

# PMLA

## 2012 Advertising Rates and Order Form ■ Volume 127

Advertising Rates	Regular	Volume 127 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 127. Cover positions for 2013 will be offered to those volume advertisers who place the largest number of advertising pages in 2012. Please note that Cover IV is only available to advertisers on the November issue.

Volume 127 Deadlines	Reservations	Materials (PDFs only)
January	3 Nov. 2011	17 Nov. 2011
March <i>Fall Textbook Preview</i>	15 Dec. 2011	5 Jan. 2012
May	16 Feb. 2012	1 Mar. 2012
October <i>Spring Textbook Preview Special Topic—Work</i>	28 June 2012	12 July 2012
November <i>MLA Convention Program</i>	19 July 2012	2 Aug. 2012

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)

\_\_\_\_\_  
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  
Fax: 646 835-4061 or 646 458-0030  
aschneider@mla.org

All electronic ads should be e-mailed to pdfads@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 2013 convention will be held 3–6 January 2013 in Boston.

All issues are sent directly to the about 30,000 college and university teachers of English and foreign languages who belong to the association and to about 2,000 libraries throughout the world.

### Circulation

**Total: 30,980**

Scholars, critics, and teachers of literatures and languages: 28,930  
Library subscriptions: 2,050

### Distribution of Membership

United States and Canada: 92%  
Other countries: 8%

### *PMLA* Today

*PMLA* in 2012 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 2012

Here are some of the subjects that will be explored next year in suites of essays by leading critics: twentieth-century American poetry; the long and the short—problems in periodization; economics, finance, capital, and literature; practices of the ethnic archive; and sustainability. The October 2012 issue will be entirely devoted to the topic *Work*.

### 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*.

### 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 and e-mailed to [pdfads@mla.org](mailto:pdfads@mla.org).