

PMLA

2014 Advertising Rates and Order Form ■ Volume 129

Advertising Rates	Regular	Volume 129 Advertisers*
Full page (6" wide x 8.75" high)	\$1,200	\$810
Half page (6" wide x 4.25" high)	\$785	\$520
Covers II and III, by volume agreement only		\$1,085

*Volume rates require at least one insertion in each issue of volume 129. Cover positions for 2015 will be offered to those volume advertisers who place the largest number of advertising pages in 2014. Please note that Cover IV is only available to advertisers on the November issue.

Volume 129 Deadlines	Reservations	Materials (PDFs only)
January	22 Oct. 2013	5 Nov. 2013
March <i>Fall Textbook Preview</i>	17 Dec. 2013	7 Jan. 2014
May	4 Mar. 2014	18 Mar. 2014
October <i>Spring Textbook Preview Special Topic—Tragedy</i>	26 June 2014	10 July 2014
November <i>MLA Convention Program</i>	22 July 2014	5 Aug. 2014

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 Convention Program)	_____	_____

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

Company

Address

Your name

Telephone

Fax

E-mail

Advertising agency (if applicable)

Agency telephone

Send volume agreements, insertion orders, and correspondence to

Annabel Schneider
Advertising Manager, *PMLA*
26 Broadway, 3rd floor
New York, NY 10004-1789
646 576-5024
aschneider@mla.org

All electronic ads should be e-mailed to aschneider@mla.org.

PMLA, the journal of the Modern Language Association of America, has since 1884 published articles of scholarly interest to those who teach language and literature. It appears in five annual issues:

- Four of these (January, March, May, October) present scholarly articles and notes.
- The November issue is the program for the association's annual convention; the 2015 convention will be held 8–11 January in Vancouver.

All issues are sent directly to the about 28,000 college and university teachers of English and foreign languages who belong to the association and to about 1,900 libraries throughout the world.

Watch for the upcoming special issue: Tragedy (Oct. 2014). The issue will explore how this ancient dramatic mode speaks to the critical and creative imagination today, not only in the theater but in all forms of expression.

Circulation

Total: 29,653

Scholars, critics, and teachers of literatures and languages: 27,736
Library subscriptions: 1,917

Distribution of Membership

United States and Canada: 91%
Other countries: 9%

PMLA Today

PMLA in 2014 offers an array of special features for advertisers.

- *PMLA*'s circulation is among the largest for a humanities journal.
- One of the most prestigious and venerable journals, *PMLA* is a premier showcase for any publisher.
- *PMLA* covers a broad range of topics in the humanities—ideal for advertising books (or other items of interest to our members) on many subjects.
- *PMLA* is available to library subscribers in an electronic format that allows convenient browsing of the ad section.

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.
- Do not include crop marks or color bars.

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*.

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 and e-mailed to aschneider@mla.org.