MLA

MAILING LIST RENTALS

2012-13

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**

Modern Language Association MLA

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 120 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 (10,100), in women's studies (8,000), in American literature (11,000), and in English literature (12,200).
- 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

$110 per thousand (prorated)

Format availability

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

English	22,000
Spanish	5,000
French	4,100
German	2,300
Italian	1,100
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 $110 per thousand (prorated)

High-definition lists $130 per thousand (prorated)

Departmental administrators $120 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

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

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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

$130 per thousand (prorated)

Format availability

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

American Literature

D017 American Literature to 1800 1,900
D018 19th-Century American Literature 5,300
D019 Late-19th- and Early-20th-Century American Literature 4,800
D020 20th-Century American Literature 9,400
D076 Black American Literature and Culture 2,800
D080 American Indian Literatures 1,400
D082 Asian American Literature 1,200
D084 Chicana and Chicano Literature 1,600
American Literature Divisions (17–20 merged) 11,000

Comparative Studies

D001 Comparative Studies in Medieval Literature 1,600
D002 Comparative Studies in Renaissance and Baroque Literature 1,600
D003 Comparative Studies in Romanticism and the 19th Century 2,400
D004 Comparative Studies in 20th-Century Literature 5,700
D005 Comparative Studies in 18th-Century Literature 1,100
D034 European Literary Relations (including translation) 1,600
Comparative Studies Divisions (01–05 merged) 9,000

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 2,200
D027 Restoration and Early-18th-Century English Literature 1,700
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 3,700
D032 20th-Century English Literature 4,500
D033 English Literature Other Than British and American 1,600
English Literature Divisions (21–33 merged) 12,200

Foreign Languages and Literatures

D015 African Literatures 1,300
D087 Arabic Literature and Culture 700
D016 East Asian Languages and Literatures to 1900 400
D083 East Asian Languages and Literatures after 1900 700
D066 Slavic and East European Literatures 800

French Literature

D051 French Medieval Language and Literature 850
D052 16th-Century French Literature 625
D053 17th-Century French Literature 600
D054 18th-Century French Literature 800
D055 19th-Century French Literature 1,600
D056 20th-Century French Literature 2,300
D057 Francophone Literatures and Cultures 1,750
French Literature Divisions (51–57 merged) 4,400

German 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 1,700
German Literature Divisions (58–61 merged) 2,300

Hispanic Literature

D078 Colonial Latin American Literatures 1,300
D064 Latin American Literature from Independence to 1900 1,400
D065 20th-Century Latin American Literature 3,300
D067 Medieval Hispanic Languages, Literatures, and Cultures 900
D068 16th- and 17th-Century Spanish Poetry and Prose 1,000
D069 18th- and 19th-Century Spanish Literature 1,000
D070 20th-Century Spanish Literature 1,900
D071 16th- and 17th-Century Spanish Drama 825
D073 Luso-Brazilian Language and Literature 850
Latin American Literature Divisions (64, 65, and 78 merged) 3,400
Spanish Literature Divisions (67–71 merged) 2,800

Italian Literature

D062 Medieval and Renaissance Italian Literature 950
D063 17th-, 18th-, and 19th-Century Italian Literature 550
D079 20th-Century Italian Literature 800
Italian Literature Divisions (62, 63, and 79 merged) 1,400

Genre Studies

D008 Drama (history, criticism, and theory) 3,100
D009 Film (history, criticism, and theory) 5,500
D010 Nonfiction Prose Studies, Excluding Biography and Autobiography (history, criticism, and theory) 2,000
D011 Poetry (history, criticism, and theory) 5,000
D012 Prose Fiction (history, criticism, and theory) 5,700
D014 Literary Criticism (history of criticism; theory of literature) 10,100
D046 Methods of Literary Research 2,900
D077 Autobiography, Biography, and Life Writing 3,400

Interdisciplinary Approaches

D006 Women's Studies in Language and Literature 8,000
D007 Ethnic Studies in Language and Literature 3,700
D013 Popular Culture 6,200
D035 Anthropological Approaches to Literature (including myth, folklore, and ritual) 3,400
D036 Linguistic Approaches to Literature 1,900
D037 Philosophical Approaches to Literature (including history of ideas) 6,100
D038 Psychological Approaches to Literature 3,000
D039 Literature and Religion 3,600
D040 Sociological Approaches to Literature 3,000
D041 Literature and Other Arts 5,500

D072 Literature and Science 3,200
D074 Children's Literature 1,700
D075 Gay Studies in Language and Literature 2,300
D085 Disability Studies 900
D086 Postcolonial Studies in Literature and Culture 6,400
D088 Cognitive Approaches to Literature 2,300

Language Studies

D042 Language and Society 2,400
D043 Language Theory 1,900
D044 Applied Linguistics 1,700
D045 Language Change 1,200
D081 History and Theory of Rhetoric and Composition 2,200
Language Studies Divisions (42–45 and 81 merged) 4,500

Teaching

D047 The Teaching of Language 4,500
D048 The Teaching of Literature 9,300
D049 The Teaching of Writing 7,300
D050 Teaching as a Profession 5,500
Teaching Divisions (47–50 merged) 11,700

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 450
G001 Anglo-Irish Literature 1,800
G003 Arthurian Literature 1,100
G004 Bibliography and Textual Studies 1,600
G005 Canadian Literature in English 900
G006 Catalan Language and Literature 300
G007 Celtic Languages and Literatures 600
G008 Classical Studies and Modern Literature 2,500
G050 Comics and Graphic Narratives 1,800
G010 Comparative Romance Linguistics 600
G011 Computer Studies in Language and Literature 1,900
G031 Cuban and Cuban Diaspora Cultural Production 900
G012 Folklore and Literature 2,800
G013 General Linguistics 1,200
G014 Germanic Philology 900
G015 Hebrew Literature 300
G016 Hungarian Literature 105
G017 Interdisciplinary Approaches to Culture and Society 9,000
G018 Italian American Literature 500
G019 Jewish American Literature 800
G020 Jewish Cultural Studies 1,000
G021 Law as Literature 1,400
G022 Lexicography 325
G051 Libraries and Research in Languages and Literatures 900
G023 Literature of the United States in Languages Other Than English 1,600
G024 Lusophone Literatures and Cultures outside Portugal and Brazil 400
G025 Media and Literature 6,000
G026 Mexican Cultural and Literary Studies 1,500
G027 Netherlandic Language and Literature 175
G028 Old Norse Literature and Language 400
G029 Opera as a Literary and Dramatic Form 900
G030 Part-Time Faculty Members 1,900
G032 Present-Day English Language 1,500
G033 Provençal Language and Literature 300
G034 Puerto Rican Literature and Culture 900
G035 Romance Literary Relations 1,700
G036 Romanian Studies 200
G037 Scandinavian Languages and Literatures 325
G038 Science Fiction and Utopian and Fantastic Literature 2,900
G039 Scottish Literature 600
G040 Sephardic Studies 300
G041 Slavic Literatures and Cultures 700
G042 South Asian Languages and Literatures 700
G043 Southern Literature 1,700
G044 Translation 3,500
G045 Travel Literature 3,100
G046 The Two-Year College 1,500
G047 West Asian Languages and Literatures 200
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.

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

Rate

$120 per thousand (prorated)

Approximate quantities of major languages:

English 2,920
Spanish 2,640
French 2,050
German 1,380
Chinese 995
Japanese 880
Classics (Greek and Latin) 825
Italian 780
Arabic 665
Russian 610
American Sign Language 430
All foreign language administrators 4,290
All administrators 6,585

The MLA also has 5 specialized lists of administrators:

Ethnic studies 310
Language and area studies 275
Women's studies 630
Comparative Literature 205
Linguistics 335