PMLA

Advertising Order Form

Advertising 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
Covers II and III, by volume agreement only		$1,065

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

Volume 125 Deadlines	Reservations	Materials (PDFs only)
January	8 Oct. 2009	22 Oct. 2009
March *Fall Textbook Preview*	3 Dec. 2009	17 Dec. 2009
May	11 Feb. 2010	25 Feb. 2010
October *Spring Textbook Preview* *Special Topic—Literary Criticism for the Twenty-First Century*	1 July 2010	15 July 2010
November *Convention Program*	22 July 2010	5 Aug. 2010

Extensions may be possible; please write or call.

Preparing Ads in Electronic Form

Please consult the MLA Web site (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. 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.

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

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 advertising space for the following issue(s) of *PMLA*

	Full page	Half page
January	_____	_____
March	_____	_____
May	_____	_____
October	_____	_____
November (MLA Program)	_____	_____

I understand that the total cost will be $ _____.

_____
Company

_____
Address

_____

_____
Your name

_____
Telephone Fax

_____
E-mail

_____
Advertising agency (if applicable)

_____
Telephone