

# PMLA

## Advertising Order Form

### 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*.

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 <i>Fall Textbook Preview</i>	3 Dec. 2009	17 Dec. 2009
May	11 Feb. 2010	25 Feb. 2010
October <i>Spring Textbook Preview Special Topic—Literary Criticism for the Twenty-First Century</i>	1 July 2010	15 July 2010
November <i>Convention Program</i>	22 July 2010	5 Aug. 2010

*Extensions may be possible; please write or call.*

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

### Preparing Ads in Electronic Form

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.

### Return to

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