Gen</b> : D008 D009	Medieval and Renaissance Italian Literature	475 700 1,300 2,900 5,300
D062 D063 D079 Italian Gen. D008 D009 D010	Medieval and Renaissance Italian Literature	475 700 1,300 2,900 5,300 1,900 4,700
D062 D063 D079 Italian Gen: D008 D009 D010	Medieval and Renaissance Italian Literature	475 700 1,300 2,900 5,300 1,900 4,700 5,300
D062 D063 D079 Italian Gen: D008 D009 D010 D011 D012 D014	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian Gen: D008 D009 D010 D011 D012 D014 D046	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian Gen: D008 D009 D010 D011 D012 D014 D046 D077	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian Gen: D008 D009 D010 D011 D012 D014 D046 D077	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian Gen: D008 D009 D010 D011 D012 D014 D046 D077	Medieval and Renaissance Italian Literature	475 700 2,900 5,300 1,900 4,700 5,300 e)9,600 2,500 3,100
D062 D063 D079 Italian Gen: D008 D009 D010 D011 D012 D014 D046 D077	Medieval and Renaissance Italian Literature	475 700 1,300 5,300 4,700 5,300 e)9,600 2,500 3,100
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inter D006	Medieval and Renaissance Italian Literature	475 700 1,300 5,300 1,900 4,700 5,300 e)9,600 2,500 3,100
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inter D006 D007 D013	Medieval and Renaissance Italian Literature	475 700 1,300 5,300 1,900 4,700 5,300 e)9,600 2,500 3,100
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inte: D006 D007	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inter D006 D007 D013 D035	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077 Inter D006 D007 D013 D035	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inter D006 D007 D013 D035	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inte: D006 D007 D013 D035 D036 D037	Medieval and Renaissance Italian Literature	475 700 1,300 5,300 5,300 5,300 5,300 2,500 3,100 3,500 3,100 5,900
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inte: D006 D007 D013 D035  D036 D037  D038	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inter D006 D007 D013 D035  D036 D037  D038 D039	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inte: D006 D007 D013 D035 D036 D037  D038 D039 D040	Medieval and Renaissance Italian Literature	
D062 D063 D079 Italian  Gen: D008 D009 D010  D011 D012 D014 D046 D077  Inte: D006 D007 D013 D035  D036 D037  D038 D039	Medieval and Renaissance Italian Literature	

D072 Literature and Science	2,900
D074 Children's Literature	1,500
D075 Gay Studies in Language and Literature	2,600
D085 Disability Studies	750
D086 Postcolonial Studies in Literature and Culture	6,000
Language Studies	
D042 Language and Society	2,200
D043 Language Theory	
D044 Applied Linguistics	
D045 Language Change	1,100
D081 History and Theory of Rhetoric and Composition	2,000
Language Studies Divisions (42–45 and 81 merged)	4,000
Teaching	
D047 The Teaching of Language	
D048 The Teaching of Literature	
D049 The Teaching of Writing	
D050 Teaching as a Profession	
Teaching Divisions (47–50 merged)	10,900

# **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	400
G001	Anglo-Irish Literature	1,700
G003	Arthurian Literature	1,100
G004	Bibliography and Textual Studies	1,500
G005	Canadian Literature in English	800
G006	Catalan Language and Literature	300
G007	Celtic Languages and Literatures	550
G008	Classical Studies and Modern Literature	2,400
G009	Cognitive Approaches to Literature	2,100
G050	Comics and Graphic Narratives	1,500
G010	Comparative Romance Linguistics	600
G011	Computer Studies in Language and Literature	1,700
G031	Cuban and Cuban Diaspora Cultural Production	850
G012	Folklore and Literature	2,700
G013	General Linguistics	1,200
G014	Germanic Philology	850
G015	Hebrew Literature	250
G016	Hungarian Literature	105
G017	Interdisciplinary Approaches to Culture and Society	8,600
G018	Italian American Literature	500
G019	Jewish American Literature	700
G020	Jewish Cultural Studies	900
G021	Law as Literature	1,300
G022	Lexicography	325
G051	Libraries and Research in Languages and Literatures	550
G023	Literature of the United States in Languages	
	Other Than English	1,400
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G024	Lusophone Literatures and Cultures outside	
	Portugal and Brazil	350
G025	Media and Literature	5,800
G026	Mexican Cultural and Literary Studies	1,500
G027	Netherlandic Language and Literature	175
G028	Old Norse Literature and Language	350
G029	Opera as a Literary and Dramatic Form	800
G030	Part-Time Faculty Members	1,700
G032	Present-Day English Language	1,500
G033	Provençal Language and Literature	225
G034	Puerto Rican Literature and Culture	825
G035	Romance Literary Relations	1,600
G036	Romanian Studies	175
G037	Scandinavian Languages and Literatures	325
G038	Science Fiction and Utopian and Fantastic Literature	2,700
G039	Scottish Literature	525
G040	Sephardic Studies	300
G041	Slavic Literatures and Cultures	625
G042	South Asian Languages and Literatures	625
G043	Southern Literature	1,700
G044	Translation	3,300
G045	Travel Literature	2,800
G046	The Two-Year College	1,500
G047	West Asian Languages and Literatures	150
G048	Yiddish Literature	300

# **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

\$115 per thousand (prorated)

### Approximate quantities of major languages:

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English	2,940
Spanish	2,590
French	2,040
German	1,395
Classics (Greek and Latin)	805
Japanese	855
Italian	755
Russian	600
Chinese	915
Arabic	600
All foreign language administrators	4,000
All administrators	6,595

# The MLA also has 3 specialized lists of administrators:

Ethnic studies	295
Language and area studies	280
Women's studies	