

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.**

- ▷ **33,000 English and foreign
language teachers and scholars**
- ▷ **over 6,600 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 200 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 500 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 (12,000), and in English literature (14,000).
- The MLA also maintains a list of over 6,600 departmental administrators that breaks down into over 500 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

\$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.....	5,400
D019	Late-19th- and Early-20th-Century American Literature.....	4,800
D020	20th-Century American Literature.....	9,400
D076	Black American Literature and Culture	3,400
D080	American Indian Literatures	1,400
D082	Asian American Literature.....	1,300
D084	Chicana and Chicano Literature.....	1,600
	<i>American Literature Divisions (17–20 merged).....</i>	<i>12,000</i>

Comparative Studies

D001	Comparative Studies in Medieval Literature	1,750
D002	Comparative Studies in Renaissance and Baroque Literature	1,700
D003	Comparative Studies in Romanticism and the 19th Century	2,500
D004	Comparative Studies in 20th-Century Literature.....	5,900
D005	Comparative Studies in 18th-Century Literature.....	1,200
D034	European Literary Relations (including translation)	1,800
	<i>Comparative Studies Divisions (01–05 merged).....</i>	<i>11,000</i>

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.....	2,600
D025	Shakespeare	3,400
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	2,900
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
	<i>English Literature Divisions (21–33 merged).....</i>	<i>14,000</i>

Foreign Languages and Literatures

D015	African Literatures	1,300
D087	Arabic Literature and Culture	800
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.....	650
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.....	1,850
	<i>French Literature Divisions (51–57 merged).....</i>	<i>5,000</i>

German Literature

D058	German Literature to 1700.....	450
D059	18th- and Early-19th-Century German Literature.....	1,000
D060	19th- and Early-20th-Century German Literature	1,500
D061	20th-Century German Literature.....	1,700
	<i>German Literature Divisions (58–61 merged).....</i>	<i>2,300</i>

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	900
	<i>Latin American Literature Divisions (64, 65, and 78 merged).....</i>	<i>3,500</i>
	<i>Spanish Literature Divisions (67–71 merged).....</i>	<i>3,000</i>

Italian Literature

D062	Medieval and Renaissance Italian Literature.....	1,000
D063	17th-, 18th-, and 19th-Century Italian Literature	550
D079	20th-Century Italian Literature	800
	<i>Italian Literature Divisions (62, 63, and 79 merged).....</i>	<i>1,400</i>

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).....	2,200
D011	Poetry (history, criticism, and theory)	5,000
D012	Prose Fiction (history, criticism, and theory).....	6,000
D014	Literary Criticism (history of criticism; theory of literature).....	10,100
D046	Methods of Literary Research	3,000
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	3,000
D085	Disability Studies.....	1,000
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
	<i>Language Studies Divisions (42–45 and 81 merged)</i>	5,000

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
	<i>Teaching Divisions (47–50 merged)</i>	12,000

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	1,200
G004	Bibliography and Textual Studies.....	1,600
G005	Canadian Literature in English.....	900
G006	Catalan Language and Literature	400
G007	Celtic Languages and Literatures	600
G008	Classical Studies and Modern Literature.....	2,500
G050	Comics and Graphic Narratives.....	1,900
G010	Comparative Romance Linguistics.....	600
G011	Computer Studies in Language and Literature.....	1,900
G031	Cuban and Cuban Diaspora Cultural Production	950
G012	Folklore and Literature.....	2,800
G013	General Linguistics	1,200
G014	Germanic Philology	900
G015	Hebrew Literature.....	300
G016	Hungarian Literature.....	110
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	1,500
G022	Lexicography	400
G051	Libraries and Research in Languages and Literatures	1,100
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	1,600
G027	Netherlandic Language and Literature	200
G028	Old Norse Literature and Language	400
G029	Opera as a Literary and Dramatic Form	900
G030	Part-Time Faculty Members	2,000
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	400
G038	Science Fiction and Utopian and Fantastic Literature	3,000
G039	Scottish Literature	600
G040	Sephardic Studies	350
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	210
G048	Yiddish Literature	350

Departmental Administrators

The MLA's comprehensive lists of two- and four-year college and university departmental administrators are available for over 500 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

\$120 per thousand (prorated)

Approximate quantities of major languages:

English.....	2,940
Spanish.....	2,685
French	2,075
German.....	1,405
Chinese.....	1,030
Japanese.....	910
Classics (Greek and Latin).....	845
Italian	805
Arabic	680
Russian.....	630
American Sign Language	460
All foreign language administrators	4,360
All administrators.....	6,655

The MLA also has 5 specialized lists of administrators:

Ethnic studies	330
Language and area studies.....	275
Women's studies	630
Comparative Literature	210
Linguistics	350





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	21,000
Spanish	5,000
French	4,100
German	2,200
Italian	1,100
All foreign language members.....	11,000

Membership lists can be selected according to over 500 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