

2010 Advertising Rates Volume 125

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 next convention will take place in Los Angeles in January 2011.

All issues are sent directly to the more than 30,500 college and university teachers of English and foreign languages who belong to the association and to about 2,200 libraries throughout the world.

CIRCULATION

Total: 32,700

Scholars, critics, and teachers of literatures and languages: over 30,500
Library subscriptions: 2,200

Distribution of Membership

United States and Canada: 93%
Other countries: 7%

RATES	Regular	Volume 125 Advertisers
Full page	\$1,180	\$795
Half page	\$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. Cover positions for 2011 will be offered to those volume advertisers who place the largest number of advertising pages in 2010. Please note that Cover IV is only available to advertisers on the November issue.

Note: The MLA membership directory is now online, and thus the September (Directory) issue of *PMLA* will no longer appear in print.

DEADLINES	Reservations	Materials
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>Special Topic—Literary Criticism for the Twenty-First Century Spring Textbook Preview</i>	1 July 2010	15 July 2010
November <i>Convention Program</i>	22 July 2010	5 Aug. 2010

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
Ad sizes: full page 6 inches (wide) x 8.75 inches (high)
half page 6 inches (wide) x 4.25 inches (high)

Only Ads in Electronic Form Are Accepted

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 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 and indicate which issue it's for.

ADVERTISING POLICY

- Ads must fit the specifications.
- Insertion orders must precede or accompany materials.
- No cash discount.
- No agency discount.
- New advertisers must send payment with their insertion orders.
- Content and appearance of ads are subject to publisher's approval.
- 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*.

Send volume agreements, insertion orders, and correspondence to:

Annabel Schneider
Advertising Manager, *PMLA*
26 Broadway, 3rd floor
New York, NY 10004-1789
voice: 646 576-5024 or 646 576-5000
fax: 646 835-4061 or 646 458-0030
aschneider@mla.org

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

PMLA

The Best in Literary Criticism and Scholarship

PMLA is sent to all members of the Modern Language Association, most of whom are professors of languages and literatures; over 7,200 are graduate students.

PMLA TODAY

PMLA in 2010 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 on many subjects.
- *PMLA* is available to library subscribers in an electronic format that allows convenient browsing of the ad section.
- Libraries that subscribe to the electronic version continue to receive the print issues, giving advertising unprecedented exposure.

COMING IN 2010

Watch for sets of essays by leading scholars on these topics, among others: materiality and writing; museum studies; oceanic studies; and visual cultures, literary cultures. Special forums will assess the influence of Aimé Césaire, Eve Kosofsky Sedgwick, and Leo Bersani. The October 2010 issue will explore the prospects of literary criticism for the twenty-first century (please see the box at right).

CONTACT

Annabel Schneider
Advertising Manager, *PMLA*
26 Broadway, 3rd floor
New York, NY 10004-1789
voice: 646 576-5024 or 646 576-5000
fax: 646 835-4061 or 646 458-0030
aschneider@mla.org

Please see page 1 for advertising deadlines.

OCTOBER 2010: LITERARY CRITICISM FOR THE TWENTY- FIRST CENTURY

What kinds of literary criticism can we imagine for the twenty-first century? The twentieth century saw a variety of exciting literary-critical approaches, including New Critical analyses of works as ironic, elegantly constructed organic wholes; structuralist analyses of how works relate to the generic or discursive systems that produce them; deconstructive readings of how works undo the ideological frameworks that support them; historicist readings of works as symptoms of or interventions in a sociopolitical context; ethnic, feminist, Marxist, psychoanalytic, race-critical, and queer readings of works in relation to philosophical, political, and socioeconomic conditions. What is next? The October 2010 special issue, coordinated by Cathy Caruth and Jonathan Culler, will gather essays that seek to remobilize the field of literary criticism. Over the last few decades, theory has taught us a great deal about effective critique, but we may have entered a moment of reconstruction or regeneration in which we seek other forms of literary-theoretical knowledge. Does the twenty-first century call for changed paradigms and fresh imaginings of how we study and write about literature? Are there current approaches that have not yet been fully developed and that would richly repay attention? Do new media demand the creation of innovative literary-critical forms? How have local, national, and global changes transformed the way we see literature? What challenging approaches does literary criticism for the twenty-first century require?