

### Journal Information

**Trim:** 7.5 inches (wide) x 10.5 inches (high)

**Printing method:** web offset, computer-to-plate

**Text stock:** 45# white matte-coated paper

**Text printing:** black ink only

### Specifications

- No bleeds, color, or quarter-page ads.

### Advertising Policy

- Ads must fit the specifications.
- Content and appearance of advertisements are subject to publisher's approval.
- No cash discount.
- No agency discount.
- New advertisers must send payment with their insertion orders.
- Insertion orders must precede or accompany materials.
- Tear sheets will accompany invoice.
- The MLA will bill advertisers directly or through an agency; in either case, advertisers are responsible for prompt payment of money due *PMLA*.

Please reserve \_\_\_\_\_ page(s) of advertising space for the following issue(s) of *PMLA*

- January
- March
- May
- October
- November (MLA Program)

I understand that the total cost will be \$\_\_\_\_\_.

### RETURN TO

Annabel Schneider  
 Advertising Manager, *PMLA*  
 26 Broadway, 3rd floor  
 New York, NY 10004-1789  
 646 576-5024  
 Fax: 646 835-4061 or 646 458-0030  
 aschneider@mla.org

Single-Insertion Rates	Regular	Volume 125 Advertisers*
Full page (6" wide x 8.75" high)	\$1,180	\$795
Half page (6" wide x 4.25" high)	\$770	\$510

\* Volume rates require at least one insertion in each issue of volume 125.

### ONLY ADS IN ELECTRONIC FORM ARE ACCEPTED

Please consult the MLA Web site ([www.mla.org/pmla\\_advertising](http://www.mla.org/pmla_advertising)) for instructions on preparing and sending electronic ads. All electronic ads should be submitted in Adobe Acrobat PDF format and e-mailed to [pdfads@mla.org](mailto:pdfads@mla.org). In addition to the PDF file, please mail (do not fax) a hard-copy laser proof of the ad at 100% of the document's size to the address below.

\_\_\_\_\_  
 Company

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 Your name

\_\_\_\_\_  
 Telephone

\_\_\_\_\_  
 Fax

\_\_\_\_\_  
 E-mail

\_\_\_\_\_  
 Advertising agency (if applicable)

\_\_\_\_\_  
 Telephone