

PMLA

Publications of the Modern Language Association of America

2014 VOLUME ADVERTISING IN *PMLA*

I'd like to thank those of you who were 2013 *PMLA* volume advertisers and invite you to remain with us for 2014. If you were not a volume advertiser this past year, I hope you'll consider the benefits of signing on for 2014. *PMLA* is sent to about 28,000 scholars and teachers of literature and language and has about 1,900 library subscribers around the world, making its circulation among the largest for a humanities journal. All library subscribers receive *PMLA* online, and some choose to receive the print version as well. Readers of the online version can consult the index of advertisers and easily browse, print, and save ad pages. The wide range of distinguished scholarship makes *PMLA* ideal for advertising books (or other items of interest to our members) on almost any subject.

***PMLA* Advertising Rates in 2014 (Unchanged!)**

Volume advertisers receive preferred placement and a significant discount on rates: \$810 for a full page (a savings of \$390 per advertisement over the regular rate of \$1,200) and \$520 for a half page (a savings of \$265 per page over the regular rate of \$785). The two volume advertisers who place the largest number of ads in 2014 will be offered cover positions II and III for volume 130 (the 2015 issues); *the back cover of PMLA will be available to volume advertisers on the November (MLA Convention Program) issue only.*

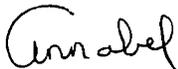
The Volume Agreement

Volume advertisers agree to place at least one ad in each issue of volume 129 (the 2014 issues). The issues are January, March (Fall Textbook Preview), May, October (Spring Textbook Preview), and November (the essential MLA Convention Program).

If you agree that volume advertising should be a part of your advertising strategy, please sign and return the volume-advertising agreement form (go to www.mla.org/pmla_advertising) by 15 October. Volume agreements begin with the January issue of *PMLA*. The January reservations deadline is 22 October; the January materials deadline is 5 November (extensions may be available; please write or call). Complete information about advertising in *PMLA*, including rates, deadlines, and order forms, is available at www.mla.org/pmla_advertising.

Please call or write if you have any questions. I look forward to working with you in 2014.

With best wishes,



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